

High Retention To-do's and Not To-do's

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To-Do's

1. Do give bigger vision in all you do.

- When you give people the bigger vision of an extended lifespan, that includes getting better, feeling better, and having their symptoms go away. It includes the body regenerating. It means giving people a bigger vision of quality of life as you age.
- It's important to give people the bigger vision right away.
- Brand the message so it's visible through posters, handouts, etc. A picture's worth a thousand words.

2. Do meet people where they are. Ask them about their current situation and how long they have been dealing with it.

3. Do form a bigger vision context.

- Then put where they are into the bigger vision context of chronicity, longevity, and performance. Talk about how long they could live. Then ask how they expect to perform in x number of years depending on their current age.
- This is not a sales process but an organic discussion of listening, asking questions, and caring as a means to plug people into the bigger vision context.

4. Do future pace your conversations.

- What does that mean? So, what do you feel like that you've had this for a year, you've had this for two years, you've had this for five years? What do you think it's going to be like in the next year, three years, five years, or 10 years if it's not taken care of now? If you don't take care of it the way we're talking about it?

5. Do identify chronicity from patient history.

6. Do talk lifestyle over genetics.

- Looking at their x-ray, or scan, or posture, let them know that theirs is not a genetic condition, that it is a lifestyle-oriented situation from something that happened to them. Relate it to their history, their lifestyle choices, and the things that have happened over the course of their lifetime. Don't blame their genes.

7. Do give people options.

- This is very important. Give people options so that they can choose.

8. Do let people choose

- When people choose, don't guilt or bully them. Don't be pushy.

- Let them know that whatever they choose, you are there to support them, but they have to have expectations that are in line with their choices. If they alter the way they participate in care, they will have altered results.
- So long as they know the consequences of their choice, it's their responsibility.

9. Do have clear financial policies.

- Set and communicate clear financial policies.
- If people know what to expect financially it's easier for them to commit.

10. Do be flexible while holding the line.

- Even committed patients have scheduling problems. Hold the line in terms of them being consistent with their care, while having a little bit of understanding and flexibility with your scheduling policy helps with retention. Being difficult to deal with and inflexible with your policies forces people to find care elsewhere.

11. Do your job giving great care and service.

- This is actually the most important "do." It's not enough to talk a good game.
- Stay tuned-in to their present-time consciousness so that their care stays great. Often doctors don't change their style or frequency of adjusting as care progresses. They get off track with the patients' needs as they progress from crisis care to lifestyle care.
- Remind the patient healthier going in, healthier coming out. Chiropractic care doesn't make you immune to things like accidents or stress.
- Consistently acknowledge their progress.

Not-To-Do's

1. Do not ask "how are you?" each day.

- Asking "how are you?" changes the conversation from function to feeling. Regardless of how they feel, your job is to make sure they are functioning well.
- Instead of asking how they are say, "You look great today!" "You're standing straighter today." "We're really glad to see you today."
- Don't create a relationship around how people feel.

2. Do not be pushy.

- Learn to listen and recognize when people are ready to commit. Otherwise, you can push them out of care by overselling

3. Do not "let's wait and see how you feel."

- Instead say, "This is what's going on in your spine. This is what's happening in your nervous system. This is what's happening in your examination. This is what's chronic. This is what we recommend."
- Base the conversation on the function and clinical findings, not based on how they feel.

- By basing the conversation on how people feel, they determine later that they should only come in based on how they feel. Don't set their understanding up that way.

4. Do not treat symptoms.

- Symptoms come and go.
- Tell the patient up front that you're not going to treat the symptoms. You're going to get to the cause, and by getting their body to function properly with a healthy spine and nervous system they will be able to keep it that way for a lifetime.

5. Do not be insurance dependent.

- Many providers only make recommendations on crisis care because that's what insurance covers.
- To increase retention, lay out the process and fees starting with crisis care through critical transition to lifestyle care. Explain your policy for the critical care piece regarding insurance. And be clear about what is their financial responsibility.
- Doing this gets people in the habit of valuing and paying for their care.

6. Do not be fooled by pharma.

- If patients are taking medications, they may be causing side effects that are affecting the patient's chiropractic care results. They need to be aware that there are consequences to the choices they are making in their life.
- If they continue to take the medication, or stop taking it, they will still need a healthy spine and nervous system.

7. Do not take the credit for healing.

- The body is self-healing and self-regulating. The power of the innate intelligence of the body to heal is paramount over anything you're doing for people.
- Don't take the credit or the blame for healing. Neither one might be related to the adjustment. Give the credit to innate intelligence and the blame to interference in the body.

8. Do not overbill.