

# Get more patients and keep them happy with this no-strings-attached bundle of tools.



Useful tools for chiropractors to grow their practices, from each stage of a patient's visit until long after they have returned home.

## Guide the Conversation

1. Adapt this [Patient Capture Script](#) and ensure that new patient inquiry calls result in a new patient for your practice. This script, created by Dr. James Maggio, PulStar DC, for his Virginia Beach practice, is brilliant because it gets inbound call staff to empathize with patients—while collecting credit card prepayment info—and reinforcing the serious medical credentials of his practice.
2. Don't use a machine. Hire an answering service for after-hours calls. Patients are more likely to leave call-back information with a fellow human.

**New Patient Form**  
I'm happy that you called us, may I please get some information from you?  
Name: \_\_\_\_\_  
Call taken by: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ Work: \_\_\_\_\_ Cell: \_\_\_\_\_  
Who referred you to us? \_\_\_\_\_  
What did he/she tell you about the office/PulStar system?  
Have you ever been to a Chiropractor before? Yes \_\_\_\_\_ No \_\_\_\_\_ If Yes, \_\_\_\_\_  
How long ago?  
What kind of care did you have?  
How did it go?  
Is this an individual or family appointment?  
Is this a general wellness appointment or for a specific problem?  
What is your main complaint?  
\*\*\*\*Oh, Really?? Dr. Maggio has successfully treated many people for \_\_\_\_\_  
\*\*\*\*Do you use the computerized PulStar system to diagnose if he can help for patients. Please all patients prefer to get treated with the computerized system which allows him to treat without any imaging, x-rays, needles or surgery. After you see the PulStar system, you can decide if you want to experience the high-tech computerized care or the manual adjustments that Dr. Maggio will perform upon request\*\*\*\*  
Have you suffered with " \_\_\_\_\_ " for longer than a week? How long? \_\_\_\_\_  
\*\*\*\*Wow, that's a long time\*\*\*\*  
Do you get " \_\_\_\_\_ " more than once or twice a month? How often? \_\_\_\_\_  
\*\*\*\*It's that sleep with your " \_\_\_\_\_ " has that wouldn't be sleep with me either\*\*\*\*  
When your " \_\_\_\_\_ " is/was at its/their worst, how does it feel?  
Do you have any idea what caused this, like an auto accident, fall, \_\_\_\_\_  
\*\*\*\*Yes, that sounds serious\*\*\*\*  
What have you tried that has not fixed your problem? (Use, heat, therapy, massage, other doctors, over the counter meds, prescription meds, etc.) \_\_\_\_\_  
\*\*\*\*And none of that helped, you must be frustrated with this, " \_\_\_\_\_ " I would be too. I hope that we can help you\*\*\*\*


## Know Patient Flow

1. [Use this patient tracking form](#) to show patients you value their time, and get valuable information in the process. Ask some of your best repeat patients to fill out the form for you. (Please find a way to reward your flow tracker form fillers—a \$5 gift card for coffee or ice cream works nicely.)
2. Once you have these statistics, take steps to streamline visits, even if you feel your current numbers are acceptable. After all, time is money!

**PulStar**  
Musculoskeletal Innovations  
**Patient Visit Time Tracker**  
Our practice always strives to improve the total experience we deliver to our patients. Thank you in advance for your help filling out this form.  
Date of appointment: \_\_\_\_\_ Time: \_\_\_\_\_  
Instructions for returning: \_\_\_\_\_

STEP OF PATIENT VISIT	TIME (in minutes)	COMMENTS (Optional please write any other notes that make you happy or unhappy in the time)
Wait to see appointment		
Time from parking to reception area		
Time to complete check-in		
Wait in waiting room		
Move to exam area		
Wait for Chiropractor		
Interaction (analysis and treatment) with Chiropractor		
Move to any other station (NA if not applicable)		
Wait for practitioner (NA if not applicable)		
Interaction with practitioner (NA if not applicable)		
Move to checkout		
Wait at checkout		
Checkout		
Set follow-up appointment (note if done as part of checkout)		
Time from checkout to parking area		
<b>TOTAL TIME ALL STEPS</b>		

## Reminders and referrals

1. Give your patient a ["Share the Care" card](#). We're not affiliated with this resource, but these referral cards are amazingly affordable and customizable.
 
2. Another good step is to encourage repeat visits from current customers with a contact vs. business card.
  - a. Keep in mind some of the contact card basics: It should read like an emergency contact card (ex: In case of a flare-up, call [number] to schedule an appointment or [number] to speak directly with your chiropractor).
  - b. Consider a magnet, rather than a card, so that your phone and online information will likely be placed in the most social room of the house—the kitchen!
3. You may also want to institute an incentive-based referral program with the help of your staff, and integrate it into the previously-mentioned script. You will want to know who to reward if a new patient is actually a referral.

## Performance Measurement

1. Use your patient management software to see how many new patients have only come in for 1-2 visits in the last three months. You may be shocked to see how many patients did not follow your care advice, quitting after 1-2 visits. Look at a few of these records. Try to remember them and picture the experience those patients had during their visit. Then think about how you can improve your presentation of care to new patients. Do this analysis monthly thereafter, when you review your revenue and performance..
2. For performance management of a different kind, see an example of the [PulStar's pre-analysis and then post-analysis](#), confirming the expected result has been achieved. For PulStar DCs, please note that these reports are often considered the program's "most effective referral tool," since patients tend to go home and show their progress reports to their family and friends.



## Promote and Advertise

### Get three valuable links to promote your practice on Facebook and Google Adwords.

1. Put in place a formal program to encourage happy patients to write online reviews
  - a. Can you even remember the last time you did business with a local resource without first checking its reviews online? You need to leverage your patient reviews.
  - b. Always remember: asking for Google and social reviews are especially successful if requested by the doctor.
  - c. Use this [Search Engine Journal list](#) for ideas on how to reinforce your personal efforts and get your program started office-wide.
2. Create reasons to be in your patients' inboxes
  - a. Make the collection of an email address and birth date part of your phone script.
  - b. Email birthday greetings, perhaps with a low value gift card to a near-your-office retail coffee or ice cream location.
3. If you're ready to advertise, choose one or two digital marketing tactics and stick with them.
  - a. Facebook advertising is easy and cost-effective—especially if you already have some familiarity with the platform. You can boost posts for less than \$10, allowing you to reach potential patients beyond your practice's regular reach. Here is a great [step-by-step video on how to boost a post on Facebook](#).
  - b. If you move beyond Facebook, paid search marketing ads on Google Adwords are a logical next step. [Here's a good tutorial](#).

*We know you are busy, so these low-cost, no-cost business-building tips are a very good place to start.*