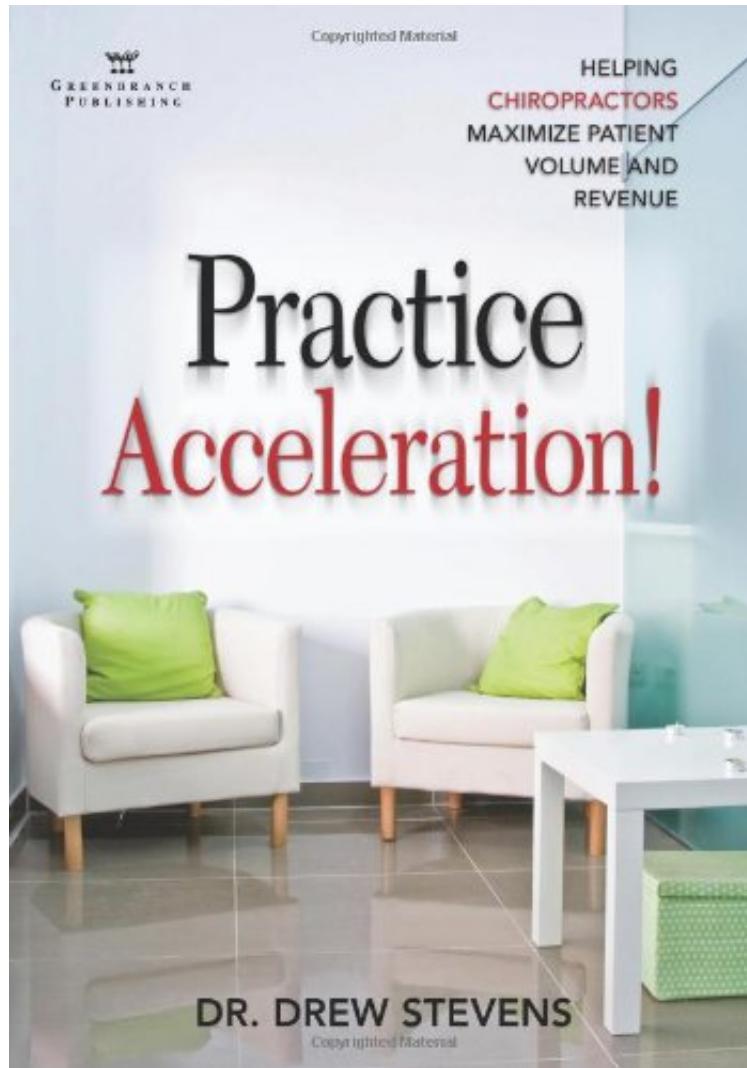


(Download pdf ebook) Practice Acceleration! Helping Chiropractors Maximize Patient Volume and Revenue

# Practice Acceleration! Helping Chiropractors Maximize Patient Volume and Revenue

*Drew Stevens*

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**Drew Stevens : Practice Acceleration! Helping Chiropractors Maximize Patient Volume and Revenue** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Practice Acceleration! Helping Chiropractors Maximize Patient Volume and Revenue:

A new book from the publisher of The Journal of Medical Practice Management. Pre-Publication price! Chiropractors

don't graduate from school knowing how to run a business. And when they confront today's brutal business environment, they often struggle or even end up leaving the profession. But chiropractic practice leaders shouldn't despair. Not only is it possible to survive, it's possible to be successful from Day One, writes Drew Stevens, PhD, a renowned consultant who has helped hundreds of practices go from sagging profits to robust earnings. In simple language, Dr. Stevens offers chiropractors all of the techniques they need to improve their operations, strengthen their brand and build long-term patient loyalty. The book offers methods increase patient volume by as much 40% and shares protocols which can substantially reduce the amount of labor needed to run your practice. Throughout *Patient Acceleration: Helping Chiropractors Maximize Patient Volume and Revenue*, Dr. Stevens shares tried-and-true techniques that you can use to build a rock-solid business, including methods for developing a patient-centered culture and strategies for developing a high-profile, efficient practice. As a BONUS, Dr. Stevens also provides a valuable collection of templates and forms to help practices run their business, including pre-written letters, activity templates, prioritization forms, a tracking spreadsheet, marketing activity templates and contact lead sheets. The templates alone are worth the price of the book! You know that chiropractors face an environment with challenges like marketing, patient retention, staff management and insurance industry pressures dragging down profits daily. But you can get all the guidance you need to build or expand your business from an internationally-known expert who understands the problems you face. The author offers a blueprint for success that any practice can leverage to turn around their business. Chiropractors who read this book will be able to address the issues that drive their business and make needed changes quickly. This ground-breaking book gives you the tools to need to start improving your practice TODAY, so why wait?

Table of Contents SECTION ONE: Foundations for a Successful Chiropractic Practice What They Did Not Teach You in Chiropractic School Solo Associate Independent Contractor A Business Plan That Works Creating Direction with Strategy Fuel for Your Practice Developing the Perfect Practice SECTION TWO: Creating Awareness that Brings Patients to the Reception Area Creating Awareness and Community Practice Acceleration with Referrals Networking Techniques for Practice Development Secrets to Creating a Service Culture SECTION THREE: Processes that Create Efficiency and Productivity Working with Difficult People, Patients and Principals Front Desk Effectiveness Office Tools and Operations (Policies, Procedures, Office Manual) Employee Collaboration and Commitment Chiropractor as Leader Meeting Acceleration Handling Stress and Burnout Creating Stretch Goals to Motivate Staff SECTION FOUR: Personal Development and Accelerating Future Success Selling the Value of Your Service Accounting and Benchmarking Keys to Financial Success Learn from the Masters The Power of Self-Mastery Organization and Time Management Secrets Succession Planning Afterword APPENDIX WITH TEMPLATES Article Template Cancellation Clauses Cancellation Policy for Chiropractic Office Clean up Database Closing Questions Confirming the Next Appointment Cold Calling File Contact Lead Sheet Customer Service Follow-Up Follow-Up from Networking Event Follow-Up Letter Follow-Up to No Response Introduction Letter Invoice Lost Business Letter Magazine Article Letter of Inquiry Marketing Activity New Product/Service Newsletter Format Overdue Payment Prioritization Form Pro Bono Request Procrastination Planner Promoting a Workshop or Seminar Referral Letter Requesting a Testimonial Speaking Contract Telephone Script Testimonial Letter Thank You for the Business Third-Party Referral Follow-Up Tracking Spreadsheet Typical Client Results Web Site: Best Practices --Manuscript sDr. Stevens has put together a text all new Chiropractors should read in their last semesters of school! All the bases of getting off to a successful start are covered in *Practice Acceleration*. Read, digest, and go save the world! DR. TOBIN LINGAFELTER Owner, Back Neck Care Center of Sunset Hills St. Louis, MO Nobody knows the business of chiropractic like Dr. Stevens. His keen insights on the fundamentals of running a strong practice are of value to new and experienced DCs alike. DANIEL SOSNOSKI Editor-in-Chief Chiropractic Economics *Practice Acceleration* is a must-read for any newly graduated Chiropractors and established Chiropractors who want to take their business to the next level. This is the textbook that you never had, but should have had in school. If you're serious about getting more patients, more visits, and more money, you have to read this book! JEFF GREEN COO Well Juvenate Cashiers, NC As a former Chiropractic Office Manager and direct benefactor of Drew's wisdom, I had the honor of working for a successful Chiropractor who practiced many of the principles that you have read in this book. If you have an open mind, are committed, and work hard, Drew's book can guide you to a successful and fulfilling practice. TERRI POWELL St. Louis, MO Drew gives extremely valuable information in a simple, easy-to-follow book. This is a must-read for any Chiropractor who is still in school, new to practice, or struggling in practice. DAVID HADDEN, DC O Fallon Crossing Chiropractic O Fallon, MO Dr. Stevens marketing and branding ideas are right on target. If you're not earning a salary in the high six figures, this book is for you. Follow the easy steps provided in this book and watch your visibility and bank account increase. TERRY JO GILE The Safety Lady North Fort Myers, FL Drew Stevens will quickly teach you that there are strategies and tactics for your practice that enable you to be more effective, more highly regarded, and more able to create a balanced and rewarding life. Martyrs have a hard time paying the mortgage. What you practice is your business, but what you perfect will lead to greatly increased business. Follow Drew Stevens advice and fill your waiting room but as you'll see, you won't keep them waiting for long. ALAN WEISS, Ph.D.

Author, Million Dollar Consulting and The Consulting Bible Providence, RI Dr. Drew Stevens really nails it! In my practice, I not only look inside the Chiropractic profession but I frequently look outside the profession for inspiration in the areas of customer service, business management, marketing, and personal motivation. Dr. Drew covers all of these areas in this book. He brings to the table successful techniques, business models, and personal experiences that can and will help you grow your practice. DR. PATRICK FEDER Comprehensive Chiropractic Dr. Stevens insights are right on point. Through his book and coaching, not only will you fill the void in your Chiropractic education, you will develop the practice of your dreams! DR. RON NISBET Experience Your Greatness St. Louis, MO --Manuscript sMedical practice is very complex and different from general business. As a Chiropractor you not only have to be an expert in your field of practice, you also need to understand and deal with insurance companies, government policies, referring physicians, and hospitals. You also need to interact with patients. Marketing strategy is a process that can allow Chiropractors to concentrate their limited resources on the greatest opportunities to increase patient flow and achieve sustainable competitive advantage. Drew has developed an impressive, comprehensive, step-by-step marketing strategy that leads to a successful practice. This book is a must read for anyone in Chiropractic practice who wants to improve patient care, revenues, and position in the market. SUDHIR JAIN, MD, FACC, MBA Associate Professor of Medicine Washington University school of Medicine St Louis, MO Healthcare is changing rapidly and as a result, traditional marketing is significantly less effective. I have been in practice for 13 years and implementing Dr. Stevens system has been a game changer. Dr. Stevens revolutionizes the way you will look at your practice and certainly the way you approach your marketing campaign. DR. WAYNE DAVIS, DC Moline Chiropractic Clinic/Bioshaping of the Quad-Cities Moline, IL --Manuscript sAbout the AuthorA WORLD-RENOWNED marketing mentor for doctors, Drew Stevens, Ph.D., has 30 years of practical experience in management, as well as advanced degrees in strategic marketing and branding. Dr. Stevens is devoted to helping healthcare professionals transform their goals into actionable results that lead to a successful practice. He has developed a consistent marketing methodology that increases brand value and loyalty by 40% while reducing labor intensity, resulting in record revenues and higher productivity. With the help of Dr. Stevens, thousands of professionals, including chiropractors, have brought in billions of dollars in new revenue and attained financial freedom! When not coaching and consulting, Dr. Stevens is an international speaker and author. He has written more than 700 articles and 1500 blog posts about practice management issues such as staffing, leadership, business development, marketing, and patient service. He is the author of the bestselling Split Second Selling, Little Book of Hope and Customer Momentum Discover the Secrets that Keep Customers on the Move, and the highly acclaimed Practice Acceleration. In addition, he has produced more than 47 audio programs. His expertise has been featured in Chiropractic Economics, Dynamic Chiropractic, and The New York Times. Dr. Stevens is an adjunct instructor in marketing and entrepreneurship at several graduate universities and developed a business development program for St. Louis University. He has trained thousands of people, traveling to South Africa, Japan, the United Kingdom, Singapore, Mexico, Canada, and Ecuador. Drew Stevens and his family live in St. Louis, Missouri.