



Make Your Practice Healthy Again with the Health Care Financial Plan of Today

I am very appreciative to have had this wonderful opportunity to share market trends with you and more importantly to offer you solutions to a changing and adapting marketplace. It is an honor to have the ability to influence your thinking and lead you toward the practice of your dreams.

Let's be very clear...it is essential to honor the history and the heritage of our beloved profession. Chiropractic has not changed, but how you communicate it, language it, charge for it and how you practice it has changed radically. It is essential that you adjust or adapt to the changes. If we were to define health in one word that word would be adaptability; and adaptability

of your practice will define the health of your practice as well.

The rapidly changing face of chiropractic has necessitated that we begin to look at alternate ways and means to move away from the "Fee For Service" model traditionally used by chiropractors for years. In fact, the "Fee For Service" model is the allopathic model of patient finances that our profession adopted because we didn't know what to do, but it is incongruent with a Chiropractic Wellness or "Quality of Life" practice.

Chiropractic has long demanded a method of payment that fits our philosophy of practice and makes it easier for patients to understand and handle. Unlimited Chiropractic Care At A Fixed Fee (UCCAFF) was created to revolutionize patient financial policies, making chiropractic available for families at a fair fee while preserving profitability for you.

UCCAFF is totally consistent with market trends and is time-tested, proven, effective Financial Fee Program that will easily and dramatically increase patient referrals, generate more visits, lower the need for recalls, as well as immediately improve patient compliance and retention so necessary to consistently produce the miracles for which chiropractic is famous.

The purpose of UCCAFF is patient long-term compliance. It is designed to increase retention and to focus the patient away from the allopathic model and toward a quality-of-life model of health care. It is a Revolutionary Fee System that focuses on healing and not just symptoms by offering the patient one global fee for unlimited utilization.

The concept of Unlimited Chiropractic Care At A Fixed Fee is a "financial paradigm shift" for doctors, like Chiropractic care is a "health care paradigm shift" for patients.

In my desire to help you grow your practice from the inside out and to create the practice of your dreams, please allow me to share this revolutionary fee system with you.

Paying "one global fee" for unlimited utilization is commonplace in our society. You pay one global fee for AOL for unlimited utilization. You pay one global fee when you go to Disney for unlimited utilization. In health care, you pay one global fee for unlimited utilization with orthodontists and with obstetricians. In every circumstance that you pay one global fee, utilization increases, which is exactly what we want in Chiropractic.

It is recommended that you create 3 separate yearly UCCAFF plans based

on clinical need for both adults and for children.

This allows the doctor to choose the plan that best suits the patient's clinical needs. Only the appropriate plan is presented to the patient. This also resolves the legal issue of offering only one plan to everybody, which is sometimes misconstrued as the practice of insurance.

The UCCAFF system is based on creating a long-term relationship with the patient founded on trust and respect. It creates a non-insurance dependent model of patient finances so necessary in these changing times in health care. We chiropractors know better than anyone that life is one adjustment after another and yet, chiropractors have been historically slow to adjust or adapt to changes in society.

Unlimited Chiropractic Care At A Fixed Fee will re-establish the true doctor patient relationship, as your focus will shift back to doing what is right for the patient and of what is acceptable for the insurance carrier. UCCAFF is the health care financial plan of today and the ultimate retention tool. Retention is

essential not to pad your bank account but to properly and effectively serve the needs of the patient. Once the barrier between patient finances and patient care is removed with UCCAFF, you will be able to focus on what is most important...getting the patient well and keeping them well.

Since Unlimited Care At A Fixed Fee is a "financial paradigm shift" for doctors like chiropractic is a "health care paradigm shift" for patients, it is essential that the doctor have or develop a prosperity consciousness. Prosperity consciousness, or the lack of it, is always connected to the doctor's self-esteem or lack of self-esteem.

Your practice will never outgrow your self-esteem regardless what you do or how you practice. Remember that "who you are always determines how well what you do works."

It is vital that you raise your self-esteem, your self-image and your self-worth. Recognize once and for all that we live in an abundant universe and that abundance is totally congruent with the philosophy of chiropractic.

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