

A Webinar-Inspired eBook

Building a Successful Chiropractic Practice

Effective Treatment Technologies and Self-Pay Services

with Drew Grennell



“I co-created and co-founded a program called Adaptive Consulting Solutions which became the national training program of MLS Laser Therapy in North America. At ACS, I trained over 350 practices on MLS Laser Therapy in three main aspects —clinical application, integration, and marketing and business strategies.”

Drew Grennell

Drew Grennell has over ten years of experience in a chiropractic setting and over seven years as a consultant educating practitioners on practice management best practices with a focus on MLS Laser Therapy services.

As the Manager of Customer Success at Cutting Edge Laser Technologies, he provides support to physicians using MLS Laser Therapy in practice.

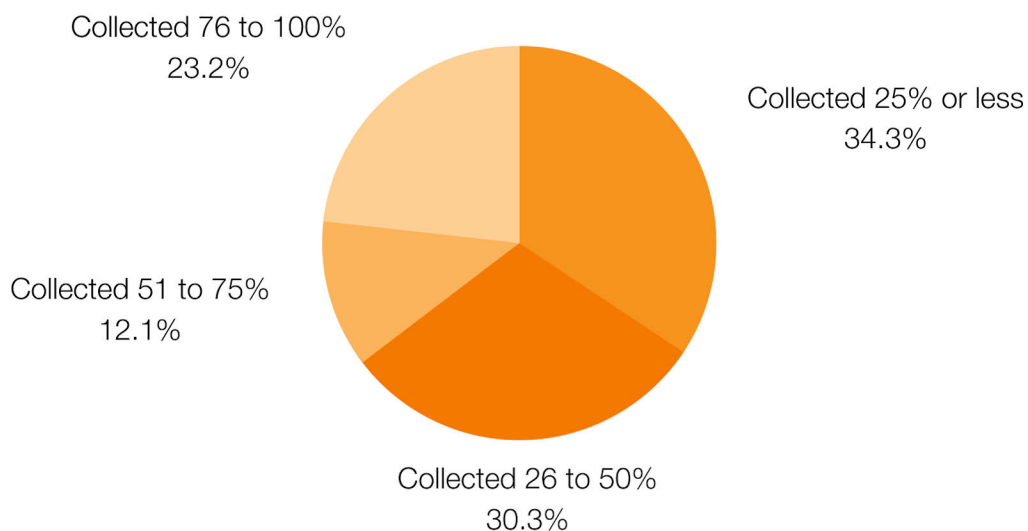
The Chiropractic Model

Chiropractic care has evolved over the years, expanding beyond traditional adjustments into a holistic approach to wellness.

“Chiropractic care is true health care. It's not sick care kind of what our society is nowadays. Reactive care, right? The thing about chiropractic care is that you're sustaining optimal health. Not only that, but chiropractors don't just react. They don't just treat symptoms. They treat the root cause,” says Grennell. As the field continues to evolve,

chiropractors are seeking ways to diversify their income while providing patients with innovative treatments that enhance their well-being. One such avenue for both financial growth and improved patient care is the integration of cash-based services, particularly the incorporation of Multiwave Locked System (MLS) Laser Therapy. Explore why chiropractors should consider incorporating cash-based services and MLS Laser Therapy into their practice, highlighting the benefits for both business and patients.

2022 Insurance Collections



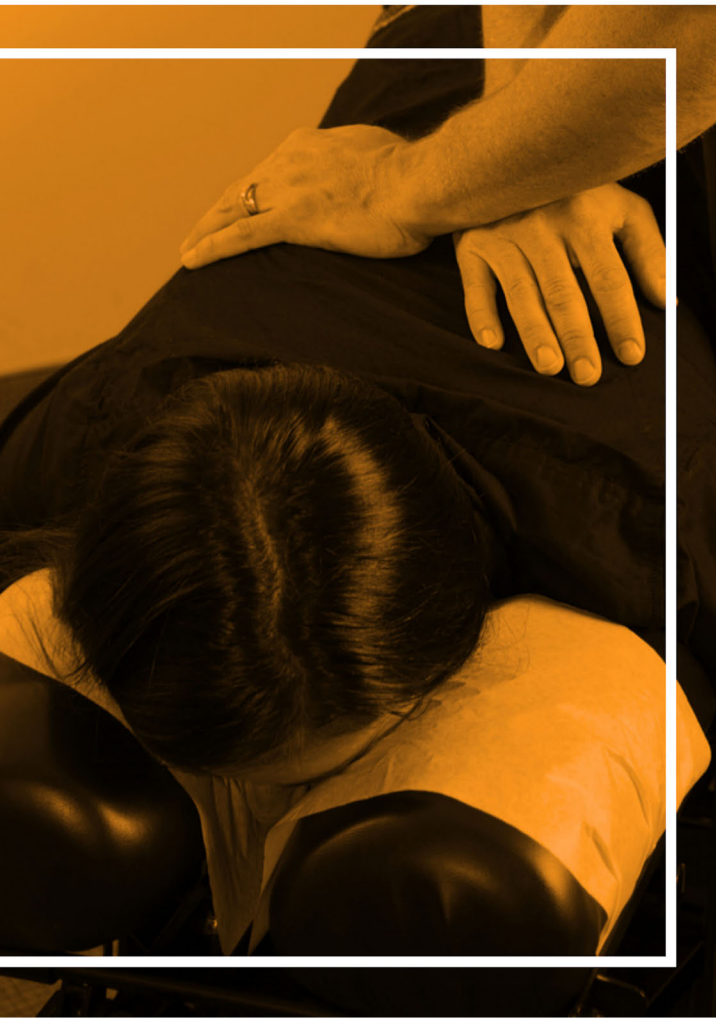
DID YOU KNOW?

The 2022 Chiropractic Economics Annual Fees & Reimbursements Survey revealed only 12% of cash-based survey participants offer laser therapy.

Potential Limitations

While the chiropractic model is effective in treating many conditions, there are plenty of conditions outside of the chiropractic scope.

By providing a cost effective, drug free solution, you will have an opportunity to help these patients instead of referring them out. One example, may include a patient that comes in for an adjustment that may be in too much pain to adjust.



Solutions

1

Shift Insurance
to Cash Ratio

2

Incorporate Self-Pay
Modalities

3

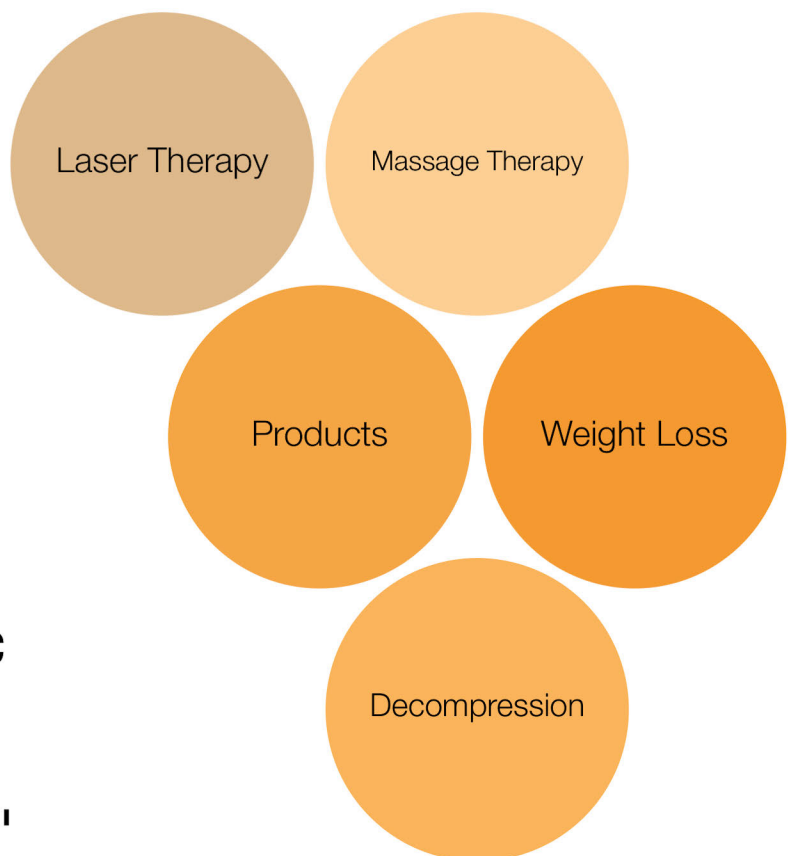
Set Your
Practice Apart

4

Invest in Unattended
Technology

Self-Pay Modalities

"Self-pay modalities allowed us to benefit financially — and business wise as well. We were able to attract so many more potential patients in our community by having the opportunity to educate and to provide awareness to noninvasive alternatives. It's a fantastic opportunity and, quite frankly, a true solution for people that are struggling."



Formula for a Successful Modality

1

Efficacy

2

Solution for
Patients

3

Safe

4

Affordable

5

Repeatable

Diversification through Cash-Based Services

Private chiropractic practices often rely on insurance reimbursements, which can limit revenue streams and increase administrative overhead. Cash-based services, on the other hand, provide chiropractors with greater control over their finances.

Freedom to Innovate

Cash-based services empower chiropractors to introduce innovative treatments and techniques that might not be covered by insurance. This flexibility fosters a culture of continuous improvement and allows practitioners to adapt to emerging trends in holistic healthcare.

Financial Stability

Relying solely on insurance reimbursements can be unpredictable and lead to cash flow issues. Cash-based services provide stability, helping chiropractors maintain financial stability and invest in practice growth.

Expanded Treatment Options

Cash-based service diversification can attract new patients seeking specialized services (even those who wouldn't typically seek chiropractic services), ultimately increasing the practice's patient base.

Personalized Care & Enhanced Patient Experience

With the flexibility to offer unique services, chiropractors can create a more comprehensive and satisfying patient experience, leading to improved patient retention and word-of-mouth referrals. Without the constraints imposed by insurance limitations, chiropractors can tailor treatment plans to each patient's specific needs.

This personalized approach can lead to better outcomes and patient satisfaction, ultimately driving word-of-mouth referrals and practice growth.

MLS[®] Laser Therapy

A Game-Changer for Chiropractors

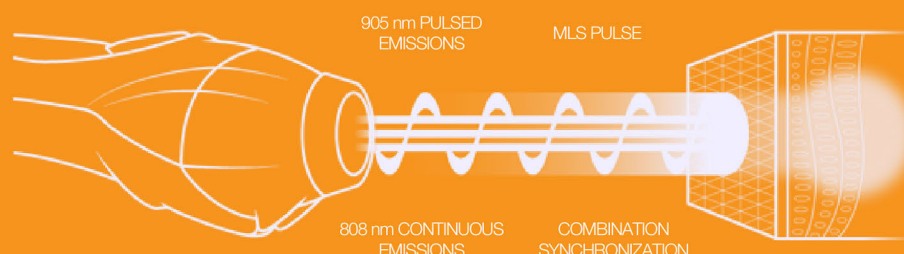
Among the many cash-based services available, MLS Laser Therapy stands out as a revolutionary treatment that aligns well with chiropractic principles. MLS Laser Therapy is a non-invasive and drug-free modality that uses

synchronized dual wavelengths of light to stimulate cellular healing and reduce pain and inflammation. This therapy can be seamlessly integrated into chiropractic practices, providing numerous benefits for both the business and patients.

How Does MLS[®] Laser Therapy Work?

The innovative and patented Multiwave Locked System (MLS) Therapy Laser was developed in an effort to produce an efficient and simultaneous effect on pain, inflammation, and edema, exceeding the limits of traditional low-level and concerns of high power laser therapy. MLS technology delivers therapeutic wavelengths, 808nm (anti-edemic and anti-inflammatory) and 905nm (analgesic). An energetic synergy is created when delivering these wavelengths that produces greater anti-inflammatory

and analgesic effects than either can produce on its own, while minimizing the risk of thermal damage. It is this unique combination and synchronization of continuous and pulsed emissions that characterizes MLS and distinguishes it from other Class IV lasers. Unlike early-generation Class IV technology, MLS Laser Therapy has the capability to deliver controlled laser energy. This unique feature provides more accurate therapeutic dose delivery, which means consistent and repeatable results.



MLS[®] Laser Therapy Setting Practices Apart

Efficient Pain Management

MLS Laser Therapy is a non-invasive and painless treatment option that can effectively reduce pain and inflammation. Chiropractors can position themselves as providers of advanced pain management solutions, attracting patients seeking alternatives to medications or surgery.

Expanded Service Portfolio

With MLS Laser Therapy services, chiropractors can broaden their range of services. This diversification attracts a wider patient demographic and positions the practice as a comprehensive healthcare provider.

Quick and Effective Results

MLS Laser Therapy typically delivers quicker results compared to traditional therapies. This can enhance patient satisfaction and encourage referrals, bolstering the practice's reputation and bottom line.

Evidence-Based Approach

MLS Laser Therapy has garnered substantial scientific support for its effectiveness in accelerating tissue repair and reducing pain. Incorporating evidence-based treatments enhances the credibility of the practice and fosters patient trust.

Low Operating Costs

MLS Laser Therapy devices have relatively low operating costs compared to other medical equipment. This translates to higher profit margins for the practice while still providing a valuable service to patients.

Patient-Centric Care

MLS Laser Therapy aligns with the holistic principles of chiropractic care by promoting natural healing processes. This patient-centric approach resonates with individuals seeking non-invasive and drug-free solutions.

Why MLS[®] Laser Therapy Fits

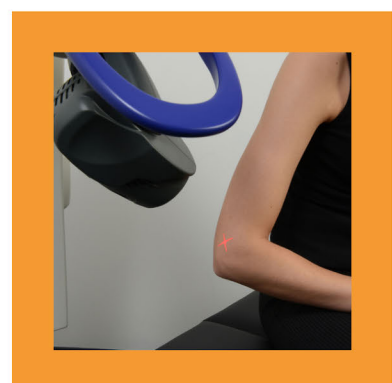
Clinical Potential

MLS Laser Therapy helps broaden patient population, allowing chiropractic practices to treat extremities, inflammation, wounds, and podiatric conditions in addition to existing treatments.

By incorporating MLS Laser Therapy, chiropractors can broaden their range of services. This diversification attracts patients seeking alternatives to medications or surgery and positions the practice as a comprehensive healthcare provider.

Indications

- Arthritis & Bursitis
- Backache, Sciatica
- Rotator Cuff Tendonitis
- Diabetic Peripheral Neuropathy
- Neck & Shoulder Injuries
- Repetitive Motion Injuries
- Hip, Knee, Lumbar Pain
- Achilles Tendonitis
- Sprains and Strains
- Plantar Fasciitis
- Epicondylitis
- Sports Injuries
- Wounds



Patient Benefits of MLS[®] Laser Therapy

Effective Pain Relief

MLS Laser Therapy reduces pain and inflammation by stimulating cellular repair and increasing blood circulation. Patients experience relief from various conditions, including musculoskeletal pain, arthritis, and sports injuries.

Non-Invasive

MLS Laser Therapy is a non-surgical and non-pharmaceutical approach, minimizing the risk of adverse effects and reducing the need for pain medications.

Faster Recovery

Incorporating MLS Laser Therapy into chiropractic care can expedite recovery times for patients, allowing them to return to their daily activities and routines sooner.

Holistic Approach

MLS Laser Therapy aligns with the holistic principles of chiropractic care, addressing the root causes of pain and promoting overall patient well-being.

“Laser therapy is an alternative for those individuals that maybe don't feel comfortable getting adjusted — you can get results first and then plant the seed, leading them to be a chiropractic patient.”

MLS[®] Reduces Pain and Inflammation After a Fall

Provided by Orland Park Laser Therapy



Before MLS Laser Therapy Treatment



After 2 Visits of MLS Laser Therapy (4 days)

“This patient did not have a fracture or anything like that. It was just from a fall. He was actually getting treatment for his knee and we noticed that his hand was very swollen.

Considering MLS was the only intervention, these are pretty substantial results – especially being on someone that's in their eighties.”

Treatment completed at Orland Park Laser Therapy by Dr. Michael Faber. This slide is for educational purposes only and is not intended to substitute for the medical judgement of the provider. Recommendations for use are based on scientific evidence and clinical guidelines. Cutting Edge Laser Technologies is not responsible for these treatment decisions and is not recommending any provider take these specific treatment parameters. Off-label use of this device is left solely up to the provider.

Psoriatic Arthritis Before MLS[®] Laser Therapy

Provided by Orland Park Laser Therapy



Before MLS Laser Therapy
Treatment



After 12 Treatments of
MLS Laser Therapy

“MLS Laser Therapy is working on a cellular level. It reduces pain, inflammation, swelling, edema, and improves vascular activity which brings nutrients and oxygen to the area. In short, laser interacts with the body’s innate ability to heal itself, falling in line with the essence of chiropractic care.”

Treatment completed at Orland Park Laser Therapy by Dr. Michael Faber. This slide is for educational purposes only and is not intended to substitute for the medical judgement of the provider. Recommendations for use are based on scientific evidence and clinical guidelines. Cutting Edge Laser Technologies is not responsible for these treatment decisions and is not recommending any provider take these specific treatment parameters. Off-label use of this device is left solely up to the provider.

Business Benefits of MLS[®] Laser Therapy

MLS Laser Therapy is an effective cash based modality to add to chiropractic offices. It works adjunct to current business models and seamlessly integrates into existing treatment strategies.

Because it is cash-based and not dependent on insurance reimbursements, practices have total control over scalability and treatment plans to establish recurring revenue.

Differentiation

Offering MLS Laser Therapy sets a chiropractic practice apart from competitors, making it an attractive option for patients seeking drug-free treatments.

New Revenue Stream

MLS Laser Therapy is a premium service that patients are willing to pay for out of pocket. Incorporating this treatment can significantly boost practice revenue.

Treatment Packages

Chiropractors can create bundled treatment packages for MLS Laser Therapy, encouraging patients to commit to a series of sessions, further enhancing revenue and patient engagement.

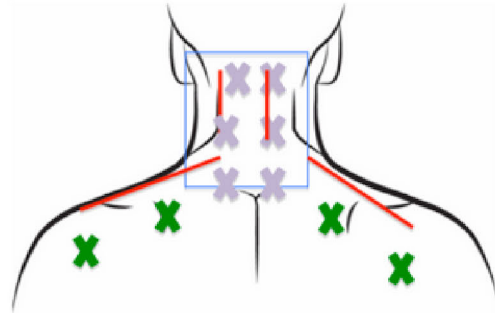
Market Expansion

By introducing MLS Laser Therapy, chiropractors can attract a broader demographic, including individuals seeking pain relief, athletes recovering from injuries, and those with chronic conditions.



Case Study: Cervical Segmental Dysfunction with Associated Cervicalgia

Case History: Pain in posterior cervical radiating into bilateral trap. Insidious onset, started 4 weeks ago. No relief from OTC medications. X-rays are negative. VAS Score is 5 with any movement.



Initial Treatment Plan

3x for 2 weeks / 2x for 2 weeks / 1x for 2 weeks

Ultra Head

Area: Post Cervical
Hz: 1500
Time: 8:00
Int: 50%

Scanning

Area: Cervical/Traps
Hz: 1500
Time: 4:00
Int: 100%

Trigger Points

Area: Patient Specific
Hz: 10
Time: 0:23 per spot
Int: 25%

Static Points

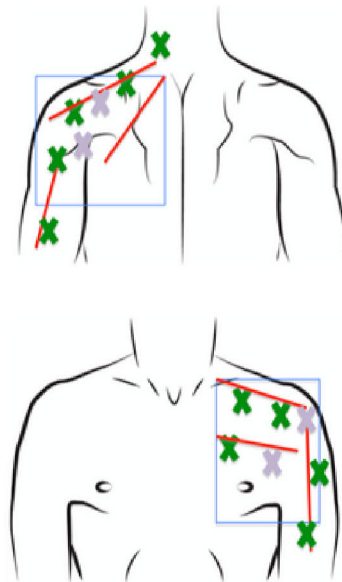
Area: Patient Specific
Hz: 700
Time: 0:30 per spot
Int: 50%

Results

Gradual improvement after each treatment to eventually 100% improvement on the 10th treatment with 0 pain.

Case Study: Chronic Shoulder Pain Due to Sprain/Strain Injury

Case History: 42-year-old female presented with left shoulder pain (VAS 6) of 6 months duration. Pain began after moving boxes in crawl space. Patient also stated a decrease in ROM that has not improved. Evaluation revealed pain in the superior and anterior aspect of the G/H Joint. This pain was more pronounced on abduction and internal rotation. ROM was decreased on abduction, flexion, internal and external rotation. X-rays and MRI revealed negative results.



Initial Treatment Plan

3x for 2 weeks / 2x for 2 weeks / 1x for 2 weeks

Ultra Head

Area: Anterior & Posterior
Hz: 1500
Time: 12:00
Int: 100%

Scanning

Area: Total Shoulder
Hz: 1500
Time: 3:00
Int: 100%

Trigger Points

Area: Patient Specific
Hz: 10
Time: 0:23 per spot
Int: 25%

Static Points

Area: Patient Specific
Hz: 700
Time: 0:30 per spot
Int: 100%

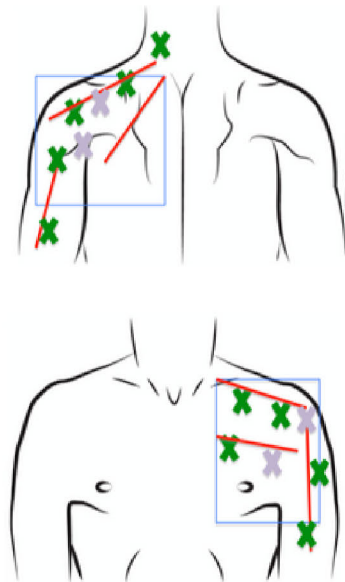
Results With Initial Protocol

On 4th treatment - VAS 5. Improvement scale rating of 10%. ROM increased at about 20% increase.

Treatment completed at Orland Park Laser Therapy by Dr. Michael Faber. This slide is for educational purposes only and is not intended to substitute for the medical judgement of the provider. Recommendations for use are based on scientific evidence and clinical guidelines. Cutting Edge Laser Technologies is not responsible for these treatment decisions and is not recommending any provider take these specific treatment parameters. Off-label use of this device is left solely up to the provider.

Case Study: Chronic Shoulder Pain Due to Sprain/Strain Injury (Continued)

Case History: 42-year-old female presented with left shoulder pain (VAS 6) of 6 months duration. Pain began after moving boxes in crawl space. Patient also stated a decrease in ROM that has not improved. Evaluation revealed pain in the superior and anterior aspect of the G/H Joint. This pain was more pronounced on abduction and internal rotation. ROM was decreased on abduction, flexion, internal and external rotation. X-rays and MRI revealed negative results.



Changed Treatment Parameters

Ultra Head

Area: Anterior & Posterior
Hz: 2000
Time: 12:00
Int: 100%

Scanning

Area: Total Shoulder
Hz: 900
Time: 3:00
Int: 50%

Trigger Points

Area: Patient Specific
Hz: 10
Time: 0:23 per spot
Int: 25%

Static Points

Area: Patient Specific
Hz: 1500
Time: 0:30 per spot
Int: 100%

Results With New Protocol

Through the remainder of the treatment plan the patient improved gradually, achieving 100% improvement with no pain

Case Study: Severe Degenerative Arthritis

Case History: Patient reported right knee pain on the medial aspect. Worse in the a.m., upon rising or if on knees all day. Severe decrease in flexibility. X-rays revealed severe arthritis in medial compartment of the right knee. VAS at an 8.



Initial Treatment Plan 3x for 2 weeks / 2x for 3 weeks

Ultra Head

Area: Anterior & Posterior
Hz: 2000
Time: 12:00
Int: 100%

Scanning

Area: Total Knee
Hz: 900
Time: 3:00
Int: 100%

Trigger Points

Area: Patient Specific
Hz: 10
Time: 0:23 per spot
Int: 25%

Static Points

Area: Patient Specific
Hz: 900
Time: 2:00 (4 spots)
Int: 50%

Results

After 3rd treatment - pain down 50% (VAS 4). ROM increased by 30%.
On 8th treatment - VAS at 3. No improvement since 6th treatment.

Case Study: Severe Degenerative Arthritis

Case History: Patient reported right knee pain on the medial aspect. Worse in the a.m., upon rising or if on knees all day. Severe decrease in flexibility. X-rays revealed severe arthritis in medial compartment of the right knee. VAS at an 8.



Changed Treatment Parameters

Ultra Head

Area: Anterior & Posterior
Hz: 900
Time: 12:00
Int: 50%

Scanning

Area: Total Knee
Hz: 500
Time: 3:00
Int: 50%

Dynamic

Area: Joint Spaces
Hz: 700
Time: 2:00 (4 spots)
Int: 100%

Trigger Points

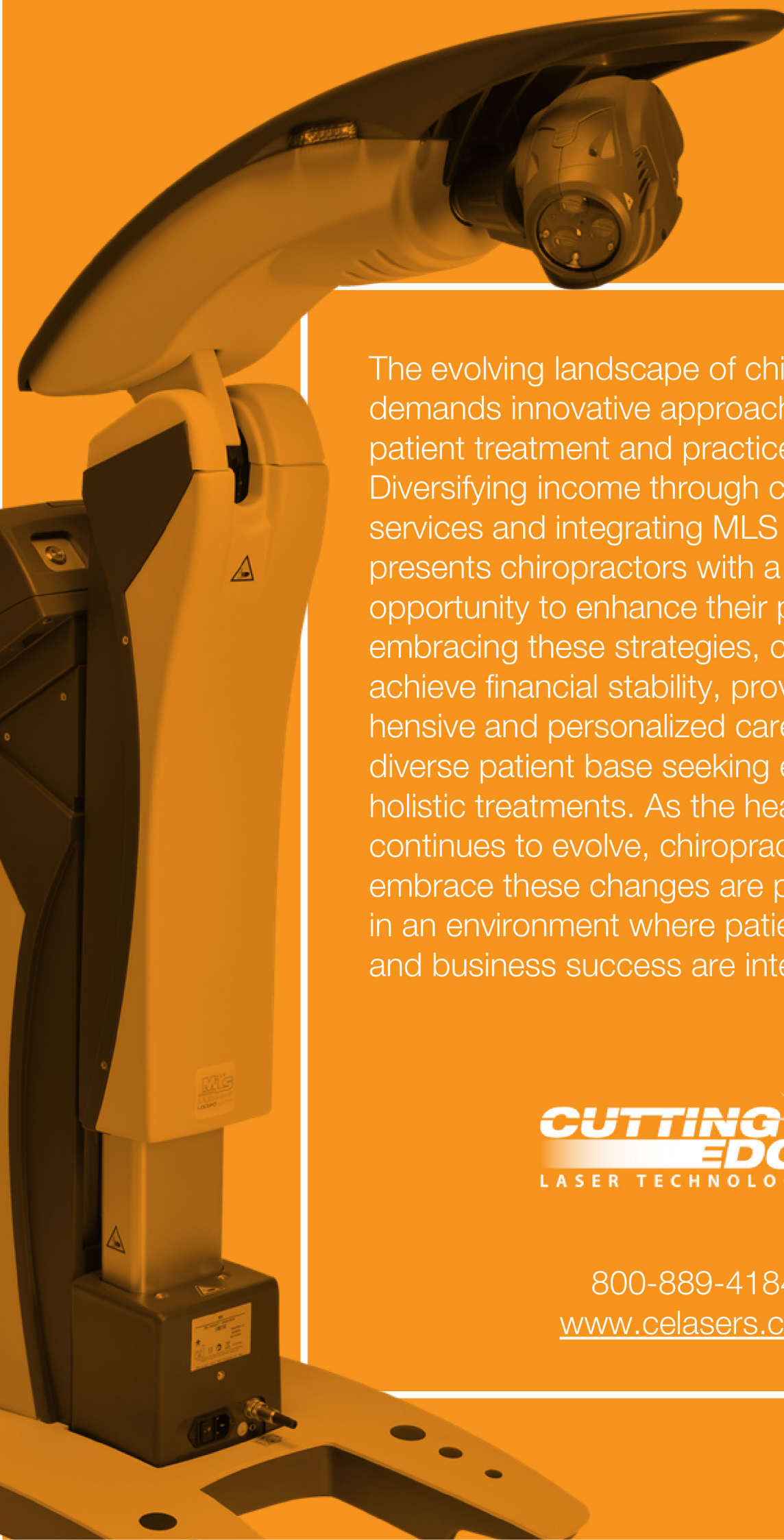
Area: Patient Specific
Hz: 10
Time: 0:23 per spot
Int: 25%

Static Points

Area: Patient Specific
Hz: 2000
Time: 2:00 (4 spots)
Int: 100%

Results After Change

12th treatment: VAS at 2, ROM increased 60%



The evolving landscape of chiropractic care demands innovative approaches to both patient treatment and practice management. Diversifying income through cash-based services and integrating MLS Laser Therapy presents chiropractors with a powerful opportunity to enhance their practices. By embracing these strategies, chiropractors can achieve financial stability, provide comprehensive and personalized care, and attract a diverse patient base seeking effective and holistic treatments. As the healthcare industry continues to evolve, chiropractors who embrace these changes are poised to thrive in an environment where patient outcomes and business success are intertwined.

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