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Sustainable Practice Sustainable Self

How the Diplomate program helped create results,
ease and joy in my practice



Build with Outside Marketing, Sustain with Retention and Referrals

Great coaching and lots of effort built volume, the Diplomate made it easier to maintain

First Six Years

First you emulate...

- Fortunate to have worked for Michael Lenarz and learned great techniques for growth and marketing.
- Opened practice in March 2008.
- Did my best to emulate what I saw and read that other successful doctors had done before me. Learned a ton!
- Was busy, but it took some effort in marketing to stay busy. It felt like I could never be busy "enough"
- Started the Diplomate to refine my clinical skills and be re-energized with the passion of this work

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DCCJP 2012-2015

Then, you create (and trust)

- Was able to see how 29 other people ran super successful offices, all differently.
- Realized that it was up to me to create a practice in the image I desired.
- Slowing down, adding more clinical measurements and busting up my care plans allowed for retention and referrals to flow.
- Maintaining a full schedule began to happen easier.

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Retention and Referrals

Slowing down to speed up.

How relationships are key to a sustainable practice.

Professional

- The knowledge and confidence from the Diplomate program creates a great platform to connect with many different paraprofessionals.
- Physiatrists, Orthopedists, Rolfing, Feldenkrais, MAT, Upledger Craniosacral therapy, physical therapists, acupuncture, dentists, naturopaths, etc...
- Other chiropractors can make great referral partners too!

Patients

- Existing patients are your BEST source for business growth and stability. Themselves and their connections!
- By lengthening appointment times slightly and spending more time explaining things, making sure I cleared them out as best I could and getting to know my patients, referrals and retention took a huge leap.

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More Tests!

For me, more tests are confidence builders, fun, and great for patients.

Clinical Confidence

- Every Visit every patient gets
 - Postural Analysis
 - Thermography
 - Prone leg checks
 - Palpation
- At least two post checks any time an adjustments is done, re-check them all after the first adjustment.
- MRI and CT can be incredible – order 'em up!

Adjust again?

- If the outcome measures don't improve enough after my first adjustment, I will consider another segment and check my listing decision.
- Clinical indicators should improve SIGNIFICANTLY when a patient is in good alignment (not necessarily symptoms, but often). It's our job to get them there!
- The rest is up to Innate.

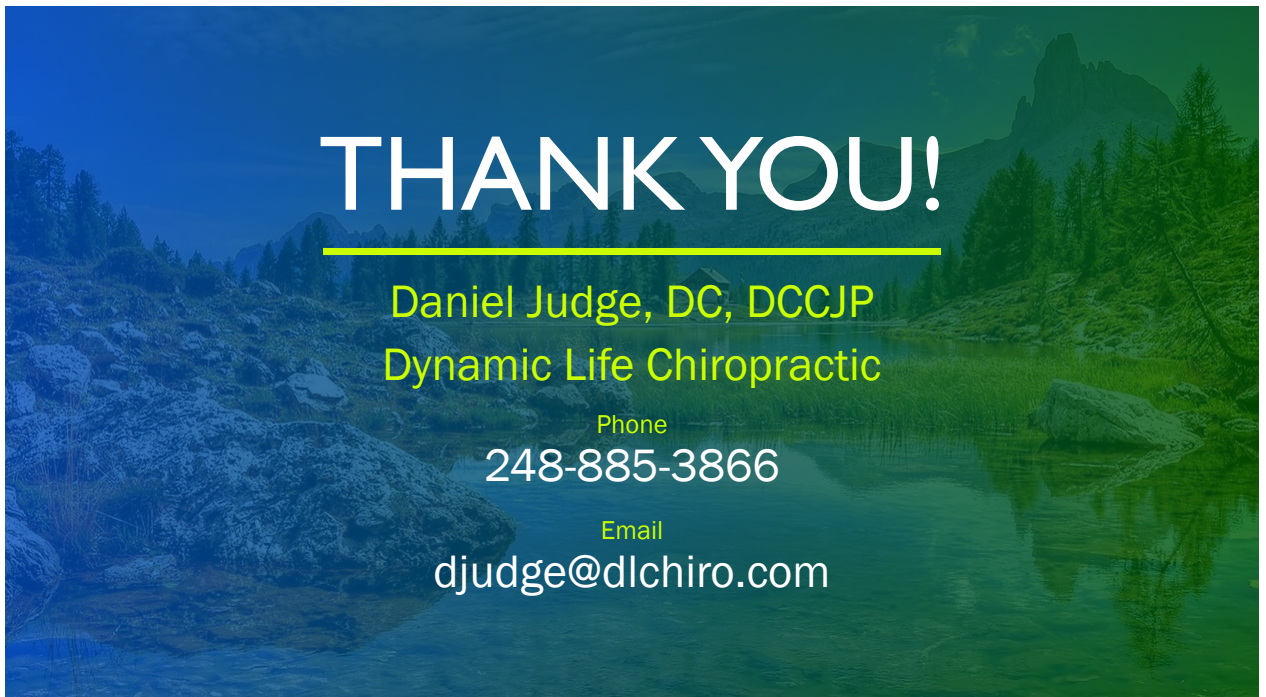
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Sustainable Life

Focusing on clinical expertise allows for ease in practice,
less stress and more time to enjoy life.

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THANK YOU!

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