

Make Some Change

By Dr. David Bohn, DC

Over the years I have noticed something interesting about chiropractors. It seems that we do not want to change what we are doing that, even when it's not working, for fear that we may just create more frustration.

Many chiropractors use the same report of findings, if they do one, from (20) years ago. Let me tell you something, it doesn't work anymore. People will no longer tolerate sitting in front of a television for 10 minutes to hear a special pre-report of findings video, nor will they bring their spouse or "significant other" to a health class or spinal wellness night. Give it up, it will not work today.

This doesn't mean that you can't educate your patients about chiropractic or what you do; you just have to do it differently. We are now completely addicted to our electronic, wireless, devices and demand that all information is instant. So much so that as I write this over Christmas break on a cruise ship in the Caribbean people all around me are paying .75 cents a minute to check their email.

Today you have to present concise information that makes sense, is visual, and allows your patient to begin care on their terms not yours. You can no longer tell a patient that they need year long care plans, well you can, but you won't keep many of them.

People respond when you present their problem in a way they understand and offer them some options. Give them the choice to accept full corrective care, simple pain relief care, or something in between. Most importantly, accept their choice and you will find that many of

those who choose simple pain relief care will go on to finish a corrective care plan. Many of these will even refer others because you respected their choice. But I digress....

If you want more of your patients to accept your recommendations, you must present data that makes sense to them. Show them how their posture has been affected, let them see how they look from the side with forward head posture. Give them a reference to how much additional weight or stress loading this is placing on their spine. Give them a visual of their range of motion, when they can see how they are limited and see their percentage of loss they will start to understand. Most importantly, if you take or utilize x-ray, give them a take home image. When you combine that take home image with a digitized report showing their spine compared to a normal they will finally grasp what you are talking about and become much more receptive to your recommendations.

I provide every new patient with a complete take home report. It includes their digital postural analysis, a visual based range of motion report that shows the patient performing the actual examination. I provide a full digitized x-ray mensuration report that shows their actual x-ray against the normal image. I provide a print out of their subluxated spinal levels with the areas affected and a full financial estimate of their care plan. In addition, they get a copy of their first visit narrative report that includes all of my recommendations. I provide every new patient a copy of their digital foot scan, I prefer using "The Orthotic Group" (www.tog.com) but I feel every patient should have a gait scan if you are at all interested in corrective care.

This may seem like a tremendous amount of work but let me assure you it is not and even if it was, it pays off in the end. All of this information with the exception of the gait scan, is created with my software; XRPpro and QuickSOAP note. Both programs are available at www.ChiroConceptions.com and can be rented month to month with no obligation to purchase and no money down.

Check it out, open your mind, and step into the 21st century. You, your patient's, and your practice will be glad you did.