

## TLC is history in the making....

### Our Preparedness in this time of need

- Recognize the challenges before us
- Where we are starting from
- The actions to meet the challenges ahead

### Serenity & Our Unique Perspectives

*“Accept what we cannot change  
Courage to change what we can  
The wisdom to know the difference”*

### TLC’s New Chiropractic Order and Phase Guidelines

- Collaborative implementation of actions to move forward
- Our responsibilities during all phases and in each specific phase of history in the making

### TLC’s Core Values

We stand strong for chiropractic. We are vessels of hope: lived out from above, down, and inside out

### TLC’s Statement of Desire

Without reservation we value every moment by doing the most right thing together to experience meaningful results exponentially.



## USA's Pandemic Response – Their Orders

### RED PHASE

**PHASE 1** – Blanket restrictions for the purpose of relief from COVID-19 Pandemic

**Goals:**

- “Protection and ensuring health and safety through minimizing the spread of the virus”
- Identifying at risk people

### YELLOW PHASE

**PHASE 2** – “Powering Up” – people and the economy

**Goals:**

- Easing some restriction
- Making progress on measured data driven standards
- Testing, Testing, Testing – PCR and antibodies
- Vaccinations

### GREEN PHASE

**PHASE 3** – “Return to a NEW Normal”

**Goals:**

- Monitor and adjust while prioritizing public health
- Minimize the “Second Wave”
- Vaccinations



## TLC's Chiropractic Order RELEASED

### RED PHASE

#### PHASE 1

##### Patient Care

##### Goals:

- Back to basics
- In love with chiropractic
- Education is KEY

##### Promotions

##### Goals:

- Relationship Building
- Building bridges of hope
- Interactive Workshops

### YELLOW PHASE

#### PHASE 2

##### Patient Care

##### Goals:

- Repatterning adjustment frequency
- Rematriculations
- Standards threshold numbers

##### Promotions

##### Goals:

- Involve people and we grow
- Adaptive changes in office
- Get out to invite people in

### GREEN PHASE

#### PHASE 3

##### Patient Care

##### Goals:

- B.O.L.D.
- S.O.U.P.
- Power of the adjustment

##### Promotions

##### Goals:

- Celebrating Community
- No wasted opportunities
- Immunity – What we can say

RED PHASE

## Patient Care

- Non-essential care services to cease
- Non elective care to be provided
- Address of COVID positive
- Shelter @ home
- Team & Hour adaptations
- Dr focus
- Facility & structural changes
- Procedural changes
- Business & Financial changes
- Patient Connections

### Non- Essential Care services to cease:

- Altered ability to stay open practicing chiropractic
- Determine what qualifies as essential care in your office
- Use the Essential Care Survey (*TLC resource found in "Members Only" section*) by each patient once a week completing why they feel the adjustment is essential care to them and put this note in their documentation for this service

### Non- elective care to be provided:

- If any care you provide that you feel is not life sustaining or stopping the care would not result in disability or increase progression of the patient's problem then stop that care temporarily and document that you have stopped the care temporarily for that patient according to the governor's order. You will need to circle back once the governor's orders are lifted but for now document any changes to care plans

### Address of COVID-19 positive:

- Team - TLC's Pandemic policy template *TLC resource found in "Members Only" section* - Infectious Disease Preparedness and Response Plan - patients and potentially exposed team/Drs

### Shelter at home ruling:

- Provide a letter for team and patients to have in their cars showing that they are going to an essential service appointment/job *TLC resource found in "Patients and Education" section.*

### Team & Hours adaptations:

- Continue weekly 03 meetings
- Continue weekly team trainings
- Be open to modifying hours for team to be home with their kids if they are out of school- *TLC resource found in "Patients and Education" section on team hours and pay from the business section of TLC website*
- Either have the team be furloughed or reduced in hours depending on your volume and if you apply for PPP or would rather have them on unemployment
- Condense your hours to document that you are open for essential care and that would not require your full hours
- Change your phone message to reflect that you are open for essential care and to leave a message and the doctor will respond

### Drs Focus:

- Training- himself/herself daily
  - Mindedness of hope
  - Connect with TLC community daily ART calls
  - GAS cards- get back to basics

**Facility/ Structural changes:** Evaluate what your state governor requires about the # of people allowed in the office at one time - this changes

- Get rid of chairs near adjusting area in practice! Thanks Michigan order
- Adjusting tables should be 6 feet apart
- Patients waiting for an adjustment should wait on a table 6 feet apart or in an area separated from each other (some people have the patients wait in their cars until you text them to come in)
- Reduce what the tech CA does in contact with patients physically
- If physical contact needed in exam it should be done by the Dr
- IF required in your state to wear gloves/masks then do so FOR any procedure that requires less than 6 feet AND more than 10 minutes contact with a person (i.e.: reports and exams)

**Procedural Changes:**

- Possibly postpone re-exams
- Stop massages in office
- Stop hands on exercises in office
- Focus on the adjustment and spending less than 10 minutes hands on with people in order to comply with the 10 minutes or less contact with a person according to CDC 's statement that close contact is 6 feet or less for 10 minutes or more

**Financial/ Business changes:**

- Apply for EIDL forgiven loan
- Apply for PPP forgiven loan
- You Drs can apply for unemployment also if your hours are reduced or you have to close

**Patient Connections:**

- Daily make patient calls. TLC resource found in “Patients and Education” section of website on COVID resources – Joe Baker video examples calling patients.

**RED PHASE**

**Resources:**

- TLC Chiropractic’s COVID-19 patient survey letter
- TLC’s Preparedness and Response Plan template
- Sample Employee work letter
- Sample patient letter for essential care
- Families first coronavirus response act – Employee paid leave rights
- Employees rights
- Sample patient connecting calls during Covid – J. Baker
- TLC’s Shining the Light daily articles
- 6-minutes of Science @ 6- <https://tlc4.me/6-At-6-Youtube>

## Promotions

- Innovate outside the box
- Building Relationship
- Call to Action -Testing

### Innovate outside the box- HOPE

#### Community Connections:

- Workshops move to Facebook live or zoom format until you are allowed in your state to have 10+ or more people present 6 feet apart and you have the space to do workshops in that format
- Reach out to community businesses via email or phone to see if there is anything you can do to help them and to be a support
- Acknowledge the businesses that are sending emails to connect and do good for the community

#### Building Relationship- Making parallels

- 6 minutes of Science
- A.R.T. calls

#### Call to Action -Testing

- Seriousness of the nervous system

#### Resources:

- TLC's Shining the Light daily articles on TLC COVID
- 6-minutes of Science @ 6- <https://tlc4.me/6-At-6-Youtube>
- A.R.T. calls – live & recorded specifically - <https://www.tlc4superteams.com/index.php/member-tools/listen/recordings/active-response-call>
- Building Relationship Action Step

**YELLOW PHASE**

**Patient Care**

- Expanded services allowed to be provided
- 10 minutes or less patient contact
- Rematriculation and reactivation forms
- Care plan & financial plan changes
- Team adaptations
- Patient & team hours
- Review of stats

**Yellow Phase: Patient Care**

**People staying under care & people returning to care**

- Meet people AND make modifications

**Expanded services allowed to be provided-** essential plus elective care

- Evaluate how you can increase your volume of seeing people by looking at your schedule and your physical layout and calculate the # per hour you can see with the 6-foot spacing and the structure of your tables and office
- Keep in mind how to honor the max # in your office and make changes to specialty times if need be to accommodate the flow of adjustments

**Team Adaptation and patient and team hour changes**

- CAs should be compiling the patient lists of who are not coming in at this point
- Who have returned and who needs a reexam and meeting regarding care plan schedule and possibly finances?

**Expand patient hours to serve more patients**

- Consider weekly adding back some of the adjusting hours such that over the course of 6 weeks you could be back to your full hours



**10 minutes or less – Patient contact ideal:**

- Make sure that you are focusing on patient safety AND quality of care
- Do not rush the minutes of the adjustment just to be safe – make sure you are connecting with the patient
- Have the mask ready to be worn and ask a patient if they would prefer you to wear the mask (if masks are required for health care in your state then wear the mask) if masks are not required for health care than post that governor’s order all over the office so people know why you may not be wearing masks
- Extend more grace to people- everyone is adapting, and it is difficult times
- Make sure you are complying with the standards of care and what the patients expect in terms of safety and the 6 feet space

**Rematriculating and Reactivation exams for patients returning**

- Drs should be making calls daily to people who are not coming in to see if they are ready to come out and be checked now or if not put them on a B list to be called in 4 more weeks
- Use TLC rematriculation checklist to make sure you are reexamining and addressing all the topics
- Rematriculation Patient Update Form

**Care Plans**

- We don’t abandon the care plans
- We don’t stop monthly swipes
- We don’t stop care altogether
- We can make modifications

**Financial changes for patients returning**

- Address changes in their care plans and resulting financial modifications needed

**Review of your stats:**

- Review the number of adjusting days you served patients in April, THEN take your OVs and collections and divide these numbers to get an average to compare to your 2019 monthly average for the same number of sessions in a month
- Threshold #s- 15% less than last year's averages
- Pandemic #s- 25% less than current year's averages

**YELLOW PHASE**

**Resources:**

- TLC's Reactivation Action Step
- Rematriculation Checklist
- Rematricualtion Patient Update Form
- Community Connections and Open House Celebrations – Promotions & Marketing Cornerstone Call 05/05/20
- A.R.T. Call on Modifications to Care Plans 5/5/20
- A.R.T. call on Addressing Patient Finances in the Midst of Crisis 4/7/20

YELLOW PHASE

## Promotions

- **Reactivation calls**
- **Community Connections**
- **#windowsofhope**
- **Open House**

### Check in- Reactivations

- How checking in with people brings people back

### Community activities-

- #windows of hope campaign
- Connect with your town and get patriotic ribbon and tie it all around trees, lamp posts, telephone poles, store windows....

### Windows of Hope

### Open House

YELLOW PHASE

### Resources:

- TLC Reactivation Action Step
- Windows of Hope- Active Response Training Call 5/5/204
- TLC Open House Action Step

GREEN PHASE

## Patient Care

- B.O.L.D.
- The Power of the Adjustment
- S.O.U.P.

### Green Phase: Patient Care

#### **B.O.L.D. Belief, Open Hearts, Lead and Direct**

- Purpose: To raise up CAs, DRs and ultimately patients who define their "WHY" in practice, their delivery and realize how valuable their voices are. When people realize their "why" and see a pathway to speak their why through their actions to impact more people everyone benefits.
- "Stand on the pedestals of those who unapologetically think and unreservedly do" –BJ Palmer quote. Because of the personal WHY and with the urgency that now IS the time is us becoming lovingly bold.
- "Take a stand and be the beacon of hope"

#### **The Power of the Adjustment**

- "When you deny the truth, you are a mechanic and no longer essential"

#### **S.O.U.P.- Setting Others Up to Prosper- is our way of working together**

- Clear expectations- outline with specificity the expectations **for** the next 90 days
- Transparency- "We as DCs promote truth- not advance an agenda"- transparency applies to everyone- no hidden agendas- state the plan up front clearly

- Acknowledgment- everyone needs encouragement to persist- knowing their contributions are valuable

**GREEN PHASE**

**Resources:**

- Dr. Steve Welsh's ICA Daily Videos on Facebook & 6 Most Dangerous Words in [TLC's COVID Research & Science](#)
- TLC's Action steps- B.O.L.D. & S.O.U.P.
- No Missed Appointments with Dr Ryan Pilsner

## Promotions

- Welcome Home Celebration
- Community Celebration Day
- What we can say on Immunity & workshop delivery

### Green Phase: Promotions

#### Welcome Home Celebration with Community Celebration Day

- Be the gathering point in your community to celebrate your people and how you have band together and you are NEVER going back you are together moving forward, and you are the resource focused on teaching people how to LVIE differently.

**Immunity-** What to do to enhance their immunity and start doing your own case studies in your office on people who did not get sick and their own frequency of adjustments. NO ONE can dispute a case study and it is evidence to that person and case studies are valuable according to Dr David Sackett the father of evidence-based medicine.

#### Workshop Delivery

- Do your workshop DIFFERENTLY and get the message out in social media for people to zoom into your live workshops and consider holding the workshops in large community gathering places.

GREEN PHASE

**Resources:**

On TLC website

- Community Celebration Action Step
- Dr. Heidi Haavik, Dr Dan Murphy & Dr. James Chestnut videos on [TLC COVID resources research tab](#)
- Pride movie clip – This is our house - [YouTube](#)

## The NEW Chiropractic Order

## Your NEW Chiropractic Order

Formula:  $\frac{\text{Numerator}}{\text{Denominator}}$        $\frac{\# \text{ tested, checked}}{\# \text{ NP converted}}$

### Threshold numbers:

During COVID

Non-COVID times