

"OMG, Whatever You Did Yesterday Worked!"

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This month's article title is lifted from a Facebook post a doctor received from their patient. The entire post is: "OMG Whatever you did yesterday ... WORKED!!!! I am pain free now for 24 hours!!!! THANK YOU!!!!" To this, the doctor replied: "Woohoooo!! I'm so glad!!"

The good news: the patient knows chiropractic works. The challenge: the patient may not adequately understand the care they received or the value of regular care to remain pain free *and* maintain wellness.

The Pain Doctor Perception

This scenario reminds me of an advertising tactic that appeared in the Yellow Pages many years ago. (Yes, there was a time when the phone company printed a large, paperback book with thin pages that listed all businesses in the area.) Among the listings for chiropractors were 5" x 5" ads for an over-the-counter (OTC) pain-relieving drug.

The drug manufacturer recognized that many people viewed DCs as pain doctors. The company spent considerable money getting its drug ad on every chiropractor page in the book. It probably did the same in other markets beyond Southern California.

Expand the Conversation

Pain relief is the first step in caring for a patient in pain. But if that's all we do, we can't expect to see patients more often than their pain dictates. My 65-plus years as a chiropractic patient tell me chiropractic is far more than that. Just based on my own personal experiences, I also see chiropractic care as: pain prevention, structural development, performance enhancement, functional improvement, health maintenance, wellness promotion and disease prevention.

You may see this list as limited or not in alignment with your understanding of chiropractic. Regardless, I think we would all agree chiropractic is more than just pain relief. The point is simply this:

Each patient visit is an opportunity to instill a deeper understanding of the value of chiropractic. Every visit spent talking only about the weather, sports, etc., is a wasted opportunity that will likely result in fewer future visits and fewer referrals.

Patient Education: An Every-Visit Job

By educating your patients, you give them knowledge they can use to enhance their health *and* make better decisions for themselves and their loved ones. They will also be better health care consumers; ones who hopefully avoid unnecessary drugs with dangerous side effects. Care enough to take the time to educate your patients about *your* care. Both they and you will reap the considerable benefits.

Read more findings on my blog: <http://blog.toyourhealth.com/> wrblog. You can also visit me on Facebook and Twitter (donpetersenjr, @donaldpetersen).

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