

## Are You Overlooking The Importance of the Report of Findings?

By Dr. David Bohn, DC

During an average month I am asked 4 to 5 times how to increase patient case acceptance. This is probably based on the fact that you can market your practice using every available medium, from direct mail to television, but if you cannot convey the need for care based on the patient's problem, you will fail.

Many doctors are very talented adjusters and can quickly and accurately diagnose a patients problem. They have excellent table-side personalities, yet somehow manage to have a poor conversion rate, or a very low patient visit average.

Time and again, after long discussions, I have explained that the problem wasn't with their diagnostic skills, techniques, location, hours, or fees; the problem almost always starts with the report of findings. The report of findings is fundamental to a successful practice, but few actually prepare for the report by keeping it simple enough to be understood. Nor do they provide a take home printed report for family or significant others who can have a huge impact on your patients commitment to care.

In the hopes of helping doctors provide a complete report that is basic, understandable, and provides that crucial take home component, I offer XRPpro.

For \$199 a month, with no contractual commitment, any practice can offer a stunning report of findings. A report that will give your patients a take home copy of their x-rays with lines drawn over the x-ray image, showing their problem right beside a normal analysis. I always

recommend that only 3 analysis (and a maximum of 5) out of the more than 40 x-ray analyses are included in the patients report of findings. When more are used it only makes things confusing, so you are able to choose the few that most accurately demonstrate your patients problem.

I recommend that every report includes the range of motion analysis of the area of concern. This analysis will show the image of the patient performing the motion with the percentage of the range achieved. This visual report makes the abnormal joint motion real and personal. It is an excellent tool for re-exams. As your patient progresses under care it is a very fast exam to demonstrate improvement.

The posture analysis report shows in millimeters how far the head has moved over the thoracic cage, plus the increased stress load on the cervical spine (in pounds) based on your actual head weight. That is calculated as a percentage of total body weight. All abnormal angles are calculated and compared against normal lines. This is an excellent tool for corrective care and serves well at spinal screenings or health fairs.

XRPpro will allow the doctor to choose the spinal levels that are subluxated or fixated, and prints a single page report showing the segmental level and the areas affected by dysfunction.

The financial plan calculator is customizable to your practice. Once your charges are entered, the doctor or staff member can quickly produce a single page summary of the total case fee, patient responsibility (minus insurance coverage), unmet deductible, and even estimated monthly payments when using services like Care Credit.

All 5 modules (X-ray, Range of Motion, Posture, Subluxation, and Financial) are included in one software package and can be yours for \$199 a month. And after 36 months the software is yours. Or, you may just want to purchase the software outright for \$5995. There is no credit check, no lease, and no commitment. If you decide that this software is not helping move your practice forward, you are under no obligation to continue paying; no other software offers that guarantee. If you use the report as we suggest, I guarantee that your practice will grow, or you can stop paying. It really is that simple.

XRPpro comes with a manual and video help that demonstrates how to use the report to reap the maximum benefit for you and your patient. If you have questions, feel free to call 301-876-4565 or stop by our website at [www.chiroconceptions.com](http://www.chiroconceptions.com)

Dr. David Bohn is the CEO of [chiroconceptions.com](http://chiroconceptions.com) and has been in full time continuous practice of chiropractic since 1988.