



Thrive In Practice By Being On Purpose

by Dr. Brent Detelich

Times have changed. This certainly is not the 1990s any longer. Heck, it's not even the early 2000s. A plethora of things have changed in chiropractic since then, whether it be in reimbursement or in the amount of liquid cash your general patient has. And, although we were thinking and hoping this was merely a "down cycle" — to be followed by thriving economic times — we may have to reinvent ourselves in order to traverse the current economic and health care conditions.

But guess what hasn't changed?

Even though there are undeniable, long-lasting obstacles to overcome, one thing has certainly not changed in practicing as a chiropractor: We are a valuable and needed profession. While there are many things to consider, in terms of creating a thriving practice (such as your practice model, etc.), one thing that remains true is there are more people today that need our care than ever before. It is time for you to create the practice of your dreams in order to keep people in your community from suffering needlessly.

Being on purpose

So much has changed in the chiropractic space that it seems that our purpose is getting blurred in all of the confusion brought about by these overwhelming alterations. It's important to note that operating with purpose and passion to serve has not changed, and you will create what you focus on. If you enter your practice each day, focused on insurance woes, bills, payroll, taxes and a whole cloud of worry, everyone around you will feel it and be negatively impacted. Your staff and your patients will feel the negative vibe, even if you never breathe a word about your concerns. Even animals can sense negativity and often react to it. If you infect your office space with negative thoughts, your practice will suffer, regardless of having a good practice model.

How can I just forget my problems?

You cannot just forget your problems, as that won't make them disappear. However, you can manage your thoughts and worries so they aren't at the forefront of your mind while operating as a chiropractor. If your thoughts are cluttered with the

stress of debt, guess what you will likely get in return? More debt. After all, it is what you are "putting out there."

Focus on the miracles of our profession; on the value of restoring quality of life. Helping a patient to get out of pain is no small thing. By focusing on the purpose of helping others live a better life and being passionate about that, you will create a positive impact on those around you including your patients, your staff, your friends and your loved ones.

Take one step in the right direction every day

Good old, Isaac Newton told us, "A body in motion tends to stay in motion unless acted on by an outside force." Well, staying "On Purpose" would have a similar outcome for yourself and others. By taking a small step in the right direction each and every day, focusing on the good and not the bad, you will begin to build momentum and your practice will grow. Just keep taking another step forward and before you know it, you will look around and see

improvements happening all around you.

An all too common real life example: Let's say you have incurred a lot of debt and you are having trouble just making the minimum payments each month. You are basically on a treadmill, running and running, while it keeps getting steeper and steeper. That pile of bills makes you so frustrated that you no longer want to look at them. You are so disturbed by them that you decide to handle this problem by just throwing some papers over them and acting like they are not there anymore. Would that be an effective solution to this problem? Or would it be better to, instead, find out which bill is hammering you the worst and deal with it? It may be a case of calling and asking for a more affordable rate, or it may be transferring that debt to a place with lower interest rates. Regardless, make that one initial move towards improving your condition. There, one foot out of that rut.

As you continue to take "one more step" forward, you will find yourself in a better place. Rome was not built in a day. If you keep stepping forward, positive momentum will build, and you are then on the path of attaining your goals. The joy isn't necessarily in the end game; it is the process of growth and expansion that one truly enjoys. Don't wait to achieve your goal and think "then I will be happy" but, instead enjoy each step of the process by having purpose and passion throughout your day.

Remember, whatever occurs outside of the office, it's up to you to ensure that when you walk through those doors, you remember:

1. I am here to make the lives of others better.
2. I am here to help people heal.
3. I am here to make a positive difference in the world around me.
4. Throughout my day, I am the creator of solutions not problems.

Simple Goals To Thrive

Most business gurus tell us that in order to sustain consistent success, one must "measure" the key fundamentals of their business. In order to do so, you must keep stats so you know if you are "on target." Without monitoring the vital statistics, you have no idea if you need to "step it up" in the crucial areas. It doesn't have to be complex. The following are the areas you should be monitoring.

1) In order to keep the number of new patients on the upswing, a practice needs to do a minimum of one effective internal marketing event and one effective external event per week. These events come in various forms and you can find the ones that best fit your practice and personality. For example, some thrive giving speeches at various gatherings and events, and some really struggle in that area. If you excel at speaking, then obviously it's a fit for you. But regardless, ensure you have one internal and external event every week.

2) In order to keep cash collections and patient retention up the doctor will need to continue to implement an effective report of findings (ROF). It's that simple. The ROF simply reinforces the condition of the patient. Without ROF, they tend to lose sight of why they need care.

3) In order to keep overall collections up, the doctor must continue to understand insurance rules and regulations and/or add additional services that the patient purchases for cash. There are different practice models, obviously. Some are able to be cash-only practices, while some practitioners need both insurance reimbursements and cash elements. Obviously, if you have both, you have a better chance of increased collections. If your practice involves both insurance and cash services, make sure you record and monitor both streams of revenue so neither suffers needlessly.

But I am doing fine...

Of course, not everyone is totally struggling, including chiropractors. Many are doing perfectly fine. But even with those who are seeing a healthy dose of new patients and cash flow, many are having to literally live the life of a laborer to make a go of it. So, even if you are not among those struggling to pay the bills, you still might not be fully dialed in and you and your practice could benefit from being more focused on your purpose. Our goal shouldn't be just to make ends meet, it should also be to have a life out-



side our practice. I see so many doctors who might be "successful," but who are missing family time and vacations. Rediscovering your purpose can allow for not only a thriving practice, but also a life full of fun and love outside your practice walls.

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.