

What Are The Key Ingredients That Can Make Or Break A Practice?

by Dr. Brent Detelich



I have been coaching chiropractors for over 15 years and I'm often astounded at the diversity among us. There are a myriad of techniques, personalities, philosophies, practice methodologies, and so on. The interesting point is that none of these factors are the constant that I find in successful practices — none of them. And they are not what makes or breaks a practice. There are other factors that I find to be the key ingredients in flourishing practices. Whenever a practice lacks these, no matter how successful the idea, how proven the system, or how effective the technique — the practice remains flat and non-expanding. These ingredients, once firmly in place, cause all of the above mentioned factors to smoothly coalesce and manifest growth.

I refer to the key ingredients to success as “The Three Cs: Certainty, Confidence, and Compassion.” Achieving The Three Cs does not happen by accident; it takes a conscious, consistent effort to develop and maintain their existence. But once you do, your practice has the right environment in which to thrive. And if you lack The Three Cs, no other style, protocol, system, or mythologies can make up for their absence. In all of my years of

coaching chiropractic practices I have found this to be true everywhere I have observed.

I think the main point with regards to The Three Cs is that they are imperative when communicating with patients. The best example I can give isn't doing a report of findings; in other words, if the doctor does a report of findings and they have The Three Cs then, of course, the patient feels more comfortable with the doctor and feels the doctor is being truthful. This is a key component in the doctor-patient relationship. If for some reason the doctor does not exhibit The Three Cs in

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communicating with the patient, the patient becomes concerned that this may not be the right plan of care for them even if they accept the care. Moreover, the patient does not always benefit as much as they could have if The Three Cs were embodied in the doctor's presentation. As a consultant I have seen this manifest in many different ways. For example, when a new client joins our program and feels confident with our system they achieve results right away. A second example would be when a client

comes to us with an already established practice, and regardless of their technique, if they already embody The Three Cs, they also have more successful practices, even without coaching; and once they receive coaching their practices grow even more.

How do doctors achieve The Three Cs? The most important step is to actually make a decision to make them a part of you and live them, for without that decision it is impossible to achieve a high level of The Three Cs. The second is to maintain a system that includes training so that your level of proficiency in

these areas increases. It's like any other objective that a person wants to master: the more they train and drill the better they get. The third thing to do is to constantly remind oneself to not only attain but to maintain The Three Cs. This could be easily handled by having these words printed and posted around your office. And finally, once doctors start to use The Three Cs, they will see that the practice is growing, the patients are more satisfied, and the staff feel more comfortable with the work they are doing. And isn't

that exactly what all of us are looking for?

Patients generally experience some results from care but there are those occasions when the level of response isn't quick or significant enough to meet the patient's expectations. It is in these instances that the successful chiropractor evaluates and ensures that they have not missed anything. Then — with certainty, confidence and compassion — they reassure the patient that the care plan outlined for them is the correct protocol and designed to get the expected results. When a large volume of patients are crowding the door to your office, and all of the staff members and the doctor alike welcome the patient with certainty, confidence and compassion, the entire mood of the office is uplifted and remains so throughout the day. The energy created by The Three Cs makes a momentous difference to your practice. The Three Cs also extend to meeting your patients — whether that be in general or at a screening or lecture. We know that those who have The Three Cs when speaking to people about coming into the office always establish more new patients as a result.

I am reminded of one of the most important lessons I learned about these three words early on in my practice career. I was preparing my first in-office workshop and I was very anxious. I had a real fear of public speaking and was actually afraid to even give the talk, but my purpose to serve helped me get through that barrier. There I was giving my first lecture on chiropractic as a healthcare choice and the importance of corrective care. Although I did not give an amazing lecture (by any stretch of imagination), I realized that my patients, and their guests, were hungry for this information. At the conclusion of my lecture, one of the guests actually stood up and said that she had been suffering from headaches for over 20 years and had tried every type of doctor, pill and injection but to no avail. But, finally, after listen-

The Three Cs

I realize everyone reading this knows the definition of the words in "The Three Cs" but just to apply it to our profession, here is a quick refresher:

1. Certainty. The act of being certain. Certain: free from doubt or reservation; confident; sure: I am certain this protocol is precisely what will create more wellness in your life. If you don't display certainty, how is the patient supposed to "buy into" your care? It's not possible. And, of course, you must possess sincere certainty; if it is artificial, the patient will innately know. If you don't truly radiate certainty about what you offer, you need to address that first and foremost.

2. Confidence. Full trust; belief in the powers, trustworthiness, or reliability of a person or thing. Belief in oneself and one's powers or abilities; self-confidence; self-reliance; assurance. "Confidence" goes hand-in-hand with "certainty." The patient cannot possibly "buy into" your care if you are not exuding confidence about your practices and modalities.

3. Compassion. A feeling of deep sympathy and sorrow for another who is stricken by misfortune, accompanied by a strong desire to alleviate the suffering. Bottom line, the vast majority of us got into chiropractic because we were driven to help others to achieve maximum wellness and quality of life. The moment we forget that, or lose it as our prime drive, we "lose our way" and our practice will quickly suffer. We must always operate with the quality of care for our patients as our prime directive. Once we lose that, we really lose everything.

(Prime definitions provided by www.dictionary.reference.com)

ing to my lecture, she understood why she had headaches and that I should be able to help her once and for all to get rid of them. This amazing realization was accomplished by my thorough explanation of the brain-body diagram and using the circuit breaker analogy. She understood what I did as a chiropractor, and that brought about our mutual increase in The Three Cs.

The point I'm trying to make is that when your patients fully understand what you do — when you take the time to deliver a "black belt" report of findings — you will succeed in educating your patients, which ultimately creates much better patient retention. When you get them to value your care's importance for the quality, as well as quantity of life, you are then doing those things which will bring about The Three Cs in your practice, and

in due course for its wealth and expansion. At that point, your word-of-mouth marketing is established, and the practice should experience regular and weekly referrals.

As we all know, referred patients make the best patients, and as long as you continue to educate and share your knowledge with those patients, your referrals will continue. It is that steady flow of new patients, coupled with great patient outcomes, which subsequently re-instills The Three Cs in the doctor, the staff, the patients, and ultimately the practice itself on a daily basis.

About The Author — Dr. Brent Detelich is CEO of the Masters Club, Inc. His system helped to grow his practice to 500 patients a week and then to open other clinics totaling 2,000 patient visits a week. Visit www.mastersclubinc.net, call 800-326-1797 or email info@mastersclubinc.net.