

Day 1 Procedure

STANDARD

DAY 1

- New patient's check in
- Travelcard
- Pre-consultation
- Subluxation-based exam
- New patient exam exit script
- Post-exam checkout (Exam doctor or tech and front desk)
- Post-exam phone call

DAY 2

- Doctor's Report
- Individual problem report
- First adjustment
- Individual solution report

DAY 3

- Welcome

ALTERNATIVE

DAY 1

- New patient's check in
- Travelcard
- Pre-consultation
- Subluxation-based exam
- New patient exam exit script
- Post-exam checkout (Exam doctor or tech and front desk)
- Post-exam phone call

DAY 2

- Preliminary report of findings
- First adjustment

DAY 3

- Doctor's Report
- Individual problem report
- Second adjustment
- Individual solution report

DAY 4

- Welcome

NOTE: It is vital that you follow my 7-day rule whereby patients are processed from their initial exam to their solution report within 7 days. Failure to do so can increase attrition

DAY 1

NEW PATIENT PROCEDURE SCRIPTS

NEW PATIENT TELEPHONE SCRIPTING

C.A. Good morning, _____ Chiropractic Clinic, this is _____, I can help you!

PT I'd like to make an appointment to see the doctor.

C.A. Certainly! May I have your name please?

PT Jane Jones

C.A. Mrs. Jones, when was your last visit/last appointment at our clinic?
(We determine if they are a new patient or current patient)

PT Oh! I have never been!

C.A. Mrs. Jones, is this appointment for you or your family?
(Preframes family/pediatric practice)

PT This appointment is for me...it's my first time!

C.A. Mrs. Jones, may I ask which one of our patients referred you to our clinic? We really appreciate referrals and like to thank our patients personally.
(Preframes referrals instead of how did you hear about us!)

PT Mrs. Smith referred me!

C.A. Wonderful! Mrs. Smith is a super patient! We just love her! She's referred many people to our practice.
(Praise)

C.A. Mrs. Jones, do you prefer a morning or an afternoon appointment?
(Finding out their preferred time of day)

PT Afternoon please!

C.A. I have an opening at 10:15 or 4:30 PM, which do you prefer?
(Narrowing down times and staying in control of appointment book)

PT I'll take 4:30 PM please!

C.A. Mrs. Jones, may I have your home and work telephone number? Do you have a cell or pager number?
Thank you...



Do you know where we are located? (if not, give instructions – a map or direction sheet, as well as bus routes should be posted near the front desk to give easy directions for your new patients)
(*Extra-ordinary service*)

Great! Mrs. Jones your appointment is scheduled for Monday...at 10.00 AM. We will confirm your appointment the day before. Please allow 1 hour and please bring your insurance information with you. We look forward to meeting you on Wednesday. Thank you for calling.
(*Anticipation and confirmation*)

TIME INQUIRY (Objection Management)

- PT I need an appointment before work or after work! I cannot miss work!
- C.A. I understand...our office is open as early as 7:00 AM in the morning and as late as 6:30 PM in the evening, however we do reserve specific times for new patients and report times.
I do have appointments as early as 8:00 AM or as late as 5:00 PM. Which do you prefer?
We can provide a note for you to give to your employer if you have to leave work early.
Once you have completed your initial visits...we can reserve appointments for you before or after work...I have 8:00 AM or 5:00 PM available, which do you prefer?

COST INQUIRY (Objection Management)

- PT How much does it cost?
- C.A. That depends! May I have your name please?

Jane, when was your last visit at a Chiropractic office?

First, let me tell you a little bit about our clinic.
- We have a large referral based practice
 - Specializing in family care/ pediatrics and pregnancy
 - We have 2 amazing Chiropractors, Dr. _____ & Dr. _____.
 - The most advanced biophysics technique/diagnostic imagery/high tech clinic
- (*Praise*)
- A new patient appointment is scheduled for one full hour and consists of a consultation, examination including orthopedic and neurological testing, a computerized scan of your spine and spinal imagery if necessary – value of \$275.00 (*Your value*). Our office will provide this for you for only \$67.00 (*Your value*)! (*WOW factor*). You're in luck because I have an opening at 5:00 PM this afternoon!



PT How much does it cost?

C.A. That depends!

(Preframe)

Jane, may I ask your health complaint/problem/what are you suffering from?
(separate \$ from complaint)

Headaches! How long have you been suffering with a headache Jane?

Oooh! 10 years that's horrible!

Well first let me tell you Dr. _____ has years of experience helping many patients achieve phenomenal results with headaches and migraines!

What we do is schedule a new patient appointment. *(see above)*

X-RAY INQUIRY

PT I don't want to have x-rays taken

C.A. I understand Mrs. Jones, however the doctor will determine from the examination results whether spinal images are necessary. You may bring up any concerns with the Doctor during your consultation and examination.

PT I just had x-rays taken with my former Chiropractor/medical doctor/hospital

C.A. When were the x-rays taken?

Are they spinal x-rays?

If you can bring the x-rays with you at your first visit that would be great!

You can pick up the x-rays or radiology report at your former

Chiropractor/medical doctor/hospital. You will most likely need to sign a release form or call the radiology department/library of the hospital. If you have difficulty obtaining the x-rays, we can requisition them for you.

(It's preferable to have the x-rays the first visit, but not imperative)



OTHER COMMON QUESTIONS

- PT What technique does the doctor use?
- C.A. The doctor can perform a variety of techniques – which technique do you prefer? After a thorough examination and report of your findings the doctor will determine which technique will speed recovery and help you achieve the best corrective results back to a state of wellness.
- PT Will I get a “treatment” today on my first visit
- C.A. The doctor must first consult with you on your health history and perform a chiropractic, spinal and neurological examination, including spinal images if necessary to rule out any traumas, infection, fractures or congenital defects and then review those findings with you before “adjusting” you. Please feel free to address any questions with the doctor at your new patient appointment.
- PT Do you accept payments from my insurance directly?
- C.A. We do not accept third party payments because we have found that patients who submit their Chiropractic claims to their own extended insurance company will actually receive payments quicker. Our office will provide you with detailed statements automatically every month so you can receive remittance faster.
(Benefit for patient!)

CONFIRMATION CALL

“May I speak to Jane please? Hi Jane, it’s _____ calling from the _____ Chiropractic Clinic. I am confirming your new patient appointment for tomorrow Wednesday at 5:00 PM. Please allow 1 full hour for your appointment and bring your “insurance information” with you. Do you know where we are located? Great! We look forward to seeing you tomorrow at 5:00 PM sharp! Thank you.”

FRONT DESK/TECH/EXAM DOCTOR GREETING SCRIPT

“Hello Jane, it’s nice to meet you, we’ve been expecting you! My name is _____. What I need you to do first Jane is PLEASE remove your coat and shoes (point and show) and help yourself to our slippers. Thank you. Please come have a seat right here (pat & sit) beside me. Jane, I see Mary Smith referred you to our clinic. Mary is a wonderful person... we just love her!”

“Now Jane, is this your first visit to a Chiropractor? Have you ever been under Chiropractic care before? Yes! Excellent and who did you see? Dr. Black and how long has it been since you last saw Dr. Black? One Year – Thank you.”

“What I need from you is your Health Card so I can photocopy it for the front desk so they can input your information into the computer right away and save you time today. In a few moments you will be meeting Dr. _____.”

“Dr. _____ is our “exam specialist”, I know you’re just going to love her/him!”



Or

“Dr. _____ is an incredible Chiropractor, he is very thorough!
- and you will briefly meet Dr. _____, “our correction Doctor”.

“Your visit today includes a consultation, a full examination including Chiropractic spinal and neurological testing, and a computerized scan of your spine and spinal images if necessary. A value of \$275.00 for only \$67. (wow!). Please fill out this important information (point to address info...) and your major health complaint (highlight) and I will bring these right back to you (health card).”

DOCTOR’S PRECONSULTATION SCRIPT

“Hello Jane, it’s a pleasure to meet you. I noticed that Mary Smith has **referred** you to our clinic. She’s a wonderful patient and has seen amazing results with her Chiropractic care. I’ll be thanking her for referring. Hopefully **you can do the same** one day as ours is a **referral based** clinic.”

“I’ve noticed from your travel card, that you are **suffering from** (health concern). We get **phenomenal results** with this condition (s) however, I want to ensure that yours is a Chiropractic case.”

DOCTOR’S PREQUALIFYING SCRIPT (USED ONLY FOR EXTERNAL NEW PATIENTS SUCH AS SCREENING, OUTSIDE TALKS, DIRECT MAIL)

“Jane, today I will be **providing** as much as \$275.00 (Your value) worth of Chiropractic spinal and neurological testing and examinations. The **majority** of that cost I am **absorbing**, and I am happy to do so. What I need to know is if in fact we do find something that requires Chiropractic care, is your health **enough of a priority** to consider getting rid of this condition and improving your health.”

PT Yes.

DR. Are you sure?

PT Yes.

(This prequalifying script is essential to ensure this patient is committed to improving their health and designed to prevent you and the patient wasting your time and money).

PRECONSULTATION SCRIPT CONTINUED

“You’ve met Dr. _____ (exam doctor/tech C.A.) He/She is my exam specialist, who will be performing a very **thorough, complete, comprehensive and professional** spinal and neurological examination. I first want to explain what Dr. _____ (exam doctor/tech C.A.) will be looking for!”



“We know from research, that there is a **devastating** condition called **SUBLUXATION** (hold up a mini spine) which can be caused by **traumas**, such as **car accidents, poor posture, stress, sports** and even the **birth process**. (This is why **ALL** of our **families** get checked for subluxation) Subluxation can **choke** off proper nerve flow from the brain, to the rest of the body. Your nervous system acts as the **intelligence line** from the brain, **co-coordinating** the function of every cell, tissue and organ in your body. Interference **to your nervous system will lead to years** of unwanted health problems, disease, symptoms...**even early death.**”

“Dr. _____ (exam doctor) will first check your **posture**, as posture is the **window** for good health, palpate the spine, take a brief history; scan you on this hi-tech, non-evasive, subluxation station (which will show us the health of your nervous system). He/she will also **take 3 pictures as a safety precaution**. This will help us rule out **fractures, tumors, infection and congenital blocks**. These pictures will also help us detect any **abnormal curves** in your spine in order to **correct** them back to normal, moving you back to a **state of wellness.**” (Pre-framed for corrective care & wellness)

“Dr. _____ (exam doctor) will also book you in, **as soon as possible** for your report of findings. The sooner we can see you, the quicker we can address this problem. Thank-you Jane. I look forward to seeing you next day.”

NOTE: If there is no exam doctor and only a tech C.A., then perform the exam as follows:

Adjusting Doctor (7 minutes max.)

- Pre-consult (above)
- Pre-qualifying (if necessary)
- Posture
- Palpate
- Leg Length
- X-Rays (with tech C.A.)

Tech C.A.

- Sub Station Scan
- History
- Exam close
- X-ray development



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HISTORY AND EXAMINATION (ADJUSTING DOCTOR/EXAM DOCTOR/TECH C.A.)

“Jane, I am going to begin my part of the exam by checking your weight distribution... step up on the scale here with one foot centered on each side and facing the wall. The body will often compensate for postural imbalances or subluxations by putting more weight toward one side than the other. Thank you, you can step down. Please have a seat on the table right here.” (Pat)

“I need you to step in front of the mirror. **Posture is the window to good health.** I’m going to have you close your eyes and tilt your head forward three times as this will remove visual input to the brain and give me a true postural picture.”

- Check shoulder height, crest height, scapular height, head tilt, anterior head carriage, head shift, thoracic shift, and pelvic tilt.

“Now I’m going to go through your **health history** with you, Jane. What I’m going to start with is looking for **traumas**... by the time we meet people here they have literally dozens of traumas, I want to focus on **five of your most recent traumas** with you.”

MVA

“Subluxation can easily be caused from the most minor car accident, when was your most **recent car accident** Jane? Were you checked by a Chiropractor?”

SPORTS

“We know that subluxations are also caused by **impacts or falls** in sports activities. What kind of sports do you do where you may have had a fall or impact?”

CHILDHOOD

“We take **dozens of falls** as children that cause subluxations which we may not feel the effects of until much later in life. Which event stands out most in your mind or did your parents ever tell you about anything that occurred as a baby or toddler?”

WORK

“Subluxations can result from postural strains or falls at work. What type of work do you do where you may be **sitting or standing a lot?** When was the last time you **slipped or fell** at work?”

HOME

“Subluxations can result from slips or falls at home. When was the last time you slipped at home or even had a small fall around the house?”



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“Jane, now I’m going to ask some very specific questions about your (health concern)”

ONSET

“We can have subluxations for **months or years** before we get any body signals. How long have been suffering from back pain?”

LOCATION

“Subluxations can affect an area that is very **specific** or more **general**. Where are you feeling the pain? Does it tend to be more left or right sided? Point to exactly where you are feeling the pain. Show me.”

PROGRESSION

“How has the pain **progressed** in the past couple of weeks/months/years – is it worse or better?”

PRIOR

“Jane, when have you experienced back pain (condition) before? (if yes, when or how many years or off and on for how long?)”

WORSE

“Subluxations can affect the **timing** of the pain, is this problem worse in the morning or at the end of the day? Do you have any pain at night?”

INTERFERENCE

“Jane, how is this affecting your **day-to-day** activities at work or at home?”

TYPE

“Jane, subluxations often result in people describing **different types** of pain to me... it can be aching or throbbing, sharp or stabbing pain... how would you describe what you are experiencing?”



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REFERRED

“Subluxations will also cause referring pain... do you have any pain **traveling** into the buttocks, legs...and how far?”

FREQUENCY

“Has this been with you **constantly** Jane or does it come and go?”

DURATION

“How long does each **episode last?**”

ASSOCIATION

“Jane, subluxations can lead to numb or tingling fingers, toes...are you experiencing any **numbness or tingling?**”

“Jane, what aggravates your problem? A certain motion or position – What helps relieve it?”

PAIN LEVEL

“Jane, if you have to rate the level of your pain on a **scale of 1 to 10**, how high would it be?”

COMMITMENT 1 – 10

“All right, if the doctor can give you relief from this pain and bring you to a level of health where it could be prevented from recurring, **how committed will you be Jane**, to getting to that level of health?”

LIFESTYLE

“Jane, if you could get back towards a state of wellness with chiropractic, what one thing would you like to improve in your lifestyle? (golf game, walks at night, time with grandchildren, sleep, etc.)”

NOTE:

*It is critical that we ask our patients about **1. Pain Level 2. Commitment and 3. Lifestyle** as these allow us to maximize the effect of not only their examination but their commitment to care, and allows us to use their lifestyle answer as a trigger during our table talk for wellness care.*



SCANS

Thermal Scan

“Thank you Jane, we are ready to move onto the computer scan. Please move to the other side of the table so that you are facing the computer (pat).

We are doing two scans today Jane, the first being a thermal scan...subluxations can interfere with the nerves that control how blood vessels open and close and that can affect your skin temperature... what this scan will show us is how these subluxations are affecting you autonomic nervous system which is the part of the nervous system that keeps all your internal organs functioning and your immune system strong... first I need to synchronize these to your body temperature then I'll step around behind you...I'm starting at the bottom of your spine and working upward one vertebrae at a time (let women know you will be opening their gown)...all right that's the first scan finished.”

EMG Scan

“The second scan is a muscle scan...this one will pick up how the nerves are sending and receiving electrical impulses and show us how subluxations may be affecting the voluntary or motor control part of the nervous system. For this scan, I need you to sit up straight, look straight ahead, relax your hands on your lap with the palms up, uncross your feet... the alcohol will clean your skin, but may give you a chill because I have to use it down the centre of your spine... with this scan, I start at the top of the spine and work downwards...the Doctor will go over these results with you at your Full Report.”

Explain History Form

“OK Jane, we are finished in the exam room. I need you to get changed, leave the gown on the table and come out to the front desk. We need you to fill the last half of the health history form. There's present and past health, any illness or operations and we need you to read through the **informed consent** and sign it at the bottom for us.”

Preliminary Report and/or Full Report of Findings

“When you have completed the health questionnaire, I need you to see _____ at the front desk. She will schedule your next visit.”

A DOCTOR/EXAM DOCTOR/TECH C.A. EXAM CLOSING SCRIPT

“Our clinic is **educational** as much as it is about **healing**. It's extremely important that you fully understand exactly what is going on before making any decisions regarding your health. We find our patients who fully understand how their body functions and how modern chiropractic can help them get **superior results**. This is what we want for you! Your **next visit** will be the **Doctor's Report**. The Doctor's Report will teach you how to **get well, stay well** and **save time and money**. It will teach you to understand the results of the examination, the different types of care we offer and the latest research on Chiropractic, health and healing. We make it mandatory that our patients attend the Doctor's Report. It is in a group format.”



“Should the Doctor confirm subluxations, he/she will want to begin care. If there is an adjustment at this time the fee is \$36.00.”

“It is also our **office policy** that your **significant other/spouse** attend the Doctor’s Report so that they may **understand your need for care, support you in your care and if they are remotely involved in any financial decision making.**”

“Jane it was a pleasure meeting you, please get dressed and come ahead out to the front.”

FRONT DESK CHECK OUT SCRIPT

“Hi Jane, how was your examination today? Great! Dr. _____ is very thorough! That will be \$36 for your examination today... will that be cash or cheque? Great... thank you!”

“Dr. _____ has already scheduled you for your Doctor’s Report on Wednesday at 6:30 p.m. And he/she has **explained the importance** of bringing your significant other/spouse with you. **I need you** to print your name, telephone number and significant other/spouse’s name and the name of any other guests who will be attending with you on the **registration sheet**. This will **guarantee a reserved seat** for everyone. This is the **longest and most important appointment** you will have in our office. This is when Dr. _____ will give you vital information on how your body works and how it will heal with Chiropractic. He will also explain the difference between normal and abnormal spinal images and let you know about the different types of care we offer here in our office. This will help you in making an informed decision on your health care. I also want you to know this report is done in a **group format** with other new patients, which **saves you time** and your family time and lets you get your results right away. Now I am going to schedule your problem/solution report, this is when Dr. _____ will sit privately with you and your significant other/spouse and show you your individual exam results. You will see your own findings including spinal images and scans. Then Dr. _____ will be able to give you his **best recommendations** for care.”

“It is our office policy that your husband/wife attend...”

WHY?

- **The doctor will want to review your findings with him/her**
- **So he/she understands your need for care**
- **To support you in your care**
- **If he/she is remotely involved in any financial decision making**

“Please allow for **90 minutes** for this appointment and **bring your day timer/scheduler** so we can **reserve** future appointments for you.”

OBJECTIONS

- **This is only 1 time that you have to make special arrangements – do you need a work note?**
- **Our office has condensed your report visit into 1 day because we know that your time is valuable and this way we have saved you about 2 hours (benefit for patient!)**

GO OVER PAMPHLET



“Your Doctor’s Report is scheduled for _____ (time). Please allow at least 90 minutes for this appointment. Your problem/solution report is scheduled for _____ (time).”

“There is no fee for this report however if we find the need for Chiropractic and are able to accept your case, then Dr. _____ will want to get started right away and give you your first adjustment. The adjustment fee is 36.00.”

“I am also giving you some **vitaly important information** on Chiropractic and how it supports your optimal health (subluxation-based information pamphlet). **Please read it over before you return.** It will give you a better understanding of what Chiropractor’s do and what we were looking for today.”

“I am also going to give you **information on extended health coverage.** It is **imperative** that you fill out the bottom and **bring it to us at the report.** We need to know if you have extended benefits and how much they will **partake** in your care to show you your **true investment** for Chiropractic care.”

FAMILY GIFT CERTIFICATE

“I also have a **special gift** for you today, a Family Gift Certificate, which allows your **entire family** to get checked for subluxation. We are a family practice and it is our **office policy** that your spouse and children get checked for subluxations. This is because the spine and nervous system are the most neglected aspect of health and unfortunately you cannot see subluxations in the beginning. We offer it **complimentary** when scheduled in the **next 7 days.** There is absolutely **no obligation** to be under care. **All** of our patients **take advantage** of this family gift certificate, which **includes their report of findings** as well. It is a **value of \$275.00** per person. We are able to schedule those appointments today. Which day is best to check your family?”

“Do you have any questions for us?”

“It was a pleasure meeting you today. We look forward to meeting _____ (spouse) on Wednesday evening.”



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POST EXAM PHONE CALL (To be performed the night of their examination)

“Hello Mrs./ Mr. _____ this is Dr. _____ from (your clinic). I wanted to call you tonight to inform you that we did find areas of concern from your examination today!”

“Your condition is not due to something simple like a muscle sprain or strain.”

“It is due to **SUBLUXATION!** It is causing damage to your spine and nervous system leading to your current state of health.”

“The good news is we caught it in time and it is still correctable.”

“This is why it is **vital** that your spouse (name) **attends with you** at your next appointment; to **understand your need for care, to support you in your care, if they are remotely involved in any decision making** regarding your case.”

“I look forward to seeing you next day to review your findings.”



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