Improving New Patient Conversions and Patient Retention

Months 1 & 2 – Day 1 Patient Care focused training

Time Frame	Day 1 Training
Week 1:	Step 2: My purpose is to detect IF there are subluxations at the root of the problems
	Procedure: Tell me what a subluxation is?
Week 2:	Step 3: I want to do 2 preliminary checks to see IF there is even a chance you might have subluxations
	Step 3: If either 1 or both of these test are reactive the likelihood subluxation may be present is very high and it would be wise for us to proceed with a complete exam today.
	Procedure: New Patient video Day 1- 3rd Party validation
Week 3:	Step 4: Can you notice which shoulder is higher?
	Step 4: Can you feel being in the straight position is actually a different experience than being in the crooked positions?
	Procedure: Taking subluxation throughout Day 1
Week 4:	Step 5: I can definitely tell there are areas of dysfunctional movement and the likelihood of subluxation
	Step 5: Is your condition important enough right now, where you believe it is a top priority for us to proceed with doing the complete evaluation necessary in order to determine what the case is for why you feel the way you do?
	Step 5: Green Light # 2: I absolutely believe you are in the right place and you should have this exam now.
	Step 5: Green Light #3: If it ends up I can help you and you choose to have me help you, your appointments at our facility are very flexible.
	Procedure: Talking subluxation throughout Day 1



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Week 5:	Step 6: I know you have made a wise decision, lets proceed and do the most thorough exam you could possibly wish for in order to find out what the cause of your problem is, if you have subluxations, if you can be helped and what we need to do for it.
	Step 6: My prayers and help for you is that we discover your problem is something I can help you with AND you are ready to work on helping yourself get through this problem naturally and thoroughly
	Procedure: DR and CA- connect with patients and writing patients words
	Physical Exam: Can you notice the difference between how you lean your head to the left and to the right side?
Week 6:	Physical Exam: That is grossly different and it is not okay, finding such as these can suggest where subluxations are or where nerves are being irritated or pinched or deterioration such as arthritis may be growing
	Procedure: CA- taking notes with DR on Day 1 and DR building value of the CA.
Week 7:	Script: "He/She is going to go over every aspect of movement which needs to be checked as well as an X-Ray exam and your history and review of your traumas"
	Procedure: CA/DR Training on: No questions unanswered during the New Patient Exam
Week 8:	Script: "My hope and prayer for you is that we discover your problem is something I can help you with and you are ready to work on helping yourself get through this problem, naturally and thoroughly"
	Procedure: 5 Phases of the New Patient Exam: Physical Exam, X-Rays & testing, 5 Traumas & OPQRST, Closing and 14 Day policy

