



YOUR PRACTICE / BUSINESS

## The First 15 Seconds Means Everything

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As chiropractors, we're all about finding continual solutions and systems to make our practice run as smoothly as possible. But far too often, we're so focused on patient care that we forget about the importance of creating a total experience for our guests. This starts the moment they walk through our doors. As you reflect on your business, consider these three strategies for improving the patient experience:

### 1. Make Your Reception Area a Chiropractic Information Center

There are far too many recurring myths out there about what chiropractic care is. Even though we know they are false and we are not doctors who "crack backs," I have found in my experience that it's a good move to dispel those myths by providing education. Rather than letting any elephants linger in the room, let your patients know exactly what you're doing and educate them on the positive impact of the care they receive. This starts in your front office.

From the posters on the wall to the pamphlets and books you share, make a pointed effort to use this opportunity to share information about chiropractic care. Knowledge really is power, and the moment you have patients telling you in their own words about the vital importance of a healthy spine, you'll know the system is working.

### 2. Create a Kid-Friendly Environment That Makes Everyone Feel Welcome

Creating a kid-friendly environment - through the information you share, and how you decorate and arrange the front office - also gives the impression that your center is a welcoming place. If you're safe for children, you're safe for adults. People generally feel welcomed in an age-inclusive environment. It warms everyone to the attention they'll be receiving from you.



Taking information-sharing a step further, ensure your practice educates patients on the value of spinal care for children. This enlightens patients about the benefits of chiropractic care for their children and may get them to consider whether, depending on circumstances, they should bring them in for a visit.

### 3. Provide "Pearls of Wisdom" the Moment Patients Walk in Your Door

Every patient encounter is a chance to impart wisdom and guide them toward better vitality. That starts with the first person who sees your patients, typically your receptionist. Your front-desk team members set the tone for the practice. Their attitude and professionalism will leave a lasting mark on your patients. Make sure you spend quality time with your team training them to follow your system.

And once the patient is in your hands as the chiropractor, be sure to play the role of ongoing educator. This is where the "pearls of wisdom" come into play. Make sure the conversations between you and your patients ultimately educate them about everything you are doing and why you're doing it. Take the time, when appropriate, to steer the conversation toward relevant advice on healthy habits that will inform the patient and train them to take a long-term viewpoint of the value of chiropractic care. You could discuss talking points such as:

- Your spinal column is made up of 24 movable vertebrae. We believe a healthy functioning spine improves the quality of your life.
- Forward head posture may cause stress in your upper spine. Be aware of your posture.

All of these strategies help create an educational experience for your patients. Some of these front-office transformations have helped our chiropractic center increase productivity, which continues to manifest itself daily in key performance indicators. I'd love to see you witness the same kinds of results.

