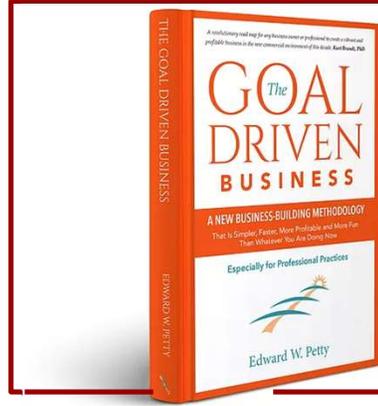


Your Marketing Department





1

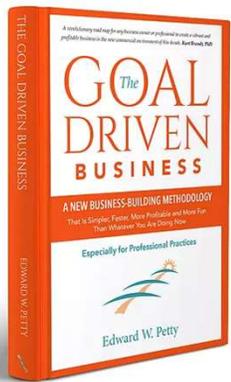


Section II

IMPROVE and STRENGTHEN



2



Class 7

0. Regroup

- 1. Individual Improvement – Managing and Improving Departments and Roles**
- 2. Marketing Management System**



3

Class 7

0. Regroup

- Wins
- Questions
- Core Value
- How was the coaching review?
- Upcoming homework
- Share sessions/training partners. How can we make it easier?
- Working with your doctors?
- Green and Clean?
- Today: Individual Improvement Marketing Manager System



4



Goal of Goal Driven Practice Manager
 To help the team achieve its goals every month through
 a) *maintenance* and
 b) *improvement*
 of team and system performance.



THE GOAL DRIVEN MANAGER

5



Self-Determination Theory

Inside → Out

It states we all have innate drives and natural needs that propel us to be more self-determined, as opposed to determined or controlled by outside forces.

External motivation can only motivate us so far, like the fear of being fired. Threats, criticism, and negative reinforcement produce short-term action, but in the end, they demotivate.

These innate drives are: 1) autonomy, 2) competence, and 3) relatedness—Community and Greater Purpose, and they correspond with our Three Goals.

6

The Shift

#1 WALL STREET JOURNAL BESTSELLER

FROM GALLUP
BASED ON THE GREATEST LEADERS STUDY OF THE FUTURE OF WORK

IT'S THE MANAGER

GREATEST FINDING FROM THE QUALITY OF WORKLIFE AND TEAM LEADERS IS THE SINGLE GREATEST FACTOR IN YOUR ORGANIZATION'S LONG-TERM SUCCESS

LEARN YOUR STRENGTHS
Includes a guide for the Official Strengths assessment

JIM CLIFTON | JIM HARTER

Changing Demands of the Workforce

Past → Future

My Paycheck	My Purpose
My Satisfaction	My Development
My Boss	My Coach
My Annual Review	My Ongoing Conversations
My Weaknesses	My Strengths
My Job	My Life

Annual benefit review,
 monthly Coaching Review.



7



Strength Based Management

Detroit Front Desk

Strong Strengths, Lesser Strengths

Synergy

8

Employee as a Goal Driven Expert 3 Goals and Self-Determination Theory

	PATIENT	BUSINESS	PROFESSIONAL
GOAL 3	Wellness	Greater purposes of the business and its people – happy owner and staff, contributions outside of business to community.	<ul style="list-style-type: none"> Personal and Family Pursuits Long range effect on patients and families Impact in the community
GOAL 2	Correction	A well structured, strong business with systems and people in alignment with common goals.	<ul style="list-style-type: none"> Expert Mastered procedures and skills of professional roles. Employment security, better compensation.
GOAL 1	Relief	Profit from Production from Marketing (Business Cycle)	<ul style="list-style-type: none"> Contributing satisfactorily to get paid and not be fired!

9

Job Checklists for Different Positions

- Specialist** – Specific roles in the offices. A team member could have several different roles. Front desk and backup therapy, for example.
- Team Member** – Defined by the mission and core values of the practice. Takes ownership for the entire practice by contributing to needed **marketing, leadership and management** of the practice. (SEALs – Jocko Willink, Extreme Ownership)

10

Checklist of Procedures

sample
Front Desk Coordinator Job Checklist of Procedures

Goal: Mission: to help all our customers achieve their service goals by scheduling them and helping them keep their schedule.

Goal: Outcomes: all customers keeping to their schedule, the appointment book is fully scheduled each day, all appointments kept each day.

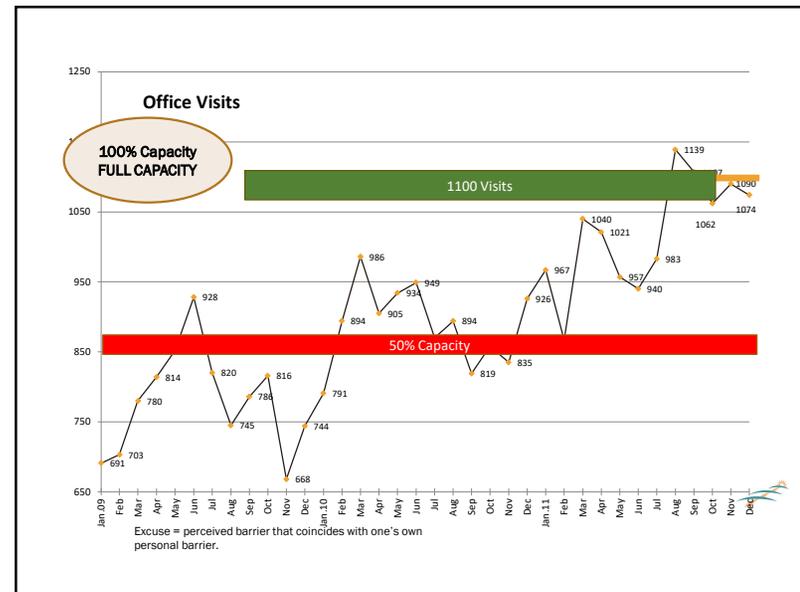
Key performance indicators: % full schedule day/week, Total Visits, % kept appointments, Over the counter collections.

Level of Performance Expected: 90% kept Appointment, 60% new patients to their 10th visit.

Was this done – Never (1) Sometimes (3) or Always (5)	1	2	3	4	5
Daily					
1. Always greeted the customer with a smile.					
2. Always answered the phone with a smile.					
3.					
4.					
Weekly					
1.					
2.					
3.					
Monthly					
1.					
2.					
Yearly or as needed					

- Begin with the end in mind.
- Higher Goal: Mission
- Practical Goal: Outcome
- Performance indicators:
- Expectation
- Most important items

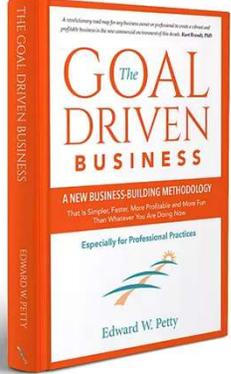
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12

Stage of Development	Business Owner	CEO/Clinic Director	Office Management	Front Desk	Doctors	Therapy/Clinical Support	Wellness - Case Management	Billing/Patient Accounts	Marketing	Team
5. At or close to capacity. Total Team Leadership Clinic runs smoothly as a team, is happy, and requires little daily management	A solvent, viable, business in compliance. Risk free (Taxes, compliances, insurance, legal etc.)	Dr. and team focused on higher purposes. Long term consistent plan. Motivated & inspiring others. Goal setting and constant improvement.	Efficient, organized, competent productive group - following procedures in Practice Playbook, constant training. Happy Patients	Appointment book full, money collected, referrals generated. Happy Patients!	Patients getting health and relief of discomforts, and well educated so that they go on to wellness care and refer. Happy patients!	Excellent clinical services provided to patients in order to support doctor's care. Educating Patients. Happy Pts.	Patients completing treatment programs, happily doing well on a wellness program. Happy Patients!	Zero Balances, patients understanding and agreeing to financial terms. Patients sticking with care. Happy Patients!	Effective marketing procedures routinely implemented creating lots of new patients and returning patients. Waiting list. Happy Patientfall!	A team that works together to achieve mission. Synergy high and responsibility. Extreme ownership and responsibility. Enjoy helping each other to manage office and patients
4. Making 50-70% capacity			Specialized roles/functions in the office. One person may be directly responsible for more than one area.							
3. Stable Growth 35-55% capacity										
2. Unstable Growth, but solvent										
1. Beginning Growth or No-growth	Not solvent, not legal. At unnecessary risk.	Dr. & team not motivated. Working just for a paycheck. No on-going improvement program. Policies/procs not followed.	Disorganized, no regular improvement program. Policies/procs not followed.	Appt book empty or empty. Not ensuring patients come in.	Doctors bored, uncaring, not focused. Pts not happy. Medicine outcomes.	Therapy boring, not caring, not educating. slow Pts not happy.	Patients learning prematurely. Patients not happy.	Patients learning due to finances, money not collected.	No or few little marketing procedures. No on-going change. Not enough Mktg or ROI's	Low purpose, low initiative, disorganized, dog not dog.

13



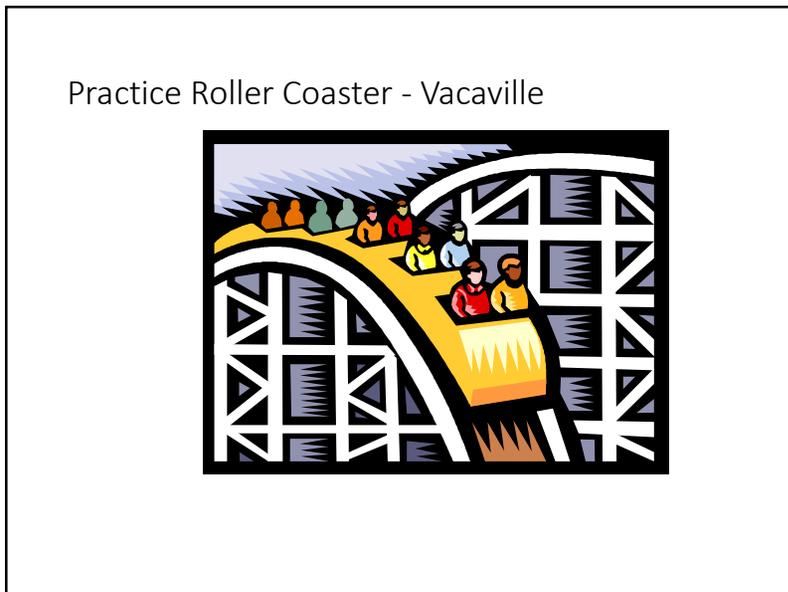
Class 7

0. Regroup

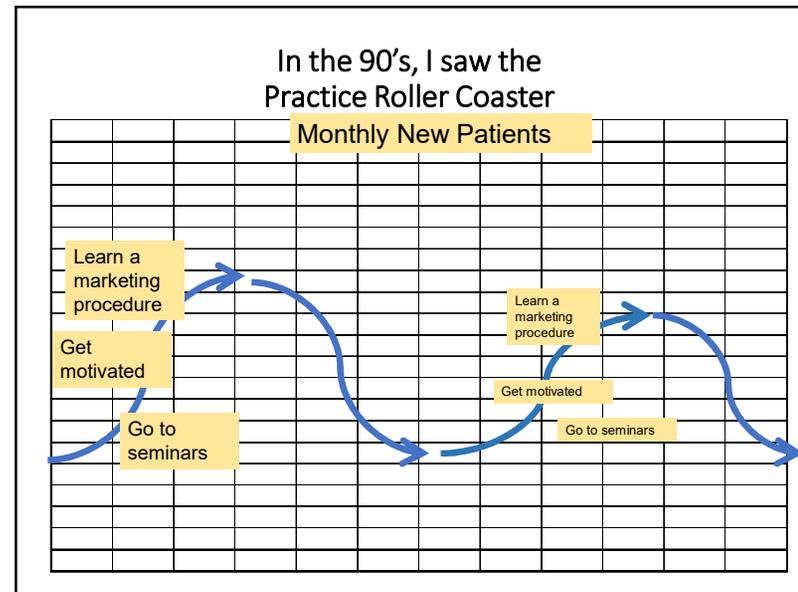
1. MARKETING MANAGER SYSTEM

- Marketing Management
- Marketing Motivation
- Marketing Procedures

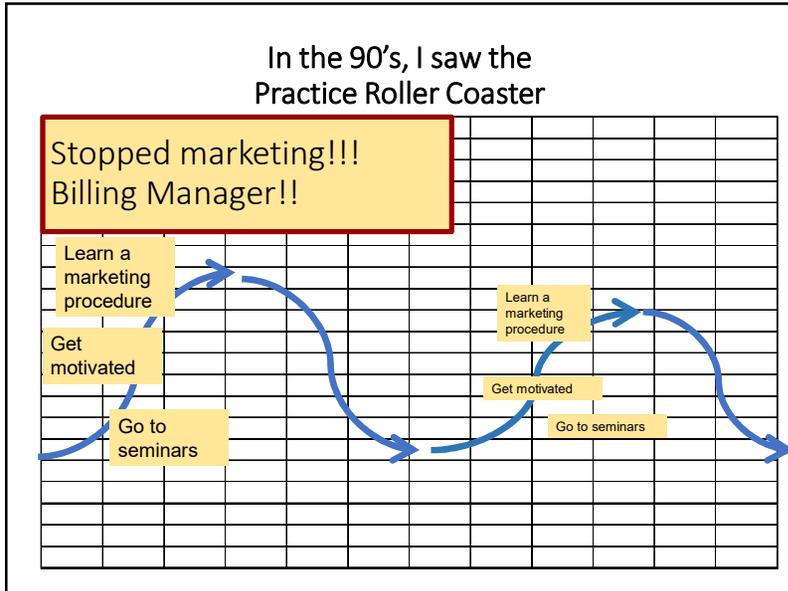
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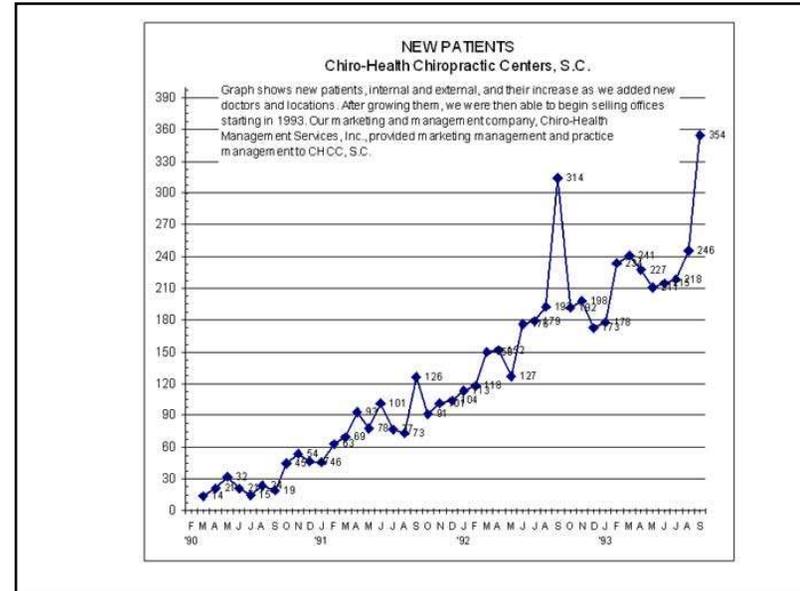
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16



17



18



19

What is Marketing?

Marketing is everything you do to promote your business, from the moment you conceive of it to the point at which customers buy your product or service and begin to patronize your business on a regular basis.

The key words to remember are *everything* and *regular basis*.

(Guerrilla Marketing, Jay Levinson)

20



MMS is a system of marketing your practice.

Not just a piece meal *let's do this, let's do that*. But a structured program of *continuous* marketing activities that are reviewed and improved upon.

It installs a marketing department in your office, just like a front desk or billing department.

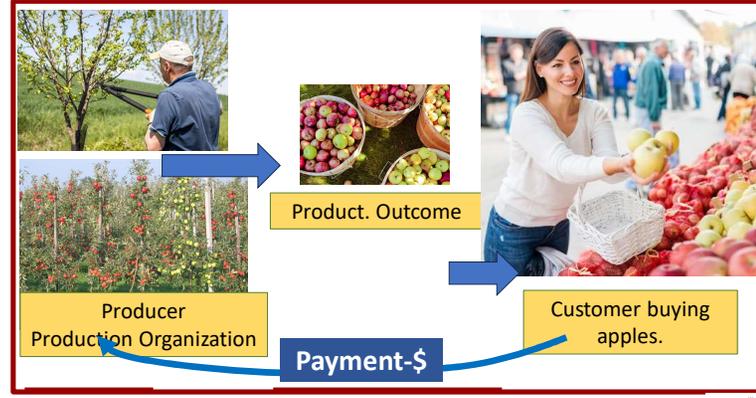
It is a Goal Driven system of marketing that focuses on **marketing procedures and activities, marketing motivation, and marketing management.**



It solves the biggest problems in marketing.

21

Why is Marketing Important?



Producer Production Organization → Product. Outcome → Customer buying apples. → Payment-\$

22

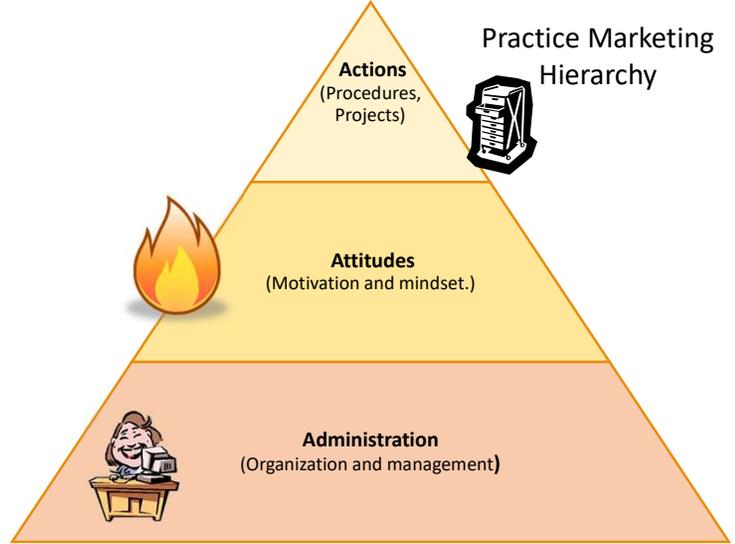
Why is Marketing Important?

Our Why
Our Purpose



23

Practice Marketing Hierarchy

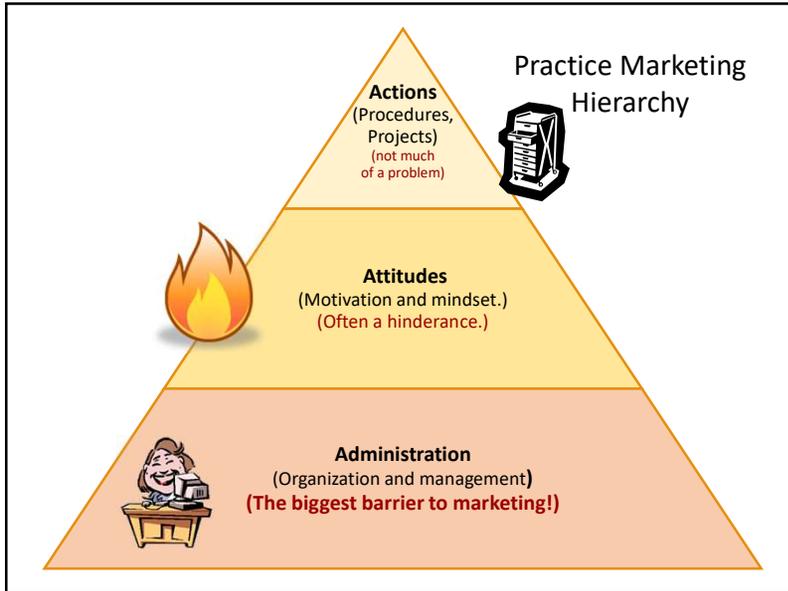


Actions
(Procedures, Projects)

Attitudes
(Motivation and mindset.)

Administration
(Organization and management)

24



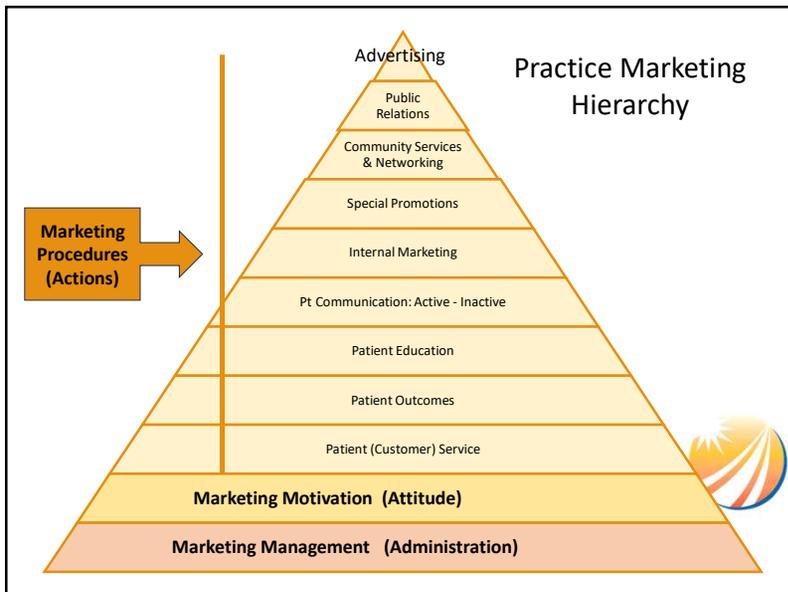
25



Marketing fails because:

1. It simply doesn't get done.
2. No one is in charge.
3. No time is given to do the marketing.
4. Results are not tracked.
5. Successful procedures are not repeated.
6. Planning is not executed. (No Lab or GAP)
7. Clinic Director does not know to be the Marketing CEO (Chief Evangelizing Officer) -- GOALS

26



27



MARKETING GOALS

Marketing Mission
To generate more than enough new patients, returning patients, and retained patients to keep the practice at FULL CAPACITY.

Marketing Outcomes
New Patients
Returning Patients
Retained Patients

Statistics
(1st Visits)
New Patient (define for your office and don't change it)
Returning patient (define)
Retention (Also, Visit Average --Visits/NPs)

28



Roles. Who does what?

Clinic Director – Sets long term strategy, focuses on mission, why, and outcomes. Is the *Chief Evangelist!*

Marketing Manager/Coordinator. Acts as a project manager to all marketing activities. Like the practice manager, ensures all routine procedures are done and all special promotions or activities are completed successfully.

Team. Each team member is also a marketer and sells health, and sells the mission of the practice.





29



Marketing Coordinator

Goal - Mission: Help the clinic generate enough new patients, returning patients, and retained patients to keep the doctors and providers at full capacity.

Goal - Outcomes: Enough new patients, returning patients, and retained patients so that the office is at full capacity.

Stats: new patients, returning patients, PV/Average, Cost/NP

General Description:
This is a part time position, and depending on the size of the office, should take between 2-4 hours per week, average. The marketing coordinator coordinates all marketing activities to ensure that they stay functioning at a productive level, and that approved marketing projects are completed productively.

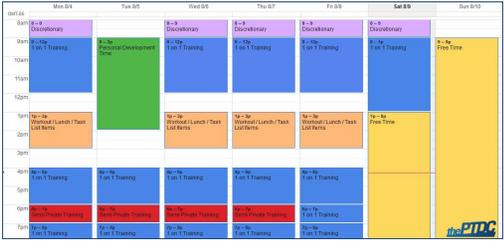
- A. **Monthly Duties:** Monthly planning meeting. (GAP). Stats, files, lists, calendar, scheduling, delegation of duties, coordination with Clinic Director and team, proposals and supplies
- B. **Weekly Duties:** Follow-up on plan.
- C. **Daily Duties:** Follow-up if needed.
- D. **Quarterly:** Schedule quarterly review and planning.
- E. **Yearly:** Schedule year review and planning.

30



If someone is in charge, they have no dedicated time to work on it.

- Work on projects.
- Check in with others on projects.
- Marketing meetings (GAP)
- Average 1-2 hours per week for Marketing Coordinator.



31



Time Period System

Plan your marketing work and work your marketing plan:

Monthly Planning (GAP)
Weekly follow-up

Quarterly – Review and planning
Yearly – Review and new year plan

32

Statistics

Source of NP

Internal:

- Patient referral
- Staff referral
- Clinic doctor referral
- ROP

External:

- Website
- Insurance company
- Attorney
- Sign/location
- Ad campaign (facebook)

Payment Type: Case, Group Insurance, Medicare Etc.

ROI

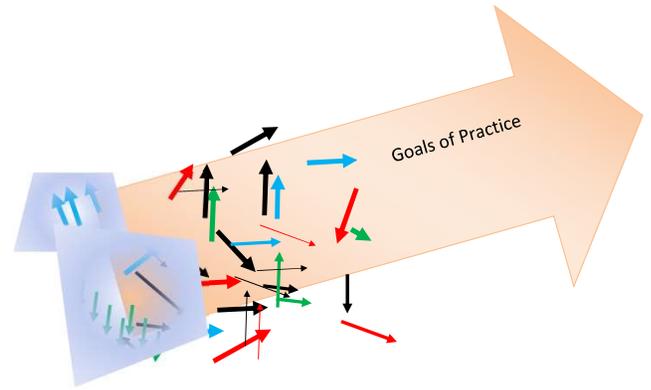
- Cost per new patient
- Cost per external NP
- Cost per advertising NP

Condition Type: LBP, Headache
Major demographic: mother, veteran, blue collar worker, youth

33

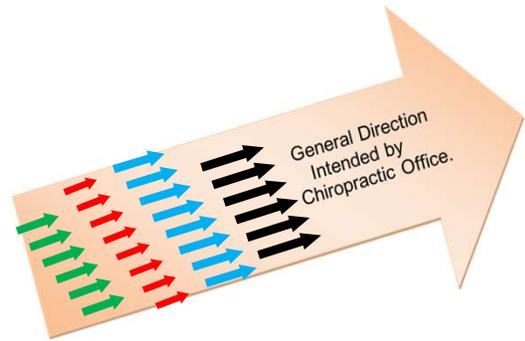
Organizing Marketing Procedures

There are many marketing procedures. Most just lay around, shelved, filed, hidden, and never used or forgotten about.



34

The Marketing Manager System harnesses the power of all your marketing procedures by getting them all harmoniously in motion. 

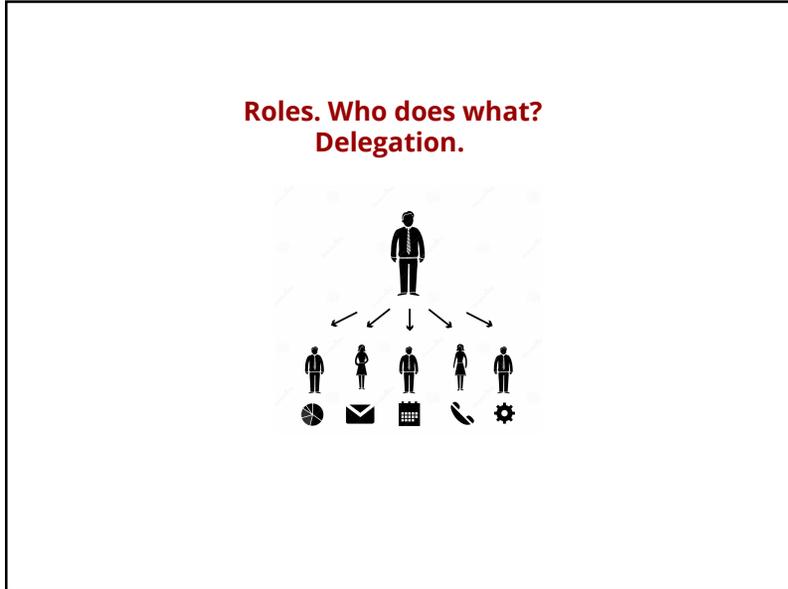


35

Organizing marketing procedures

1. List of recurring procedures – daily, weekly, monthly, even yearly. 
2. Calendar for special promotions and events. 
3. Routine practice procedures that have marketing elements embedded.
4. File them: binder, file cabinet, computer. 

36



37

Organizing marketing procedures

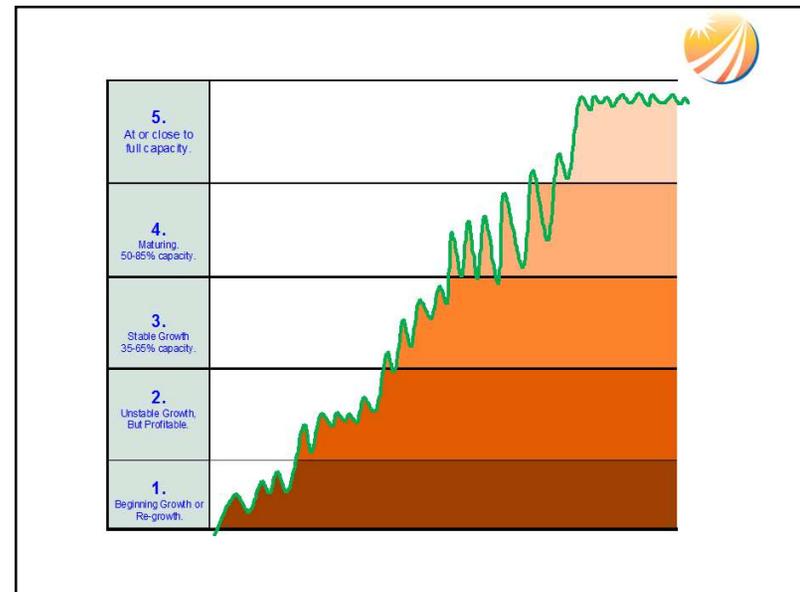
1. Direct Marketing
2. Indirect Marketing

38

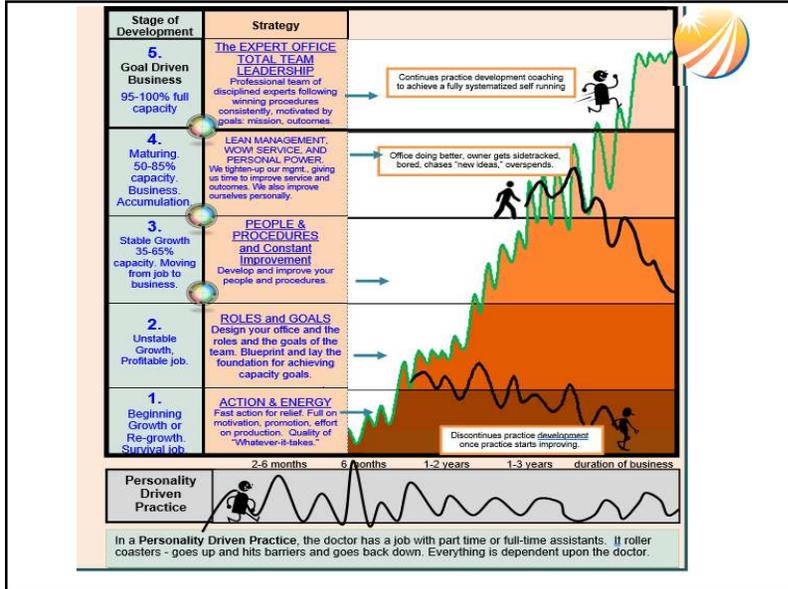
Page 89

<p>DIRECT MARKETING (Direct Response Marketing)</p> <p>GOAL: Get qualified prospects responding to an offer.</p> <p>Direct marketing projects have quantifiable results. They include an offer available for a limited time only.</p> <p><u>Sample Projects:</u></p> <ul style="list-style-type: none"> • Internet Marketing: page views, followers, likes, shares, downloads, sign-ups • Newsletter subscribers • Webinar • Workshop • Special Promotions (Customer Appreciation, Open House, etc.) • Intro Service • Major Service 	<p>INDIRECT MARKETING (Brand Marketing)</p> <p>GOAL: Make your business well known and well thought of.</p> <p>Indirect marketing has no or few quantifiable immediate results, and there is no special offer.</p> <p><u>Sample Projects:</u></p> <ul style="list-style-type: none"> • Donation drive • Ad in church bulletin with no offer • Sponsor little league team • Picture with celebrity • Letter to the editor about a good cause • Participating with others for a local good cause (environment, kid's) • Customer testimonial • Customer service
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39



40



41



Marketing Mix – at Each Stage	Percent of Marketing Resources			
	Internal	External	Indirect	Direct
Stage 1 – Starting, (Re-starting is more internal.)	10	90	10	90
Stage 2 – Blueprinting, Roles, Goals, and Flows.	20	80	20	80
Stage 3 – Implementation: People, Procedures	40	60	30	70
Stage 4 – Professional Discipline	60	40	60	40
Stage 5 – Team Driven Expert Business	70	30	70	30

Page132-135

42

Deciding on what marketing procedures to implement.

	EXTERNAL New Customers	INTERNAL Existing customers
DIRECT RESPONSE	Starting a New Business Workshops, discounted trial services, free information or consultations	Re-Starting a Business Workshops, discounted trial services, free information or consultations
INDIRECT RESPONSE	Maturing Business Creating goodwill, popularity, or partnerships, alliances, networks.	Maturing Business Customer service, education, communication, events with customers, guests, networks.

43



Allocation of Marketing Resources by Stage (estimated)	% time	% of \$
Stage 1 – Starting, (Re-starting is more internal.)	30-40%	20%+
Stage 2 – Blueprinting, Roles, Goals, and Flows.	25-35%	15-20%
Stage 3 – Implementation: People and Procedures	15-25%	10-15%
Stage 4 – Lean Management, Customer Service, Personal Integrity	10-20%	8-12%
Stage 5 – Team Driven Expert Business	10-15%	8-10%

Page132-135

44



PRO = Forward Positive

MOTION = Movement

Promotion



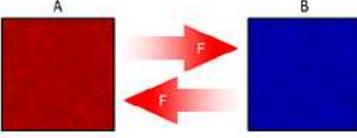

45



Newton

The Third Law of Motion: Law of Interaction

Whenever one body (A) exerts a force upon a second body (B), the second body exerts an equal and opposite force upon the first body.



- Action = Reaction
- Outflow = Inflow

46

Principle 23

Our Thoughts Affect Our Business and Life

Agreements Communication Thoughts

I asked the veteran doctor's wife what they did to generate new patients. She was facing away from me, filing. I thought she was just filing for a moment and would turn to answer me. The young associate doctor, who stood beside me, turned to me and said in his best fraternity voice, "Well, old chap, she just 'thinks' about patients and they come in." She never turned around, but I saw a glimpse of a wry smile on her face as I was left to ponder what the associate meant.

Years later, as I visited one office after another, I began to discern the truth. To prove it, when speaking at seminars, I would often ask the audience, "How many of you find when you pull the file of a customer who hasn't been in for a while, that person calls you right away to come in?" The response is always immediate: at least 80 percent of those attending shoot their hands up. It would seem our practice eavesdrops on our thoughts and moods.

What does this mean? Are these incidents just a coincidence, or is something deeper at work? Quantum physics addresses what's called "particle entanglement." Roughly, this describes the phenomenon that occurs when two particles that were once related or connected in some way, separate, yet seem to be connected no matter how far apart they are in the physical universe. Any action that creates an effect on one particle seems to create the same reaction on the other particle. In biology, we can look at what Rupert Sheldrake calls "morphic fields." Whatever the scientific or quasi-scientific factors might explain my observations, I can testify practice and business development have a non-Newtonian, or non-mechanical component. There is something that goes far beyond policies, procedures, and the structural blueprints of creating a practice and building a business. Your practice is a reflection of your thoughts.

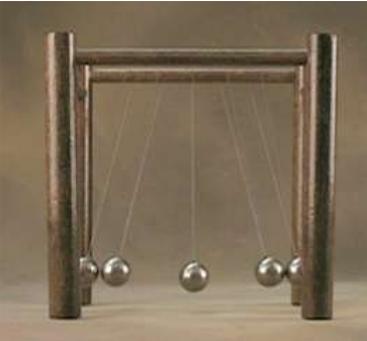
Envision a happy future and a better life for those you know. It can help



47



WHAT IS MARKETING




Marketing is PHYSICS.

48

Goal Driven Principle 14 Newton's Laws

Your business follows the laws of physics.

In 1687 Sir Isaac Newton, a physicist and mathematician, published his observations defining the fundamental laws of physics.

Newton's first law: An object either remains at rest or continues to move at a constant velocity, unless acted upon by a force. This is the law of inertia. It says your practice and your business, at least at first, won't grow by itself. It'll sit there until you make it happen. This also applies to your role as a professional expert. **If you do nothing, then nothing will happen.** The good news is that inertia can work in your favor. Once your business is on the move, it's easier to keep the flywheel going. If you've ever had to push a car that wouldn't start, you know how hard it is to build momentum. But once it's moving, it is easier to maintain its speed.

Newton's third law: To every action there is always opposed an equal reaction. I find this law comforting and reassuring. I've seen it play out in business in marketing. When you make an effort, an opposing effort is created. The opposing effort doesn't need to be negative; it's just an effort that returns your way. When you send out a promotion, you should expect something back. The art of good marketing is to make sure something returns your way and that it's what you want.

Outflow creates inflow, but no effort... is a no go.



49

Principle 16 Be a Hunter – Direct Your Unique Selling Proposition to Your Target

Market Decide to WHOM you'll sell and market your services. Then, focus your marketing toward them alone. Deer hunters hunt deer and leave the alligators alone. Define your ideal customers and get to know their wants and what they respond to best. Then, define what you'll sell them. It needs to be unique and desirable. Make it something your targeted potential customers feel they can't live without.

This is your Unique Selling Proposition.

These are marketing goals aimed at cutting through the thousands of advertising messages your potential customers hear daily. Your primary marketing goals: Who are your ideal customers? Where will you find them? What benefit can I offer that's unique and so desirable they'll drive across town and wait in line to see me? Offer unique and irresistible benefits to your select group of potential customers.



50

Principle 22 Network Effects



51



A practice is a network of relationships that are created and sustained with communication and service.

Ed Petty

52



Outside Support

- Books
- Coaches, consultants
- Seminars
- Podcasts
- Newsletters
- Colleagues

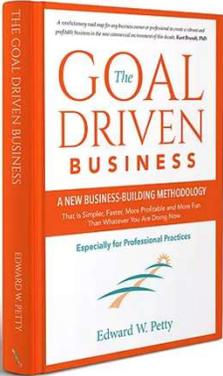


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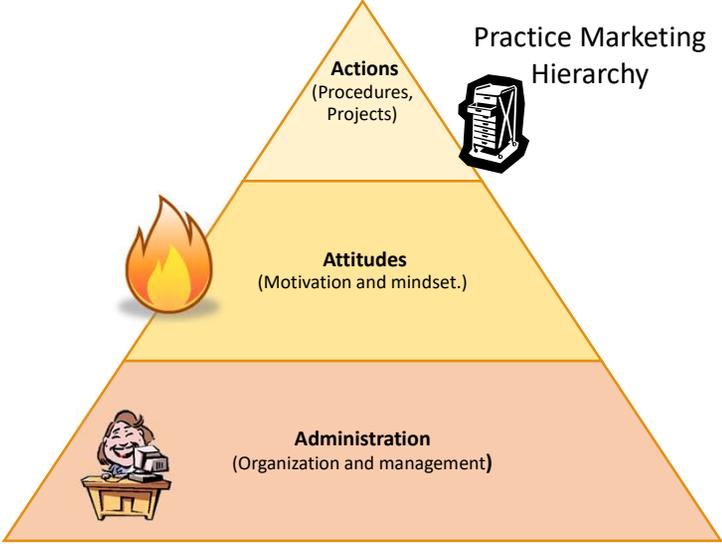


Class 6

0. Regroup
1. MARKETING MANAGER SYSTEM
2. Marketing Management
3. Marketing Motivation
4. Marketing Procedures

55

Practice Marketing Hierarchy



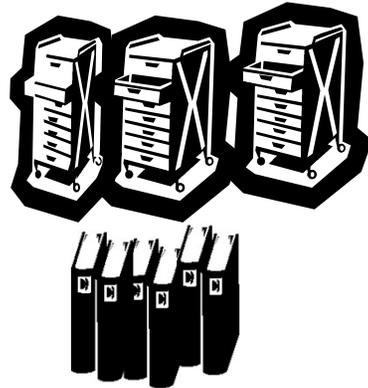
Actions
(Procedures, Projects)

Attitudes
(Motivation and mindset.)

Administration
(Organization and management)

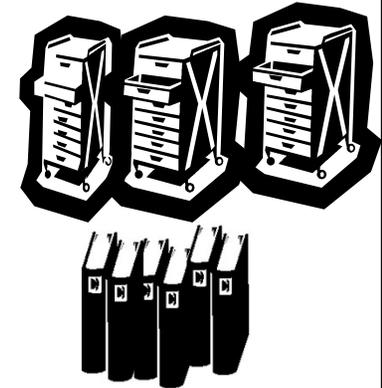
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Marketing Procedures



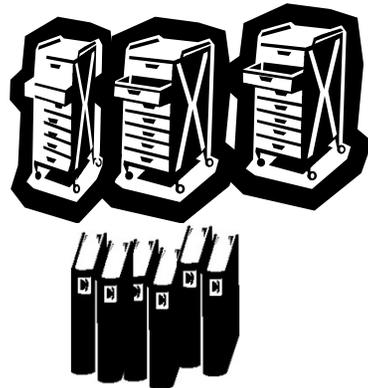
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Marketing Procedures



58

Marketing Procedures



59

Motivation

1. Remove demotivating elements of Old Practice Management Model
2. Implement New Practice Management Model. (Self-determination Theory). Make a happy and expert team!
3. Necessity! Look at brutal facts. Look at the scoreboard! Necessity drives when numbers start to dip. (fight or flight! Adrenaline. Pull together!)
4. Driven to achieve higher goals. Help people. Help community. Demonstrate competence! (pt successes, consequence of non care, health environment of community)
5. Have more fun! Games! Don't be bored!

60

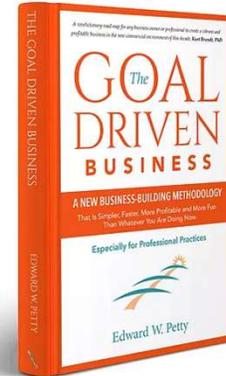
Principle 17

Goals, Games, Groundhog Day



61

Class 6



0. Regroup
1. MARKETING MANAGER SYSTEM
2. Marketing Management
3. Marketing Motivation
4. Marketing Procedures



62

Marketing Administration

(Organization and Management)

The number 1 issue in practice marketing is

1. It simply doesn't get done. This is because:
2. No one is in charge of it. (Clinic Director, someone acting as Marketing Coordinator.)
3. If someone is in charge, they have no dedicated time to work on it.
4. If they do have time, they may not be supported by:
 - a) training b) coaching c) budget
5. Monthly planning is not done, including statistical review of results and NP tracking. (Goals Achievement Process - no stats, etc.)
6. Lack of team or clinic director cooperation, coordination.
7. What worked before isn't done again.
8. Motivation, mindset is off with Marketing Coordinator
9. Motivation and synergy is off with the entire team. (doctors, staff)
10. Office disorganization disrupts marketing.



63

Marketing Administration

(Organization and Management)

Routine actions. Daily, Weekly, Monthly.

- **Marketing List.** List those marketing actions that are separate from daily tasks. E.G. Monthly birthday card, patient success video, meet with external referral source, newsletter. WHY? Keep doing what works!
- **Job Checklists.** Some are embedded in daily task. Phone greeting. Patient checking out. Report of findings. Starting on therapy. *Practice these from a customer service point of view.*

Special Promotions.

- **List and Calendar.** Yearly events, ads, promotions.



64

Marketing Checklists

From: Marketing Qualification... (Name & Title) (Date) (Date)

MARKETING PLANNER

Month	Person Responsible	Goal	Goal	Goal
Monthly Promotional Actions				
Monthly Marketing Meeting				
Quarterly Marketing Meeting				
Annual Marketing Meeting				
Community Education Program				
Workshop/Lecture/Events				
Reactivation Program				
Notes on Future Plans:				

65

Marketing Checklists

FILED: Marketing Subcontractor... (Name & Title) (Date) (Date)

What:	Who:	When:
Monthly Promotional Actions	Person Responsible	Month: Oct, Nov, Dec
Monthly Marketing Meeting	Marketing Coordinator	NP Goals: 30, ROPs: 5
Quarterly Marketing Meeting		NP Goals: 20, ROPs: 5
Annual Marketing Meeting		Goals:
INTERVAL	Interval Interval	Checklist Completed []
Saturday with Santa	Both	Results NP: 0
Turkey Drawing	Sue	Turkey Drawing 3
Reactivation Program	Sue, Sam	Reactivation Program 12 NP 20 ROP
EXTRAVAL	Community Education Program (Themes)	Workshop/Lecture/Events
		Checklist completed []
		Checklist completed []
		Checklist completed []

66

Marketing Attitudes Motivation and Goals

- Higher Goals: Higher Purposes- Mission:** Alleviating pain and suffering, and bringing about better health to families, children, veterans and others and avoiding them resorting to toxic remedies. To some small degree, acting as a counter power against harmful health measures and products from corporations and corporate controlled government.
- Practical Goals:** Outcomes (People helped this week.)
- Business Practical Goals:** More income. No income and you die.
- Personal Practical Goals:** More income, job security, and pride in workmanship.



67

Marketing Attitudes

8 Successful Marketing Attitudes

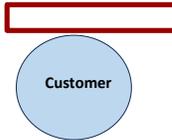
Attitude is Everything

1. Friendliness and Cheerfulness
2. Be Interested
3. "Get To Know Me" Attitude
4. "Gratitude Attitude"
5. Service Attitude
6. Big Capacity Attitude
7. Industriousness Attitude
8. Faith, Confidence, and Belief



68

The Practice Business Cycle



“Where is the marketing department?”



69

Marketing is so basic that it cannot be considered a separate function (i.e., a separate skill or work) within the business, on a par with others such as manufacturing or personnel. Marketing requires separate work, and a distinct group of activities.

But it is, first, a central dimension of the entire business. *It is the whole business seen from the point of view of its final result, that is, from the customer's point of view. Concern and responsibility for marketing must, therefore, permeate all areas of the enterprise.*

Peter Drucker, *Management: Tasks, Responsibilities, Practices* (p68)



70

Three remaining facts:

1. You don't do nothing, you don't get nothin'.
2. #1 failure for marketing – it doesn't get done.
3. Newtons laws:
 - **1st Law:** An object either remains at rest or continues to move at a constant velocity, unless acted upon by a force.
 - **3rd Law:** To every action there is always opposed an equal reaction. I



71

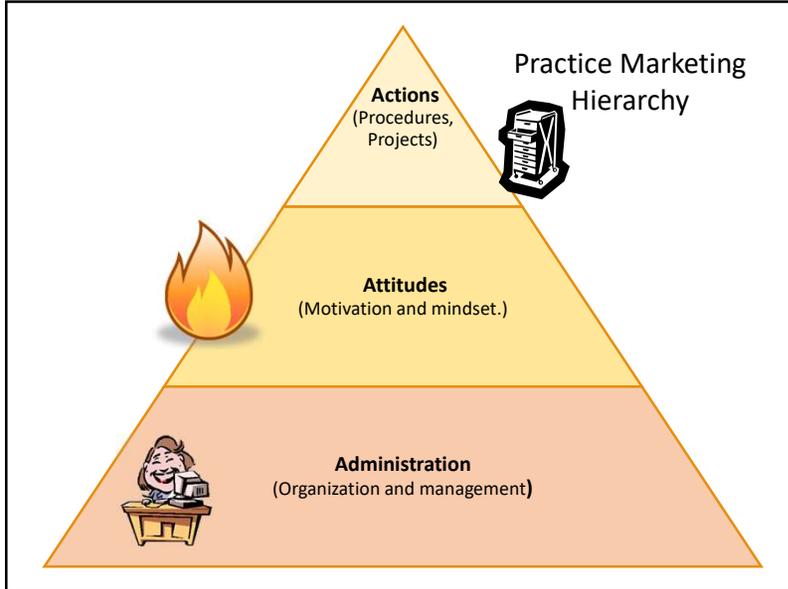
The 3 Echelons of Marketing

Three A's of Marketing

1. **Actions.** Procedures and events.
2. **Administration.** Organization and management.
3. **Attitudes.** Motivation, mindset, discipline.



72



73

PMA members library

- Check out **ALL** the **TOOLS**, piles of ads, promotions, forms, etc., — over **550** documents and **33** audio lectures.
- If you don't have your password, give us a call immediately and we will get you one.

74

- Marketing Promotional Tools.
 - Extra-Ordinary Service
 - Patient Education
 - Referral Generation
 - Recall, Reactivation & Retention
 - Special Promotions
 - Community Education
 - Direct External Promotions
 - Public Relations
 - Business & Professional Referrals
 - Community Services and Health Screenings
 - Advertising: Google, Social, Radio

Invisible Marketing

75

Patient Education Prompters

Safety Pin Example of Subluxation and Nerve Interference

When the nerves in your body have no interference, your body works as it was designed.

When your spinal bones pinch or choke the nerves in your back or neck, affected organs and tissues don't work the way they should and ill-health results.

76

Sample – Special Promotion

WIN A FREE THANKSGIVING TURKEY!

Community Ed Program on Nov. 19th!

Refer in a friend, family member, or co-worker for a complimentary check-up exam and you'll be entered in our drawing.

For each referral of a new patient to Sample Health Care Center you will receive a ticket to enter our free thanksgiving turkey drawing. The more you new patients you refer, the better your chances!

77

Systems to fuel your practice

3 GOALS

2009 Food Drive

Help us help others...

You donate the food, we'll donate the care!

[Your City] food pantry needs more food for those less fortunate. We encourage you to help us with our food drive program.

In conjunction with the Hunger Task Force, [your office name] is sponsoring a **Food For Families** donation drive during the month of November.

Bring in 10 or more non perishable food items and we will provide anyone in your family, or a friend, with initial chiropractic services at no charge. This will include:

- a complete neurological and orthopedic examination
- consultation
- initial x-rays (up to 2) if needed
- and a report of findings.

Bring in more food and more of your family and friends can receive their free services. There is no limit to the number you can bring in. This is a great opportunity for you to help those less fortunate for the holidays, and help improve the health of your family or friends!

For more information to make an appointment, please see the front desk or call us at (123) 123-1234

Hunger Task Force Ends Year With Unprecedented Demand for Emergency Food

Bliss Chiropractic

PHONE: (123) 123-1234

Address

www.blissfulchiropractic.com

78

Systems to fuel your practice

Community Education - Windows Internet Explorer

C:\Program Files\Internet Explorer\CommunityEducation.htm

#5 Referral Letter - EXAMPLE -

Dear Friend,

Thanks to the concern of the person who gave you this gift, our office is pleased to offer you the opportunity to receive a complete health examination at no charge. This examination would allow you to know how your body is coping with the physical, chemical, and emotional stresses of life. Our tests would include consultation, as well as physical, orthopedic, neurological and spinal tests. It does not include laboratory tests or treatment.

We make this offer available only during the holiday season as a way to extend the gift of health to the friends and families of our patients. At the conclusion of your examination, I will personally discuss with you the various options available to either restore or improve your health. Please note that this opportunity expires on the date set on the gift certificate. To make an appointment, please call now and let our receptionist know that payment will be made with a gift certificate.

We wish you and yours the warmest and happiest holiday seasons greetings,

Sincerely,

79

Systems to fuel your practice

3 GOALS

Spend Saturday with Santa!

Saturday, December 8

9:00 a.m. - 11:00 a.m.

You are invited to bring your children and grandchildren in to have a **free picture taken with Santa** on Saturday, December 8, from 9:00 a.m. until 11:00 a.m. at North Pole Chiropractic, next to Toy's R Us. Activities will include:

- Santa will be giving away bags of **Holiday treats**.
- **McGruff the Crime Dog** will be giving safety tips.
- Westgate Police providing **children's fingerprinting**.
- **Kid's coloring contest**.
- **Free Health screenings and child safety and health literature.**
- **Holiday refreshments and fun!**
- **PLUS, special coupons for a free adjustment for children that are current patients, and a complimentary consultation, structural exam and free first adjustment for new children. (Must be redeemed within 30 days, and no treatments on the 8th.)**

Please register at the front desk or call 999-9999 to let us know you're coming.

Chiropractic is for children too!

Name _____ address _____

Chiropractic _____

80

81

82

83

84

COMMUNITY SERVICES/NETWORKING

Screenings Still Work

85

Corporate Wellness Programs

Presented by
Name of clinic

Address
Phone number
Web address

Below are our corporate and business workshops that we offer at no charge. If you would like one of our doctors to present one of these workshops to your business or group, please give us a call.

CARPAL TUNNEL. The causes and cures. This workshop is must for the prevention of carpal tunnel syndrome as well as other forms of hand, wrist, elbow and shoulder problems. The participants will learn the "Do's and Don'ts" of preening CTS and will be given non-surgical, non-drug solutions.

STAYING FIT WHILE YOU SIT. Participants will learn tips on how to sit properly and simple exercise to do at their desk to minimize chances of injury. This workshop also addresses repetitive motion injuries and what you can do to avoid them.

86

More Workers Get Massage and Yoga on Company Time

By Ellen Wulforst

NEW YORK -- One U.S. West Coast marketing agency encourages employees to stop work and duck out for hedge fund, workers break during the day for yoga classes.

More companies are offering employees the on-site pleasures of massage and yoga, not just to make their even boost the bottom line.

Such programs, once the provenance of nontraditional companies but now popular in bastions of business, where they might easily leave to work for a competitor, companies say.

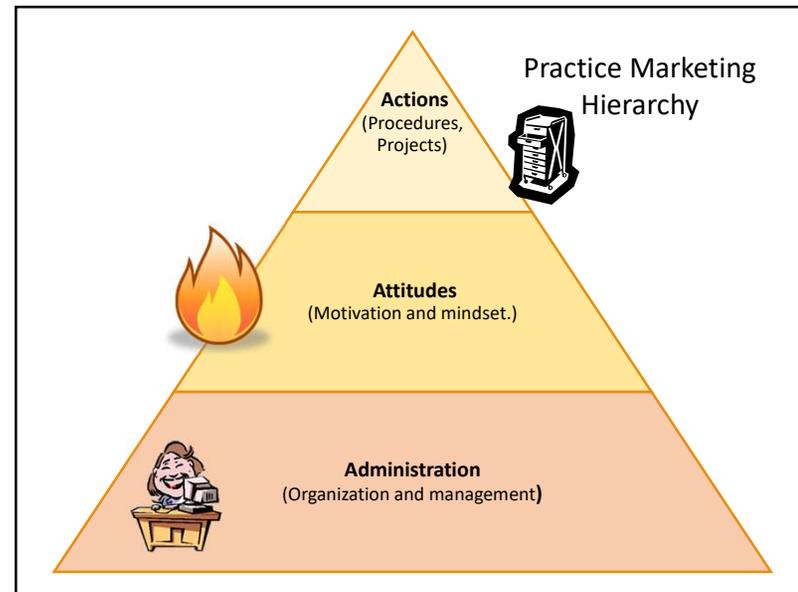
"We have to do whatever we can to keep our employees happy. There's a lot of competition right now in o human resources at San Francisco-based Organic Inc., a digital marketing agency that is part of Omnicom C

"There's been an upswing in the market in the past 12 months. Business is better for us, but business also said. "It's all about recruiting and retaining."

Organic first offered on-site massage once a month and, due to demand, increased to twice a month. Now considering offering it every week.

In a sign of their appeal, programs such as on-site massage -- when a company may hire a licensed masse typically show up as desirable factors in lists of the best U.S. places to work.

87



88



89



Team Member Proposals



A **staff proposal** is a written solution to a problem costing the business money, extra work, goodwill, or all three. It is also used in marketing to select new promotional activities.

It is submitted by an employee to their supervisor for approval to implement or prevent changes in the office, or make purchases for the office. It is a procedure that empowers the staff member with the necessary tools to take responsibility for their area of the clinic.

PROCEDURE

The Staff Proposal Form has four parts, all of which are explained on the form itself.

1. A clear summary statement of the **issue** that needs to be addressed. Include how it is costing the business financially, or in terms of extra work or goodwill and morale.
2. Include all the **information** necessary to understand why there is a problem, all the needed information to solve it, with 2 - 3 alternative solutions presented.
3. One solution is **recommended**.
4. **Approved or disapproved** by the CEO.

90



Job Checklists for Different Positions

- **Specialist** – Specific roles in the offices. A team member could have several different roles. Front desk and backup therapy, for example.
- **Team Member** – Defined by the mission and core values of the practice. Takes ownership for the entire practice by contributing to needed **marketing, leadership and management** of the practice. (SEALS – Jocko Willink, Extreme Ownership)

91



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92



Goal of Goal Driven Practice Manager
To help the team achieve its goals every month through a) *maintenance* and b) *improvement* of team and system performance.

THE GOAL DRIVEN MANAGER