

X-ray Mensuration and Posture Analysis

Doctor - It's Not About The Lines

By Dr. David Bohn, DC

I would be willing to bet that any chiropractor using x-ray in their practice can visualize the biomechanical lines on the film before they ever draw a line. After you have put the pencil or marker to the first 100 films you are no longer marking films for your benefit or for any significant diagnostic result. At this point the lines are benefit the patient, making it easier for them to grasp the unfamiliar and foreign concept of structural or biomechanical faults that we as chiropractors refer to as subluxation.

Some chiropractors spend several hours a month marking films so they can lecture patients sometimes for up to 30 minutes about what the lines mean. Not realizing that the patient lost interest in the presentation long ago because they had no comprehension of what they were talking about. Doctors are then amazed that their patient did not accept or follow the long corrective care plan that they presented. After a while the line drawing slips away and the less emphasis is placed on the report or even worse the report becomes canned and scripted because the doctor feels it doesn't matter anyway.

This is sad, patients don't get the care that could correct their problem and restore their health, doctor's lose patients and see stagnant or declining practice statistics, and perhaps worst of all is that the patient joins the ranks of people who say "I went to a chiropractor once....".

Let me suggest a change. Not a big change, just a slight change in how to approach the report of findings. Take a few moments and think about how your report findings. Were you prepared? Did you present the patients underlying problem in a straight forward, easy to understand format. Give yourself a passing grade if your patient could have gone home and easily and accurately explained their problem to their family or spouse. Was your report concise? If it took longer than 5 minutes to present it was too long. Did your patient leave your office with personalized printed materials explaining their problem? If not, how are they going to explain anything you said, how are they going to remember what you said? How important could it have been if you didn't provide anything to document the problem?

If you could produce this report for every one of your patients in under 10 minutes would you use it? What if that included a printed cover sheet personalized with your patient's name and your practice information? Offer your patients x-ray line drawing reports. More than 40 are possible but I recommend you use no more than (3) per region. Include a range of motion report with actual pictures of the patient performing each measured range. Incorporate an AP and LAT posture report that includes, measurements of forward head translation that indicates increases in perceived head weight and all abnormal angles, and a print out of the subluxated segments, with areas of involvement. Besides all of those features, what if it also quickly printed a custom financial report? Having this information quickly available for your patient could increase your conversion, retention, and referral rate. Just what is something like that worth?

Well until just recently it didn't exist as a single piece of software. It is something that I personally looked for and could not find so I designed it and now you can have it as well.

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