**TLC’s criteria of a New Patient**

1. Filled out the application
2. Read the subluxation brochure
3. Watched the New Patient video
4. Meet with the Doctor – at least the greeting

**THEN THEY COUNT!**

**4 things to be considered a patient conversion**

1. Said **YES** to Care
2. Adjusted on Day 2
3. Make 1st payment/ monthly swipe on Day 2
4. Schedule out appointments for the whole care plan