

LeVan Chiropractic Activities Layout

Daily

- 3 Press
- 3 Intro vet patients to np
- 3 NPR sws sign up
- 3 Story of the day
- 3 Tic of the day
- 3 Referrals 10%
- 3 Progress exams
- 3 Sws 10%
- 3 Health news
- 3 14 day rule
- 3 Office tours
- 3 Testimonials written
- 3 Spouse at ROF
- 3 Master Lead Sheet
- 3 Reaction regimen
- 3 Listen to pt questions
- 3 Dialogue wall poster
- 3 12 month calender for patients to see
- 3 Pens and cards everywhere 1/day
- 3 Teach patients to quiz other patients
- 3 Coloring books
- 3 Chiropractic books
- 3 Testimonials verbal
- 3 WOC (wip out card)
- 3make 1 call to book ext promo

Weekly

- 3 AR cards for Dr.
- 3 Reactivation calls 5-10
- 3 Sws Closing leads (AIM)
- 3 Spouse at workshop
- 3 Thank you notes (5)
- 3 Patient of the wk
- 3 Wow articles
- 3 Quote of the week

Monthly

- 3 Gift program
- 3 Sweetheart luncheon
- 3 Active/ Inactive patient birthday cards
- 3 Welcome to the neighborhood letter
- 3 Yellow page signs in every phone book
- 3 Specialty Sws Promo
- 3 Health club, Health food
- 3 Emoloyee enhance
- 3 Outside talks to patient companies
- 3 Newsletter/pt.calendar/ Health tips
- 3 Referral gifts
- 3 Card day, bookmark
- 3 Customize Services Sws
- 3 Dinner Talk
- 3 Letters to Md's & Attorneys
- 3 Employee Enhancement to service group i.e. rotary

Quarterly

- 3 Reactivation letters
- 3 Video day
- 3 PAD
- 3 Screening
- 3 Surveys
- 3 Seasonal decorations
- 3 Family friend's day/wk

Annually

- 3 Metro Marketing
- 3 Birth of Chiropractic
- 3 Stump the team
- 3 Calendar in OBR
- 3 Expansion cycle 1st wk Jan to last wk Feb.
- 3 Expansion cycle last wk of Apr to approx 7/4
- 3 Expansion cycle August last wk to approx 11/7
- 3 Anniversary celebration AIM
- 3 Honor the laborers
- 3 Chiro Birthday 9/18
- 3 Halloween party
- 3 Food drive
- 3 Christmas party
- 3 New year of health
- 3 New year/New health promo wk
- 3 Valentines Promo flyer
- 3 Valentines card AIM
- 3 Giant heat sign up board
- 3 St. Patricks Day Promo
- 3 Spring into health-cards & Healthy snacks
- 3 Spring into Health festival screen
- 3 Last wk april start exp cycle- Stump the team AIM
- 3 Mother's Day- carnations
- 3 Father's Day everyone wears ties
- 3 Freedom from poor health July 4th PAD- finish w/ stump the team
- 3 Happy holidays flier out week after thanksgiving
- 3 Toy drive
- 3 Holiday party in the spirit of giving