

## Doctor: how would you like to improve your case acceptance?

By Dr. David Bohn, DC

If you have ever wondered why some patients never return after your wonderful report of findings presentation, keep reading...

Have you ever wondered why your patient tells you that they want the care you offered in your report, but then never returns for their next visit? The answer is actually very simple.

First, patients come to see you because they are in pain. They do not come for wellness care, to remove killer "silent" subluxations, to stand up straight, or any other reason that you may think. They simply want to be out of pain. Therefore, if you can demonstrate what is causing their pain and then offer them a convincing explanation – one that they can understand – you will be well on your way to increasing case acceptance.

It may be your initial instinct to assume that the patient disappeared because your prices are too high. However, studies have shown that only 9% of consumers actually shop based on price. Every practice has the person who calls and is only wants to know "how much is an adjustment". You will not be able to change this person, the "price shopper", so don't get wrapped up trying. Your focus should be on the other 91% of people who reject your recommendations because of factors that do not involve price.

So, if the issue isn't price, what is it that is keeping your patients from accepting your care recommendations and staying the course? You may not like the answer because it probably involves the credibility of your recommendations.

Many doctor's find the underlying reason for their patients' disappearance painful to hear. When it seems a new patient understands the doctors' explanation of their problem and accepts the recommended plan of care, but then never steps foot in the office again, it is very likely that the patient did not believe you or did not trust your recommendations.

Simply put, your patients don't find you credible; harsh as that may be.

We have all been there before – myself included. And it is at that moment when it becomes imperative that your patient has confidence in you and your case presentation. If they are confident in you and your presentation, they will accept your recommendations and follow your suggested plan of care. That being said, if the patient does not have confidence in your presentation, it is almost guaranteed that you will not see them again. This all boils down to how credible your new patients find you, your staff, your office, and your presentation materials. Period.

I really can't over-emphasize the importance of credibility when it comes to you successfully influencing a new patient. Dr. Robert Cialdini talks about two psychologists who resubmitted previously published articles in peer-reviewed medical journals. These psychologists resubmitted to the same journals, but with a slight change in perceived credibility. Prior to resubmitting the articles (to the same journals that had previously published them) the psychologists changed the name of the author. They also changed their affiliations – from recognized universities to non-existent organizations. The result: out of the 12 articles that had been published over the past 1.5-3 years, 3 were recognized as having been previously published, 8 were rejected outright, and only 1 was accepted for publication! This demonstrates just how important it is to have high-perceived credibility. The work of world renowned scholars was rejected by the medical journals who had just published the exact same work, all due to reducing the perceived credibility of the author.

Here's another example: to test perceived credibility, the novel *Steps*, by Jerzy Kosinski, was retyped ten years after it was originally published. Kosinski's name was then replaced with that of an unknown author. This retyped, exact copy, of the manuscript, with a unknown fake author, was then sent to 28 literary agencies and publishing houses. One of the 28 publishers

was Random House, who published the original novel just 10 years prior. Even though the actual novel was a best seller, having sold over 500,000 copies and having won the National Book Award, all 28 literary agencies and publishing houses rejected it!

All of this demonstrates the importance of credibility and how it influences whether or not your patient will accept your plan of care. You need to do everything you can to increase your perceived credibility prior to presenting your case plan. There are many consultants who recommend displaying your degrees & awards, hanging bio's of the staff & doctors on the wall, posting testimonials, and even wearing white coats during exams. I am not suggesting that these things will not help... they may help quite a bit. But there is no denying that having a powerful case presentation is far more important than bios or white coats. And a powerful presentation starts with a solid, understandable description of the patient's problem that can be hand-carried home.

XRPpro is a powerful piece of case presentation software that is capable of producing a case plan cover page, x-ray mensuration measurements (over the actual x-ray images), a range of motion analysis, a posture analysis, subluxation listings, and a financial plan page – all in under 10 minutes.

Before you say, "I can do that myself", let me say that with XRPpro, you don't have to... your staff will do it for you! They will complete the report and you will be able to explain it to the patient in a convincing, concise and powerful presentation. For more information, check it out at <http://www.chiroconceptions.com>.

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