

Oh No! The "C" Word

Doctor, have you ever noticed how easily the words "chiropractic" and "clinic" go together. The sound is alliterative and pleasing to the ear. Right?

Now, please go through your yellow pages in the physician or hospital section. Note the number of times the word clinic appears. In most areas it will not be found even once. Why? The reason has to do with image and consequently with issues of getting the doctor paid and obtaining patient compliances.

Think for a minute.

How does the word clinic play in the theater of the mind? With what is the word clinic usually associated? Here are some examples: Public Health Clinic, V.D. Clinic, Babe Winkleman's Fishing Clinic, Auto Repair Clinic, The Hospital Clinic (typically for the poor and destitute), and on and on.

What you must remember is that to most people the word clinic denotes cheap or free service and is often further denigrated to be associated with fishing, auto repair, or home building. This word "sets you up" by power of association with either 1) a business frequented by unreliable people who are not expected to pay, or 2) a service profession such as auto mechanics.

Yes, doctor, the continued use of clinic is one reason patients and insurance companies resist payment to you. And, yes, I know that historically clinic has been used by successful practices. That was then; this is now. Times are tougher and we need to act smarter.

The solution: Get rid of the word. Call yourself Jones Chiropractic or Jones Chiropractic Offices, but for goodness sake, don't use the "C" word.

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