ATTRACTING THE MODERN CHIROPRACTIC PATIENT
Introduction

According to a recent study of the 7 million people that might benefit from Chiropractic care, only 7% of them do...why? Many people avoid chiropractic care despite chronic pain because they are afraid. Potential chiropractic patients fear being hurt in the process of being healed. Ignorance about both the methods and the capabilities that chiropractic offers is keeping them out of your office. In order to attract the Modern Chiropractic Patient, you must turn those fears into your strengths. The PulStar makes that easy because treatment with the PulStar is Gentle, Scientific and Effective.

In order to attract the Modern Chiropractic Patient, you must have a way of differentiating yourself from other doctors. You must stand out and be noticed by a cautious and skeptical public? The most effective way of distinguishing your practice from your competition and attract the Modern Chiropractic Patient is to market the strength of the PulStar, the Gentle and Scientific treatment protocol you provide with the PulStar. By far the most effective method of distinguishing your practice is to give your patients something that no other practice can give them! The PulStar produces a record of the pre- and post-analysis as well as the location of the adjustments that can be printed and handed to each patient on each visit. No other practice can give their patients this powerful graphic record of where their problem was and what was done to correct it! If you do nothing else to market your practice be sure to print the patient record and give it to your patient at the end of each visit. They will show and discuss this record with everyone they know.

Once you have attracted that new patient, you must be more capable than your competition of resolving their complaints. Patients that feel immediate relief are going to be much more receptive to the concept of recurring care. The PulStar gives you unprecedented results with an extremely wide spectrum of patient complaints. Research shows that patients treated with the PulStar Multiple Impulse Protocols achieve an average fifty percent response in one visit which is much faster than the response of patients treated with traditional manual techniques. When you achieve remarkable results with the PulStar, your patients will become your primary marketing tools. They will willingly partner with you to build your practice as never before.

Step One: Attracting New Patients with Your PulStar

How can you use the PulStar to bring in new patients right now? The PulStar by its very nature opens up new and exciting doors for your practice. By incorporating computerized spinal analysis and treatment into your practice you can take advantage of a whole new list of

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terminology for advertising your practice. The power of words is incredible. Let's look at some of the basic terms that you can now use in your marketing tools and advertisement:

**Computerized Analysis**—Invoking images in the prospect’s mind that revolve around technology, sophistication, leading edge, innovation, precision, science, intelligence and in many cases, mysterious and infallible magic! For better or worse, a broad segment of the population in today’s society places more faith in computer technology than in traditional sources of guidance like instinct, tradition and common sense. While you as a Doctor of Chiropractic must always rely on your extensive training and philosophy to make the right decisions on many levels, let the public know that you are taking advantage of the finest technology available today to help you care for them.

**Computer Assisted Adjustment**—Invokes many of the same concepts but you can leverage it further by combining it with words like precise and effective (ex: Precise Computer Assisted Adjustment). Maximize your message by emphasizing what the PulStar was designed to do: find fixations and apply a very specific, highly effective adjustment. That same application is going to allow you to get patients out of pain more quickly and reliably than you have been able to in the past, its been studied and published (see our research in the Journal of Manipulative and Physiological Therapies). Let your prospects know by using key words that invoke those types of images.

**Gentle**—The PulStar analyzes and adjusts with force levels as low as 5 pounds. By using terms like gentle, precise and controlled you are beginning to dispel the concerns many prospective chiropractic patients have. They are afraid to submit to chiropractic care because they are afraid that it will hurt! Some are afraid of a momentary pain that is, in their mind’s eye, worse than the symptoms they have now. Others are deeply afraid that they could be seriously hurt. When you use gentle, precise and controlled in your advertising you are now appealing to a broader audience and setting yourself apart as a unique practice.

That brings us to another level of advertising approach. The PulStar may be an adjunct form of treatment for your practice or, as most of our users find, it may become the primary treatment mode for your practice. In either case it will never replace your knowledge base, experience or skills as a Doctor of Chiropractic. Whatever school you graduated from or primary technique that you subscribe to, the PulStar is there to compliment your practice. That said, the PulStar does allow you the opportunity to advertise a radical departure from the mainstream perception of chiropractic. There is a set of words that the uniformed public associates with chi-
ropractic treatment. Most of these words revolve around manual adjustment techniques. Let’s take a look at a few:

Crack
Twist
Pop
Snap

Again, the power of words is evident. If you want to electrify your advertisements and marketing to capture the 93% of the public who currently do not benefit from chiropractic care, use these words. A simple example would be, “No twisting or cracking, only gentle, effective treatment.” That’s what you need to help you distinguish your modern practice from traditional chiropractic practices. Once you have that patient that wouldn’t come in until he saw the advertisement that said, “No twisting or cracking, only gentle, effective treatment” treat them that way! Use the PulStar as it was designed to be used. Gain your new patient’s trust. Once there is a rapport built, you may be able to use a traditional manual technique if you aren’t getting all the results that you would like to with just the PulStar.

You needn’t attack other techniques, including your own. You can use these words in ways that allow the fearful and hesitant segment of the population an opportunity to reconsider. There is a large segment out there that isn’t beating down your door. Don’t be afraid to appeal to them with confidence. You now have a method of treating patients that would otherwise never seek or get the quality care that a chiropractor can provide. Once you have gained a patient’s trust they will be far more willing to listen to your recommendations about traditional manipulative techniques if that is the most appropriate method of treatment for them.

One-On-One to the Public

A popular method of generating new patients is the "screening" or simply showing what you do in a public setting. This is sometimes referred to as a "Health Fair." The PulStar is set up in a public space, such as a mall, and people in the immediate area are invited to experience a PulStar analysis. To attract attention to the demonstration, clinicians often route the monitor display to a digital projector and
project the screening display onto a large screen or portion of a wall where it can be easily seen by anyone in the area. This attracts people who are curious and want to know what the display means. We prefer the Health Fair format because there will likely be other chiropractors and physical therapists there which makes it easy for the public to see the advantages PulStar users have but some prefer to go “naked” and set up as a single booth.

The public is met by a "greeter" who captures names and addresses and answers basic questions. The greeter introduces each person to the doctor doing the examination who explains that the PulStar is the latest development in chiropractic and explains the operation of the instrument. The doctor offers to demonstrate the PulStar and if the offer is accepted, performs a full spine analysis using the screening program.

The doctor then shows the individual where problems potentially exist and prints out the results of the analysis. The doctor then releases the person to the "closer" who asks the individual if they would like to make an appointment with the doctor and schedules them if the response is positive.

Direct Mail

Direct mail to the members of the community from which most of your patients come is an appealing method of attracting new patients. You may have better luck in an area already populated with satisfied patients. But what community is that? Dr. Gary Schaaf came up with a simple and elegant approach to determining where his patients came from with some surprising results. Patients were asked to put a pin in a map in Gary’s waiting room at the location of their home. Just by looking at the map it was obvious that Gary’s patients were not coming from just the surrounding area. They were clustered in three distinct groups. Two of the groups were each centered about fifty miles from Gary. So distinct were these groups that Gary is thinking of establishing satellite clinics in those locations. Any mailings should be tailored to reflect the real area of draw of your clinic, not just the immediate area.

One approach to direct mail is the flyer and/or postcard. This approach is designed to identify potential patients, not to generate immediate clinic visits. The objective is to establish a relationship with the community that identifies you as the first choice for pain relief and supportive care. It has the second and very important objective of gaining access to the email addresses of your patient base.

Email

Communicating with patients and potential patients with email may be the most cost-effective method ever. Almost everyone has an email account and inexpensive email programs are available that allow one click transmission of a message to an entire database of patients. Email has great immediacy, low effort and great potential for abuse. It is not clear that patients really want to receive information on general health issues such as vitamins or inoculations so to avoid building negative feelings, give the re-
recipient a choice of receiving your email. Doing so will enable the determination of real areas of interest and hopefully maintain the relationship.

Computer viruses spread at lightning speed on the internet. In a matter of days or even hours, the entire internet can become infected. One way that viruses attain this speed and penetration is that they replicate and use the email addresses on a computer to send themselves to every email address. When they get to each address, they repeat the process.

Local Paper

Local newspapers and publications like the “Pennysaver” that are published in your potential patient base area (remember that this may not be just the local area) are potential ways to establish contact with prospective patients.

“**The effective and gentle care I provide with the Pulstar makes a difference for my patients.**”

![Image of Dr. Pedigo with text box](image)

Michael Pedigo, D.C.
- Palmer Graduate
- Past President ICA and ACA
- Only Chiropractor named ICA and ACA “Chiropractor of the Year”
- PulStar User

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www.drpedigo.com
To find out more about Dr. Pedigo and PulStar treatment, visit his website or email - MikePedigo@aol.com

Outdoor Advertising

These are examples of the use of outdoor advertising. Dr. Louis Valentine has placed this billboard on US 70 outside of Cincinnati Ohio, Dr. Broskoskie’s outside Hazelton PA.
Local Website

Whether a website actually helps generate patients is not clear. To date, there appears to be little data showing the effectiveness of business websites. In any case, specific websites are difficult to find out of the blue. Unless I already know your name or the clinic name, how do I find your website?
If your practice is affiliated with a third party payment group, get a link to your site on theirs as well as the community website where local businesses are listed. If you are a truly stand-alone practice, get a link to your site on the community website where local businesses are listed.

Local Radio

Many chiropractors have a local radio program in which they promote health care chiropractic and their practice. Although this requires a very particular personality, it can be an effective practice building technique. Among PulStar users, Dr. Richard Cohen in Cincinnati is the expert having conducted his own radio show for over 13 years. Dr. Cohen estimates that the program generates 25 to 30 patients per month.

Local TV

Contacting the local health care correspondent at your local TV station can sometimes be all you need to get a short spot on the evening news. We are currently in the process of making a short documentary on “The New Chiropractor” (Appendix I) which will be shown on national TV stations. This footage will be available for your use and will be appropriate for use by local stations as well as office waiting room use.

National Website

Thousands of people visit national health oriented websites such as WEBMD each day. A link from one of these sites to your website would probably generate thousands of visits to your site every month. Unfortunately, there is no way to localize these inquires to your local area. You would receive inquires from all over the US or possibly, the world. The use of an intermediate website such as www.pain-treatment.us where the requests were filtered and matched to PulStar users across the country is more efficient. This provides each PulStar clinic with only those requests that originated within a reasonable distance from the clinic.

Costs of Various Communications

Print PAR

~ 7 cents per printout
~ $2000 per year for 20,000 patient visits
~ $4 per new patient at 40 new patients per month

Screening

~ $1000 to $3000 per weekend (not counting your time)
~ $25 to $75 per new patient at 40 new patients per weekend

Direct Mail

37 cents per piece plus $1.00 - $1370 per thousand
~ $1370 per new patient at a response rate of .1 percent
~ $137 per new patient at a response rate of 1 percent

Email
~ 2 cents per email
~ $2 to $20 per new patient if on the order of direct mail

Local Paper
~ $Various cost  per ad

Outdoor Advertising
~$350 (design), $500 installation, $500 per month rental
~per patient cost unknown

Website
~$30 per month not counting construction costs
~per patient costs unknown

Local Radio
~$650 per week
~$100 per patient

Local TV
Use video from “The New Chiropractor” and video spots that we will be developing specifically for PulStar users.

National Web Site
Feasible when supported by large group of clinicians

National TV
Feasible when supported by large group of clinicians

Choosing Among the Alternatives

While cost and cost effectiveness are important considerations, a balance is necessary. A method of communication that costs only five cents per new patient but generates only three patients per year may be cost effective but obviously must be supplemented with other methods even if the other methods are less cost effective.

While the mix of alternatives is likely to be different for each practice and each clinician, printing the Pulstar Analysis Readout at each visit for each patient and implementing the PulStar Patient Referral System must be included in every PulStar practice.
Step Two: Creating Referrals with Your PulStar

The objective of the referral program is to have the patient who wants to help the clinic by sharing their experience with family and friends, do so armed with an accurate and effective explanation of the PulStar and even more importantly, that they include everyone in their circle of influence. That means their spouse, children, mother and father, co-workers, the members of their church, the club, Rotary, etc. Hundreds of people if not thousands. We have provided a checklist for the use of clinic personnel. Feel free to add anything that we have overlooked.

When you achieve remarkable results with the PulStar, your patients will become your primary marketing tools. They will willfully collaborate with you to build your practice like never before. The PulStar Analysis Readout, or PAR, is a graphical representation of the improvements that you have made to the patient’s joints. It is a visual data point in the history of the patient’s complaint. More often than not the experience with the PulStar is going to be so dramatically gentle and effective that the patient is going to save these printouts for future reference. Patients in the 93% will feel the need to justify the visit to you, the Chiropractor to their friends and family. They will feel as though they are utilizing a “non-traditional” or “alternative” form of care. A form of care outside of the mainstream. That makes many people feel uncomfortable. Once they have a positive experience with you and the PulStar they will have a graphical representation of that experience to assist them in explaining it to their friends and family. The visual representation linked with a strong testimonial from a happy patient will create amazing results among the percentage of the population that are on the fence regarding chiropractic. It will enable you to reach out to them where other Chiropractic practices have nothing to offer. It will tip the balance in your favor. In lieu of additional conventional advertisements on TV, radio and printed media you now have a powerful word-of-mouth marketing tool that, used consistently, will cost you little and net huge results.

Additionally, you must petition the primary care physician of each of your patients using the PAR. The graphs lend significantly more credence to your results than even patient testimonials can produce. Medical Doctors will be at a minimum curious and more likely ecstatic that they have a scientifically based, researched alternative for the treatment of back pain. By winning over Medical Doctors and surgeons you will create a referral base of patients that will keep you busier than you wish to be. Once these referrals begin flooding in, it may be time to consider additional staff.

Referral Enhanced with Direct Mail

Upon receiving the name of a referral either from the referral or from the patient who referred, immediately send a letter explaining that your patient had asked that they be contacted (or thanking
them for inquiry) and introducing them to the clinic. Include a patient handout (see resource disk) and a form for the patient to fill out prior to visiting the clinic.

Referral Enhanced with Email

In addition to telling their friends and family about their experiences in the clinic, patients should be encouraged to email all of their contacts as well. This will expand the number of individuals exposed to the message and greatly speed up the process. The email should follow the format of the example provided. The experience of the patient should be in their own words. Front desk personnel should help each patient write the testimonials emphasizing the PulStar. This method of patient referral may be the most under-utilized and potentially the most effective method of getting referrals yet tested.

Steps in the PulStar Referral Process

1. Educate your front desk personnel in interpretation of patient analysis.
2. Educate front desk personnel in elements of communication with patients who wish to participate in helping the clinic spread the word about scientific pain relief.
3. Place referral system posters in waiting room and adjusting areas.
4. Role-play patient interaction with front desk personnel:
   a. Print PulStar Analysis Readout at end of each visit.
   b. Give PAR to patient.
   c. Go over doctor’s interpretation of PAR with patient.
   d. Explain to patient that this report is scientific and unique and showing it to others is a vital step in increasing the availability of this gentle, safe and effective technology for scientific pain relief.
   e. Ask for name and addresses of friends, family, etc. that might benefit from PulStar treatment.
   f. Ask permission to send a letter to each referral introducing them to the clinic.
   g. Show patient an example letter.
   h. Assist patient to put their experience in their own words for use in the letter.
   i. Ask that the patient incorporate this experience in an email and send to all their email contacts as well.
j. Ask that the patient set up a time for you to meet with the members of the patient's religious or social group to demonstrate the PulStar.

5. Repeat the role-play until the patient referral process is smooth and natural.

6. Implement the patient referral process.
My PulStar Experience
Please answer all questions as completely as possible. If more space is needed, attach a blank sheet of paper.

Describe the condition:
   a) Name of Disorder

   b) Symptoms

   c) Location of Pain

   d) Duration of symptoms

   e) Severity of Pain

Have you ever been treated by a medical doctor for this condition?
Have you ever been treated by a chiropractor for this condition?
Have you ever been treated by a physical therapist for this condition?
Describe previous treatment and results.
Describe your current treatment and results.
Would you recommend PulStar treatment to others?
Would you be willing to help us present the PulStar experience to members of your church or social organizations?

______________________________________________________________________________
I give my permission for all or any part of the above statements to be reproduced with or without my name and/or photograph, to be used in the interest of telling others about the benefits of PulStar treatment.
HELP US HELP OTHERS

Here's how you can help others discover PulStar treatment.

Don’t you wish everyone knew about the PulStar? Most patients at our clinic find out about the PulStar from patients who have been helped with this state-of-the-art treatment system. You may have relatives or friends to thank for sharing their PulStar experience with you. Now you can share your experience with others. All you need to do is write your PulStar experience in your own words in the space provided below. We will help you do the rest!

There are so many who do not know what the PulStar can do for so many different conditions. Won’t you please share your story that we may tell others. Thank You!

<<Provide space for the patient’s testimonial>>

Introductory Referral Letter

Dear <Referred>:

Our patient, <patient name> has asked that we contact you because <s/he> has obtained such excellent results at our clinic.

<Insert patient testimonial>

We specialize in gentle, safe and effective pain relief using our state-of-the-art PulStar system. Unlike traditional manual treatments, the PulStar features precise computer controlled adjustment of the spine for rapid pain relief. The results will amaze you!

I have attached a simulated patient record to illustrate the graphic analysis of the spine produced by the PulStar.

If you are in pain (not just low-back pain but headache, neck, shoulder, arm, in fact any muscular pain), are experiencing stiffness or restricted range of motion (for example, you can’t turn your head as far to the right as you can to the left), come in for a treatment.

We invite you to visit our new clinic, meet the staff and see the latest scientific breakthrough in pain treatment, the PulStar system.

Sincerely Yours,

<YOUR NAME> DC

Attachment
This same basic approach should be implemented with email. The following example illustrates how the patient might structure an email to friends and family:

To: All address book entries

Subject: PulStar Treatment at <Your> Clinic

Dear friends:

I have recently experienced treatment for <type> pain with the PulStar at the <Your Name> clinic.

<here the patient inserts their testimonial>

The treatment I received was gentle and effective and only required <X> visits to relieve my pain. The treatment was so unusual and the effects so rapidly achieved that I thought I should share my experience with you.

If you are interested in learning more go to www.pain-treatment.us

<Patient Name>

This email can be sent to the patient as a reminder to initiate the process. All they have to do is send the email.