



Become a Chiropractic Advocate...

And You (The Chiropractic Assistant) Will Help Grow the Practice!

By Nancy Singleton

CA stands for chiropractic assistant, but in my opinion CA should also stand for chiropractic advocate.

Chances are that patients in your clinic see more of you, the chiropractic assistant, than of the doctor. Patients are often uncomfortable telling some things to the doctor, but they may feel comfortable telling you. Because of that, you are more likely to build relationships with your patients than your doctor. Therefore, it is very important that your relationships with patients become a vehicle for you to continue to grow and promote the practice.

Helping to grow and promote the practice are two of your most important duties as a chiropractic assistant. In order to do that, you need to be an advocate of all the services offered in your practice.

If you haven't experienced all of the services in your practice, or if you have questions about the benefits of any of the services, talk to your doctor. Let the doctor know if you don't understand chiropractic. Tell your doctor if you have questions about treatments or therapies. You can't answer the phone and say, "I don't know how it helps. I don't know what it does."

If you can't explain every service that happens in your office with excitement and in simple terms, ask your doctor for help so that you can better understand all treatments.

Learn why your doctor does what he or she does. Learn about the benefits of every treatment, and be inquisitive and open to discovering the good that can be done for people through chiropractic and related therapies and services. You should experience all of your doctor's different therapies.

Then, when someone asks about something, you'll be able to speak from first-hand experience and explain about the fantastic service—a service that you have experienced!

One way for that happen is for you to take the time to be processed as a new patient. You should start by filling out all of the same new-patient paperwork that everyone who comes through your practice fills out. You should go through a new-patient evaluation, get a report of findings, and then receive treatment so you'll know what patients go through during a first visit. You'll also probably find ways to improve and better your own health. Then, you can really be a chiropractic advocate for your office!

This is an exciting profession, and you should be excited about your practice. If someone comes in for treatment, you can be a great support as that person goes through care. Also, when patients don't know about additional services your practice offers, you can talk to them about those services, and arrange a time for the doctor to talk to them about other services. It is essential that you are

fully educated and experienced when it comes to everything offered at your practice so that you can talk to every patient about all of their options.

So what else can you do? You can have business cards made. There is probably an offer for free or discounted service that your doctor extends in advertisements for new patients. With your doctor's permission, have that offer printed on the back of your business card with your name and contact information on the front. When you are out in public and people ask you what you do, you can explain with enthusiasm, give them a card with the offer on the back, and say, "Be my guest."

The more you realize the huge part you can play in growing the business, the more valuable you will become to the practice and to your doctor. It doesn't matter if you're a chiropractic assistant who handles the front desk, therapy, management, or billing; everyone's first job is to help promote and build the practice.

The most important thing you can do to have a solid practice is to maintain a continual flow of new patients. You and everyone in the office should realize that is a top priority! You can do so much good simply by word of mouth. The more you talk about your clinic, the more you'll find people who are interested in it and can be helped by the services your practice offers.

If someone is looking for a chiropractor, they are much more likely to seriously consider and check out a chiropractic office if someone has recommended it. There is great value in talking to people about what you do and giving them your business card. They might not need a chiropractor now, but when they do, they'll have your card and call your office.

You're never going to be able to be that chiropractic advocate, find those people, and bring them into the practice unless you really believe in the services being offered. If you aren't a true advocate of your practice, give your doctor this article and discuss together about how you can become one!

I met a chiropractic assistant from Florida who was a true chiropractic advocate! She was so excited about what she did that she talked to everyone she met. She would even talk to the person next to her pumping gas and would hand out her business card. She would open her mouth and talk to people everywhere she went. Do you know what she found out? Typically, people were happy to talk to her.

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Just like they wanted to talk to her, they'll want to talk to you too. The more you talk with people, the more you will help to grow your business. Talk to your doctor about implementing a system that will help you to grow the business. It is simply an incredibly smart and effective way to achieve greater and more lasting success in your practice.

If someone else already handles marketing in your office, don't think to yourself, "Growing the practice is not my job." Every single person in the office does marketing, every single person is responsible for bringing in new patients, and every single person is responsible for the growth of the business. Make certain it's on your radar to become a huge advocate for the practice and to help it flourish.

As a chiropractic assistant, you have a lot of influence on whether people decide to become a patient and whether they continue with care. Wherever you are and whatever you're doing, you will be presented with many opportunities to share what your practice does and to help build your practice.

The more excited you are about the care provided in your clinic, and the more you see the great effect it has in your own life, the more you'll share that experience with patients and potential patients. Chiropractic care is great for everyone, and if you are a chiropractic advocate, it will not only enhance your life, but you will be a better influence in helping others.

Becoming a chiropractic advocate for your practice is not a one-time event. Work on this daily. Personally utilize the services offered, read about chiropractic in your downtime, and take time every day to educate yourself more on the services offered in your office and the benefits for patients.

The more you strive to help others discover the benefits of your practice, the happier you'll be. You'll benefit, the practice will benefit, and your patients will benefit!



Nancy Singleton is a 1989 graduate of Los Angeles College of Chiropractic Assistants. She has been consulting and helping doctors grow their practices for over 20 years. In addition to overseeing their busy practice, along with her husband, Dr. Todd Singleton, she helps chiropractors implement multiple cash systems into their existing practices. For more information see www.DoctorsCash-Seminar.com.