



Build Consumer Confidence

By Eric Plasker, D.C., F.I.C.A. (Hon.)

It's no secret that one in six Americans currently participate in chiropractic care and that consumer confidence in the benefits of spinal adjustment stands at an all time high. In fact, *The British Journal of Bone and Joint Surgery* recently reported that even a single chiropractic adjustment can cause immediate and significant changes in the reflexes of patients who suffer from disc herniation.

Everywhere you look, you will see evidence of the effectiveness of chiropractic in improving all sorts of health issues for millions of Americans. But, how can you utilize this research and these results in promoting your own practice and help build your patient's confidence in you? Here are some ideas and "talking points" you can use in reaching broad audiences from businesses to families and fellow healthcare providers.

Remember, corporations are always thinking about their bottom line. Be sure to focus your communications to the issues that concern them. Explain that employees who have been injured or

sick and utilize chiropractic care consistently will return to the work-site much quicker and at a lower cost to the company than those who do not receive care. Businesses spend 180 billion dollars a year treating employee health conditions. Don't you think that this type of education and your services could be of great value to them?

If you want to get your foot in the door with a government agency (city hall, police or fire departments), make mention of the U.S. Congress mandate made in 2000 that requires chiropractic care to be made available to all active-duty personnel in the U.S. armed forces. It is interesting to note that this mandate was issued shortly after the U.S. Agency for Healthcare Policy and Research completed its review of different care options for acute lower back pain. Of the options they investigated (including physical therapy, traction, bio-feedback, nerve stimulation, surgical intervention and medication), **chiropractic was the only one it endorsed for providing both symptomatic improvement and restoration of functional stability.**

Today's parents are often overseeing not only the health of their children but that of one or more aging parents as well. Important information to share with them would include research that supports how older patients who receive chiropractic care use less medical and hospital services, nursing homes and prescription drugs. A 1996 *Rand Corporation study found a 15% decrease in nursing home usage by chiropractic patients.*

Another "factoid" you can be proud to share with any audience or age group is that **patients rate their satisfaction with chiropractic care higher than they do with traditional medicine.** In a study published in the *New England Journal of Medicine*, 42% of patients who went to a chiropractor rated their care as "excellent" while only 27% gave high marks to their medical providers.

Obviously consumers have confidence in chiropractic, but *why should they have confidence in you?* Here's a simple exercise you can do that will help you discover the right words and strategies to begin communicating the value of your services to your community and immediately create consumer confidence!

Take the time to evaluate and answer the following questions:

1. What are the benefits of the chiropractic services I provide in my office?
2. What are the benefits of people participating in a chiropractic adjustment plan in my office?

3. What are the benefits of people participating in a wellness adjustment plan in my office?
4. What are the benefits of people enrolling their families under my care?
5. What are the benefits of people making chiropractic a priority in their lives?
6. What are the benefits of talented people wanting to work in my chiropractic office?

Remember not to be afraid to brag about chiropractic. Once your patients buy into the reality of how chiropractic can improve their lives, they'll be doing the bragging for you! **Continue to communicate the incredible benefits of chiropractic... and build the family practice of your dreams.**

ERIC PLASKER, D.C. is founder of The Family Practice, a coaching and training organization providing systems, tools and support to build a successful family practice. A graduate of Life University, Dr. Plasker is a Lifetime member of the ICA. For a seminar schedule, coaching, training, or product information, call The Family Practice toll-free at 866-LEAD-DCS (532-3327), ext. 118 or visit his website at www.thefamilypractice.net.

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