

## Are You Interested in the \$44,000 Medicare Stimulus?

By Dr. David Bohn, DC

Every DC I talk to, whether over the phone or in person at a convention, has the same question: "does this software qualify for the stimulus money?" Regardless of the number of Medicare patients the doctor treats, very few are happy with their patient visit average, or their overall case acceptance. In some cases it is because they go with their "gut feeling" instead of following a protocol based on exam and x-ray findings; a protocol that has a basis in human psychology.

Chiropractors should first be concerned with closing more cases and improving their overall patient visit averages. This is more important than wasting time, money, and energy chasing Federal Stimulus dollars that they may never see. Consider this: if you could increase your case acceptance 10% by spending \$199 a month, would you do it? Let's assume that you see 15 new patients a month and only 9 accept your treatment recommendations and complete their care plan. If you collect an average of \$50 per visit, with a case average of 18 visits - increasing your case acceptance 10% - you just increased your bottom line \$900. And, you made a profit of \$701 that you didn't have before spending the \$199.

By now you have probably guessed that I am trying to sell you something... and you would have guessed right. I hope you will hear me out and listen to what I am suggesting. I have been a chiropractor since 1988 and I have faced the same challenges that you do day after day.

Perhaps the biggest reason that most doctors fail during their report of findings presentation is because they have no "show and tell". In other words, they have nothing personalized for

the patient. They have nothing tangible to take home, nothing to explain and demonstrate the problem, and nothing to let the patient know you're aware of the issue and that you have the answer. All research on persuasion and the way humans learn demonstrates that you must engage both hemispheres of the brain - the emotional and the analytical. Showing visual models and using metaphors is very effective. And when combined with a visual presentation (showing posture, range of motion, x-ray mensuration analysis, and subluxation referral patterns) the report becomes a powerful educational tool.

This is where I would suggest my software, XRPpro. XRP can be yours for just \$199 a month, with no contract and no long-term obligation. The biggest reason you need XRPpro is so that you can prove severity.

Unless the patient comprehends and believes that their problem is severe, they have no need to commence with your recommended care. XRPpro provides the tools for you to present your recommendations with the sense of expectation, purpose, and focus; all with the use of powerful visuals. XRPpro is also an excellent tool for performing progress exams based on posture, range of motion, and x-ray. Your patient will stay enthused with care as they move from pain relief into corrective care.

XRPpro helps you present the case for comprehensive care. It explains 2 or 3 x-ray line reports, posture (and the increased stress the abnormality is causing), and points out the loss of joint motion as evidenced by the ROM report. Show the patient this and then step out of the way. Just be quiet for a moment. Let everything sink in and then simply ask the patient, "Now, what would you like to do: fix the problem or would you like me to suggest something less?" Give the patient time to say, "I want to fix the problem". If they want something less, give it to them without hesitation, disbelief, or disgust. If they want to fix the problem, present your honest recommendations for correction and don't be afraid to tell the patient if they need \$3000 of care - if they really need it, then they need it. This is where most doctors' fail, and they fail big time. They know that their patient will require \$3,000 worth of care, but are afraid to tell the patient. So they end up suggesting less, and the patient does not get better & is not satisfied. Therefore the patient never refers.

Practice management consultant Greg Stanley would say, "Tell them what they need, but then give them what they want." What this means is, if the patient panics after hearing your honest recommendation of 42 visits, let them get started on a visit-to-visit basis until they see how it goes. This is the secret to 100% case acceptance, as many will experience the benefit and decide on their own to continue care.

Perhaps one of the most important things to remember is to always present with a sense of confidence that's bred by preparation. Patients feed off the unspoken messages that you send. If you present their severity with timidity, they will subconsciously know, and react with doubt. But, if you present your recommendations with conviction, your message will subconsciously resonate and the patient will likely go with your recommendations. Humans are innately drawn to other people that project a high degree of confidence.

Remember, always have the right tools, be prepared, and never hesitate to recommend what you know is needed. XRPpro is an excellent tool to help you prepare. It will keep you on purpose, and provide the educational materials your patient needs to choose the care you recommend.

Dr. David Bohn, DC is the CEO of [www.chiroconceptions.com](http://www.chiroconceptions.com) and the developer of XRPpro and QuickSOAP Notes. He has been a full time practicing chiropractor since 1988 and has had over 20,000 new patients.