



If They Aren't Buying What You're Selling,

Sell **Other** **Things**

by Dr. Brent Detelich

Most businesses are started with an idea, or are premised on what good or goods they're going to provide. For most chiropractors this is simply a matter of what techniques(s), modalities, rehab and/or nutrition you are going to utilize in your practice. These decisions are based on personal philosophy, experience or viewpoints, but are not necessarily based on what the average patient *wants*.

Somehow we keep forgetting that 85 percent of the population has still not been on the receiving end of the wonderful benefits of chiropractic. Most likely because they do not fully understand what it is and how it can benefit them. And yet, despite all the facts to the contrary, regarding the overall non-effectiveness of marketing chiropractic viewpoints and techniques to the public, we still do so instead of finding out what they really

desire or feel comfortable with.



For instance, do you believe potential patients are attracted to practices with a multitude of health care

practitioners or a singular service? If you were to take a minute and randomly survey 100 people in your town regarding which they prefer, you might be amazed by the result.

One of the most prevalent mistakes businesses make is that they assume they know what their customers want. Running a healthcare facility can be the same way; the greatest number of patients' needs, wants, and desires may not fully be addressed in a solo practitioner setting. It is up to the practitioner to realize and react to the patient's comfort zone and understand their preferences. Sure, you need to be the leader in terms of addressing what a patient needs, once they *arrive* at your practice. But I'm talking about what will actually bring them *in* so you have the *opportunity* to share your knowledge, experience and chiropractic technique – after you get them to show up in the first place.

So what we are addressing here is the fact that what you offer should be something that the highest percentage of people in your community would be willing to receive, instead of limiting your message by just promoting spinal adjustments, modalities and rehab as that may not be enough to attract today's average public.

In other words, it's not as if we haven't tried to market chiropractic care. If we keep offering the same message, it's not likely that all of a sudden a light is going to come on and a higher percentage of potential patients are going to flood our practices. With the altering and decreasing amounts of insurance reimbursements and the typical amount of liquid money the average families have at their disposal today, we have reached a point where the traditional practice offering and marketing may find generating new patients more difficult than ever.

Much of the public feels they know what chiropractic offers and have decided they are not interested. We need to break that barrier. What is that old sales saying? A prospect will not say "yes" after they have said "no." They will only say "yes" to a new offer. So, if 85 percent have basically said "no" to chiropractic care as a solo offering, maybe we need to make (market) another offer.

Spinal adjustments used to be enough

Most of us have run practices with spinal adjusting being the main type of care offered. And, in the right town, location, and demographics, an adjustment-only practice can do just fine. It all depends. However, on an increasing level, today's

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patients prefer a multi-practitioner health care facility that offers a bevy of modalities and protocols. As always, times are changing.

One stop shop

I don't know about you, but when I take my car in for an oil change or new tires, I prefer an auto shop that can basically handle any of my potential auto repair and service needs. If I have to go in to get a tire fixed, I like to "kill as many birds with one stone" as I can. I will generally get the oil changed, all the fluids topped off, tires rotated – anything that is due – like fuel and air filters changed and things of that nature. It's just easier to make one stop for all these items than have to stop at a few shops.

Many patients today feel the same way about their health care. Instead of having to make multiple appointments it's much more convenient to

need only one visit for multiple types of care. In today's busy, compressed world, anything that simplifies our lives is welcome. That is why integrated practice models are becoming more abundant, and successful, in today's world.

But what about the chiropractic soul?

You don't have to abandon the central spirit of chiropractic that you fell in love with while choosing to practice chiropractic. Just because you add a varying practitioner to your practice doesn't mean you have become no different than those offering allopathic medicine. In other words, adding another practitioner type doesn't mean you now are primarily involved in the drug and surgery world.

You can still maintain the heart and soul of chiropractic even though you may choose to offer protocols like injectables for joint regenera-

tion, weight loss plans, successful aging, decompression, allergy treatments and a whole host of other possible treatments – all offered while maintaining the spirit of chiropractic. Those same patients who appreciate a mostly non-drug regimen will maintain their positive attitude towards a more natural-centric treatment protocol.

By adding different and varying health care practitioners, you do not automatically become part and parcel of allopathic medicine. Most integrated practices run by a chiropractor still maintain chiropractic beliefs, such as addressing the core of the symptoms, instead of just masking them as "mainstream" health care often pursues.

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.

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