

Practice Management, Building and Marketing: What Are My Choices?

Editorial Staff

You've made the decision to become a doctor of chiropractic; invested money in your education, the perfect practice location, staffing, etc. Now what? Where can you go to find information on products, education and other goods and services to help grow your practice?

"What Are My Choices?" is a monthly column that gives you the information you need, straight from the experts: the companies themselves. This column focuses on companies that provide practice management, building and marketing services to the chiropractic profession. Consider the wide range of choices available:

Altadonna: Phone: 800-899-9361; Web: www.newpatientsecrets.com/free.

AltaPoint Data Systems, L.L.C.: Founded in 1996 by entrepreneur/developer Douglas E. Lyman. Provides exceptional practice management systems for the chiropractic market. Recognizing a specific need in the modern chiropractic office, AltaPoint is currently focused on selling and marketing its most ambitious project to date: an integrated EMR - Practice Management Software System. AltaPoint has approximately 2,500 installations and over 6,000 users nationwide, and is one of the fastest growing practice management software companies on the market today. Phone: 888-258-2552; E-mail: sales@altapoint.com; Web: www.altapoint.com.

Auto Collision Simulator: The Ultimate Personal Injury Practice Builder! The Crashmobile™ is an auto collision simulator that dramatically demonstrates spinal injury in a low-velocity collision. A hydraulic piston moves the seats rapidly forward and back at about 10 mph, producing a vivid, real-time demonstration of a whiplash injury. The accompanying video shows the simulated collision in slow motion, along with digital motion X-rays of damage caused by untreated whiplash injuries. Phone: 866-662-6907; Web: www.thecrashmobile.com.

Breukelman Kubista Group - Block Marketing: Because all existing chiropractic advertising looks similar and is generally boring, BKG has developed a marketing concept called Block Marketing, which is a lighter marketing theme using toy building blocks to represent the spine. BKG can develop an integrated marketing campaign to build your clinic's brand and increase patient load by executing Block Marketing through television, direct mail, print, outdoor, office display, Web and radio. Phone: 605-338-7500; Web: www.b-k-g.com.

Chapman Management: Chapman Management Corporation has been helping Doctors realize their practice dreams for over 20 years. We concentrate on start-up practices and are the only group specializing in personal one-on-one training with no weekend seminars to attend or lengthy contracts for you to sign. We teach low-start-up, low-overhead, high-quality and high-profit practices which you own from the very beginning. Phone: 800-300-2205.

ChiroManuals: A complete practice management program in and of itself. Provided are complete, detailed and thorough office manuals for each position in your clinic. A Forms Manual and General Office Manual are also part of the package. Included are the *Clinic Director Manual*, *Office*

Manager Manual, Receptionist Manual, Collections Manager Manual and others. Phone: 404-822-9578; E-mail: rlacy1@tampabay.rr.com; Web: www.chiromanuals.com.

DB Consultants: Phone: 610-847-5065; Web: www.dbconsultants.com.

Fernandez Consultants: Phone: 800-882-4476; Web: www.drfernandez.com.

Forme Systems: Phone: 800-542-3784.

Gibson Management Consultants: Phone: 800-468-3606.

George Thompson Associates: The Office Coach offers a non-traditional approach at chiropractic practice management. Day-long (Thursday) seminars every other month, quarterly program agreements and a very high level of coaching support. Seminars called Growth Group Sessions are presented in southern Illinois, Houston, Chicago and Riverside, CA. Seminar topics range from new patient acquisition and compliance building to patient management procedure, business and staff management and more. Phone: 951-302-5948; E-mail: george@theofficecoach.com.

Healthy Practices, Inc.: provides a combination community online Health & Home eMagazine, full office website, and twice-monthly newsletter ebroadcasted to their community. It's all customized. Included is turnkey step-by-step training on implementing eStrategies designed to attract new patients and build mutually beneficial relationships with local residents, healthcare and business professionals, businesses, and organizations. Phone: 908-237-2727; E-mail: sig@healthypractices.com; Web: www.healthypractices.com.

Infomercial Marketing Systems: provides all the services necessary for Chiropractors to produce incredible 30-minute, custom Infomercials in order to explode their practices. We offer 3 different packages that meet all doctors' needs. We show you how ridiculously inexpensive Infomercials can be to run consistently in your area to make you the expert and eliminate your competition. Our website has sample videos and a full explanation of all our services. Phone: 760-275-0465; E-mail: drjeffhockings@infomercialsmadeeasy.com; Web: www.InfomercialsMadeEasy.com.

Kats Management: Phone: 800-843-9162; Web: www.katsmanagement.com.

Masters Circle: Phone: 800-451-4514; Web: www.themasterscircle.com.

Patient Media, Inc.: Founder and creative director William Esteb was introduced to chiropractic and became a patient in 1981. Since selling his old company in 1999 to start Patient Media, he has created the next generation of patient communication tools, featuring simple language and powerful, high-impact graphics. Designed for today's visually-oriented, time-pressed patients, his unique "patient's point of view" helps practices around the world lead and motivate their patients to better health decisions. Phone: 800-486-2337; E-mail: orders@patientmedia.com; Web: www.patientmedia.com.

Personal Training Company: Dr. Ac, the originator of this system, accepted only 4 new patients per month, yet averaged over 1,800 office visits per month. This put his PVA at an unheard of 400+. Many have dubbed Dr. Ac "The king of patient follow-through." Let Dr. Ac personally train you on how to have great follow-through with your patients. Phone: 877-771-2879; Web: www.PersonalTrainingCompany.com.

Professional Practice Advisors: Specializes in appraisal, sale, and financing of chiropractic practices nationwide. You deserve to receive sound, professional advice that will protect your financial future. Our 25 years of healthcare and practice sales experience creates innovative

solutions, making your future plans of buying or selling a practice a reality. Phone: 800-863-9373. Web: www.practiceadvisors.com.

Professional Survey Services (PSS): The PSS Method consists of a focused/targeted survey, a detailed collection of data, and recommendations to increase patient satisfaction, retention, and referrals. The *Practice Survey* is focused on factors involved throughout your Practice. The *New Patient Survey* concentrates on activities and procedures affecting every New Patient. Surveys are tailored and aligned with your short and long-term goals. Web: www.professionalsurveyservices.com.

S.A.M., LLC: The S.A.M. Company started modern day "Spinal Screening" back in 1984. The first S.A.M. was invented by Dr. William Lange, an American chiropractor practicing in Sydney, Australia. The machines and protocols have evolved over the years, and the concept of visually showing a problem and offering a solution, continues to lead tens of thousands of New Patients to chiropractors offices each year. The S.A.M. machines are lightweight, portable, and now offer a quick digital camera photo results form printout. Phone: 800-752-3263; E-mail: samcheck@earthlink.net; Web: www.MoreNewPatients.com.

S. G. Reader & Associates, Inc.: Sam Reader is a nationally recognized practice management consultant who also works with chiropractors internationally. Sam is a sought-after consultant whose goal is to provide an easy "one-stop-shop" warehouse of services and products, giving the doctor many options and the opportunity to stay on the cutting edge of his or her profession. Phone: 928-282-8434; E-mail: sgreader@wildapache.net; Web: www.samreader.com.

Target Information Management, Inc.: Serving the chiropractic profession with patient newsletters and advertising for direct mail or newspaper insertion since 1978. Our monthly full-color glossy newsletters feature well-researched, footnoted summaries of chiropractic research. You can customize the entire back page and front-page top. Maintain your mailing list on our secure website, letting us do all the work for you, mailing directly to your patients. Commercial printing and form manufacturing are also available. Phone: 800-258-0258; E-mail: info@targetinfo.com; Web: www.targetinfo.ws.

Wellness Watchers International, Inc.: Donald L. Hayes is founder and President of Wellness Watchers International, Inc. After 15 years of private practice, Don founded a company that developed wellness & nutritional programs for all types of providers. Wellness Watchers is dedicated to providing superior products, marketing and educational materials to help practitioners improve the health of their clients for the greater good of all. Phone: 800-714-7746; E-mail: info@wellnesswatchers.com; Web: www.wellnesswatchers.com.

Vijet: Phone: 800-818-5867.

VOM/VNA Seminars: The VOM (Veterinary Orthopedic Manipulation) and VNA (Veterinary Neuronal Adjustment) Technologies are offered in an ultra concentrated 3-day seminar series that confers a complete diagnostic and therapeutic system of adjustments in all domestic animals. Practice management and professional networking is covered for DCs and DVMs who wish to practice the fastest growing animal adjusting technology in the world. Sponsored by the International Association of Veterinary Chiropractors (IAVCP). Phone: 888-935-4866; E-mail: drbill42@comcast.net; Web: www.vomtech.com.

If your company offers products or services to the chiropractic profession and would like to be

listed in "What Are My Choices," please contact Renee Coloman via e-mail:
rcoloman@mpamedia.com.

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