

Patient Education Essentials for a High NP, Retention, Profitable Practice

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Key Points:

- **Begin with the end in mind.**
 1. Are your systems taking you to the end game you want, or a different end game?
 2. Does the way you talk about care, sell care, and position care focus on their symptoms and then then the big idea of their whole life?
 3. Chiropractic care is based on the end in mind of people living an active, healthy, long life with a healthy spine and nervous system.
 4. Chiropractic patients can choose crisis care – but from a bigger perspective.
 5. It is indisputable that a healthy spine and nervous system is essential.
- **Spend a little time educating people on things they will never forget instead of a lot of time educating them on things they will never remember.**
 1. Branding gives people a new vision that becomes memorable.
 2. Patient Education Trifecta: Longevity, Chronicity, Performance. These components belong in every single conversation.
 3. Ten second trifecta patient conversation: *“You’re probably going to live longer than you thought. You’ve had this problem for a long time. If you want to perform at your highest possible level, then this care must be a priority.”*
- **Model of Participation: Crisis Care, Critical Transition, Lifestyle Care**
 1. It is a mistake to use scare care saying that they’re going to die.
 2. Chiropractic care gives people the awareness of their current condition, how it relates to their longevity, how it relates to their chronicity, and how it relates to their performance. Then let them choose.
 3. What is more impactful is to say, “You have this. You are going to live with the consequences of this for decades unless you take care of it in the way that we’re talking about. The quality of your life is going to depend on your choices.”
 4. The impact is you get more crisis care, more transition, and more lifestyle using educational tools means your practice growth is no longer based on

your speaking. Your resources are doing the work for you. Your patients are being equipped to share those same resources with the people in their life.

- **Detachment**

1. Detachment means that you understand it is their choice. You give them the choice and don't try to sell them the choice.
2. Don't oversell. It pushes people away.
3. Let go.
4. Patient conversation: "So Mary, whatever you decide, we are here for you. And if you do it in a day, a week, a month, or a year, or 10 years, we're here for you. Just understand the process and the key things in the folder. Remember that nerve compression can exist without pain, which means that you can have it and not feel it. So, just because you feel better, it does not mean you are better.

So, you begin with the end in mind, you speak your truth, chronicity, longevity, performance, you create value around that truth, and then you are detached.