

Chiropractic Identity & Pull-Through Marketing

“ Only 2% of the public sees chiropractic as primary care and only 6% see chiropractors as wellness experts & it's time to change that perception! ”

Sometimes one simple concept or revelation can be the impetus to set into motion the changes necessary for radical success. Right now 67% of the chiropractic profession views itself as a primary natural health care provider and 83% as wellness experts. On the other hand, according to the World Federation of Chiropractic Identity Conference only 2% of the public sees chiropractic as primary care and only 6% see chiropractors as wellness experts. It's time that we change this perception.

The drug companies and medical establishment are experts in positioning themselves as the leaders in “wellness.” Corporate medical leaders consider “wellness” a budding market, so they move or shape public opinion. But we have the experience and under-



standing to bring about real wellness.

Wellness isn't preventative testing to find out what drugs our body is deficient in, Wellness is infusing life into our patients whether by balancing the nervous system or teaching people to eat “real” food. Wellness is helping people one day at a time to live and experience life to its fullest. We need voices sounding the benefits of chiropractic and

wellness, so it's really up to us to ring the bell.

Here's the simple concept: The extent that we can educate our community about the benefits of what we do is the extent of our success. Do people really know what you do? Are you and your staff communicating day by day that you are wellness experts?

I was talking to a clinician last weekend at a seminar

and he shared with me that he finds it difficult to see patients about nutrition because his patients don't see him as a wellness doctor. At the same time “wellness” is on the rise. Natural healers like the chiropractic and naturopathic profession should be seen by the public as the leaders in this area.

Currently, the advertising budgets of local hospitals and insurance companies succeed in associating what they do as “wellness.” But let me share some ideas that could make your educating job a little easier. Let's use the principles of pull-through marketing and bring them into our clinics on a daily basis.

The principle of pull-through marketing is to position ourselves, our staff, our advertising, our office décor in such a way that patients ask us for the whole compliment of services we offer. One of the easiest places to start is how your staff makes appointments.

Once they understand the concept that is, they may ask the patient a question like this: Mrs. Smith, “would you like to schedule an appointment for a Nutrition/ Wellness appointment or for a chiropractic visit?” Right off the bat the patient wants to know what is this wellness/ nutrition visit and how is it different from a chiropractic visit? Just asking a question like that in your office opens up a whole range of services your patients may not know you provide.

Here's another idea. Have a white board in each of your treatment rooms. Make a statement or ask a simple question on each one? “Did you know our office effectively treats hypertension without the negative side

effects of hypertensive medication?” Or “We treat asthma at this office” or “cholesterol lowering drugs can weaken muscles, and can cause brain fog and fatigue.” You can change the board weekly and stimulate all kinds of conversations.

Here's another strategy. Share a 2 minute testimony of a success story with every patient every Monday print interesting excerpts from “The Tuesday Minute” and give it to patients on Tuesdays, On Wednesday share about a nutrient, a new supplement or a new treatment that is getting results. You get the idea. Your level of enthusiasm about wellness plays a major role in how patients will respond.

Look for ways that you feel comfortable with to help patients get excited about becoming healthy. You and your staff can have a profound effect on people's lives. Share with patients how much you believe in them. As you know, many patients don't believe in themselves. You can make a huge shift in the way they see themselves and the world.

I am really fortunate because I get to share my heart with you on a variety of topics each week. It really is a privilege. As a physician you have the opportunity to infuse life into your patients every day. We really are the experts in this field. Consistently, intelligently and creatively, we have to let our patients know. One patient at a time, we can change perceptions, expand our efforts and reach more people.

Thanks for checking in this week. I'll see you next Tuesday.