

Speaker: Bharon Hoag

Title: Patient Management for Today's Patient!

Description:

It is no secret that the average chiropractic office needs a steady inflow of new patients. It seems to be what everyone in the world can help you get, just ask them☺. But the truth is our profession has never been that great at managing patients in a way that gets 80% of those new patients to stay and comply with the treatment recommendations. If we did, we would not need so many new ones!

This four hour class will break down the basics of communicating with patients and payers alike to ensure all involved understand why the care being recommended is necessary and gets them to stay. Everything for the exam, report of findings, treatment plans and re-evaluations. It needs to be communicated in a specific way to engage the patient in the process. Today's patient is very different and therefore we need to communicate with them different. This class is designed for the entire team, they all play a role in the process. The best news of all is that you do not need to hire a consultant or buy a software to make this happen, it all boils down to basic psychology!

Bring your team and come to a class that will empower you to go back and elevate your clinic in your community. We are all working to make chiropractic the #1 healthcare choice in the world!

Outline:

Hour One: The current state of a patient

Hour Two: Finding our "why" and using it to tell our story

Hour Three: Walking through Day one

Hour Four: Documenting to tell the story & getting the commitment