



ACTIVE PATIENTS, ACTIVE PRACTICE

HOW TO BUILD A THRIVING ACTIVE PATIENT
BASE BY EXPANDING YOUR CAPABILITIES



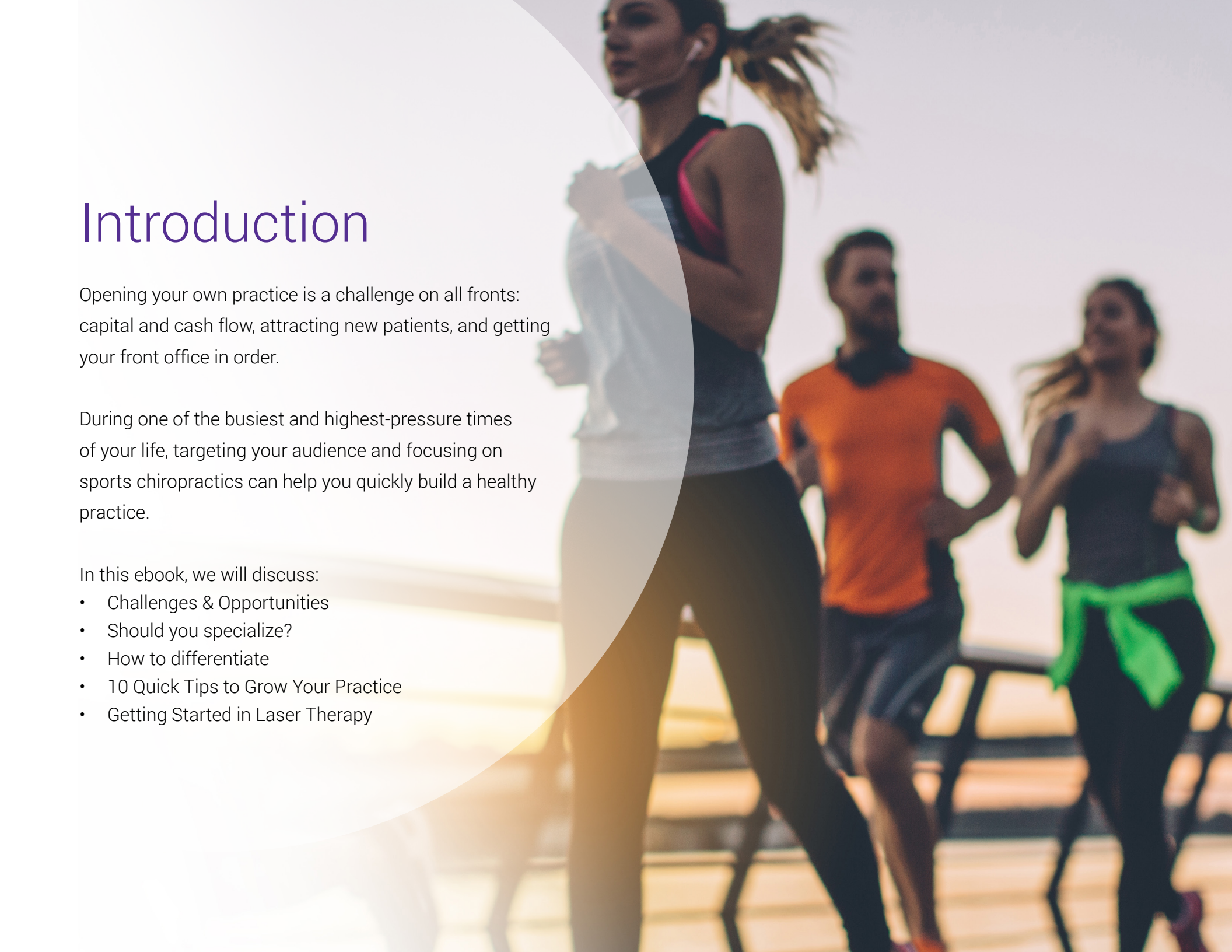
Introduction

Opening your own practice is a challenge on all fronts: capital and cash flow, attracting new patients, and getting your front office in order.

During one of the busiest and highest-pressure times of your life, targeting your audience and focusing on sports chiropractics can help you quickly build a healthy practice.

In this ebook, we will discuss:

- Challenges & Opportunities
- Should you specialize?
- How to differentiate
- 10 Quick Tips to Grow Your Practice
- Getting Started in Laser Therapy



Challenges & Opportunities for Chiropractic Practices

Challenge	Opportunity
Competition from medical practices—lack of referrals	Differentiate with alternatives to drugs and surgery
Access to capital: On average, young chiropractors have 2x ratio of student debt to annual earnings	Focus on cashflow: Invest in new technologies that attract new patients and offer quick ROI
Building a consistent patient base	The lifetime value of young, active patients, like runners, who embrace alternative treatments
Declining insurance reimbursement rates	High deductible plans changing patient attitudes toward cash modalities
Work/life balance: long practice hours, young families, active social lives	Efficiencies: Optimizing the front of the office to maximize patient visits and identify unattended treatments like robotic laser therapy



How to Differentiate Your Practice

Only 8-12% of the general population visit a chiropractor. In a crowded market, it's hard to compete against not only your fellow practitioners, but PCPs and podiatrists. To increase your patient base and the amount you can charge, you'll need to:

- **Specialize**—to increase value
- **Consider cash**—healthcare attitudes are shifting and new cash modalities can improve your cash flow and revenue
- **Tap new markets**—educate would-be patients on the value of treatment
- **Expand conditions you can treat**—laser therapy opens up new opportunities
- **Build a community**—attract runners and athletes who are motivated to get and stay healthy

"When you do higher level service in chiropractic, you're able to set advanced treatment goals with clients. After other treatments failed, some patients are now able to go back to activities such as running, golf, taking care of and playing with kids and grandkids. When you see the results, you say, 'Wow! You make patients happier, and you profit as well.'"

- Michael Matin, DC | Martin Chiropractic Clinic



Why Runners?

- Chiropractors who specialize out-earn those who don't.
- Specializing allows you to excel at and invest in treatments for common running conditions: plantar fasciitis, runner's knee, and Achilles tendonitis.
- Young, active patients offer loyal, repeat business for years and are more likely to refer.
- Health-conscious patients embrace alternatives to drugs and surgery.
- Common injuries like plantar fasciitis are hard for traditional medicine to treat—but can be treated by laser therapy.
- With 60 million runners in the US, 70% of whom will experience an injury, this is a growing and passionate community.
 - Young individuals are typically early adopters of technology and treatments. As runners continue to be active and race in to their 70's, you have the opportunity to build a patient base that will look to you for natural, effective treatment as they age.

Like attracts like: The fastest way to grow your practice is to attract patients like you—**young, active, health-conscious**. Connection and common values can increase loyalty and referrals.

I'm treating some professional athletes right now, and that's really been very exciting. They're seeing the results!

- Amy O'Donnell, DC



Why MLS Laser Therapy?

- Highly effective on chronic knee pain and bursitis.
- One of the only effective treatments for plantar fasciitis.
- Recommended treatment protocol typically requires 6-8 visits, giving you an ongoing revenue stream and the chance to build patient relationships.
- The comfort of a cold laser with the penetration and efficacy of a class IV laser.
- Published research and chiropractic resource centers offer a jump-start on your marketing.
- You've always wanted to clone yourself! Robotic lasers allow you to increase visits per day.

MLS laser therapy is proven effective for these common indications. Over the course of 6 treatments, [patients reported](#) the following average decreases of pain:

Conditions	After 3 Treatments	After 6 Treatments
Plantar Fasciitis	78%	100%
Knee Arthritis	51%	86%
Contusion Sprain	51%	75%
Tendonitis	57%	71%

I have been using the MLS therapy laser, and it has been amazing. Personally, I have used it on shin splits, a swollen toe, and shoulder pain. And the results have been extraordinary. I am thrilled to say IT WORKS!

- Mark Burick, DC | Midtown Chiropractic & Rehabilitation



10 Quick Tips to Grow Your Patient Base

1. **Likeminded people hang out where you do:** Don't ignore Instagram and Facebook. Follow fitness influencers in your local community; post & tag.
2. **Multi-task:** Workout while you build your network—check out MeetUp and other runners' groups.
3. **Support:** Whether you sponsor a race, set up a table, or offer a raffle prize, there are lots of low-cost ways to increase visibility at charitable races and corporate challenges.
4. **Alert the media:** Send a press release to the local news when you add new offerings like laser therapy.
5. **Be specific:** Create a google ad in your town targeting common indications, like plantar fasciitis.
6. **Make the ask:** Automate emails after appointments—tell a friend, share/like us on social media.
7. **Educate:** Host an event or short seminar on treating common runners' injuries.
8. **Partner:** Reach out to the local running shoe store and others with common clientele.
9. **Brand:** Reflect your passions—make sure your office, front desk practices and website appeal to the demographic you're targeting. Bright, fun, natural and friendly.
10. **Gear up:** Make sure you're offering treatments your competitors don't. Runners love gear—offer them the latest technology.



Take 10 Minutes to Get Started

1. Watch a [video](#) & hear from your peers
2. Download a couple [case studies](#) to see how laser therapy has helped others
3. Schedule an [onsite demo](#) to see laser therapy in action

I'm not one for fancy machines and large expenses, but I was so impressed by the success I had with my first MLS laser, that three years later I bought a second laser, the M6. I was able to attract and treat patients with a confidence that I could solve chronic problems that no one else had been able to resolve for people.

- Agi Ban, DC | Berkeley Therapeutic Laser Clinic

