

Jon Kec: I'm Jon Kec and welcome to Chiropractical, the podcast that helps you be better at what you do with new ideas and new tools. Here on Chiropractical, we aim to educate, inspire, and inform chiropractors by sharing expert insights, personal stories, and the latest research in the field. Here at Chiropractical, we know we're always looking for ways to enhance the patient's clinical experience.

It actually begins before they even set their foot in the office. Joining us on chiropractical is Dr. Lisa Goodman, Dr. Goodman's book, the manual for the chiropractic entrepreneur lays out the roadmap for setting up your practice for success from the start. That includes what we'll focus on today.

The most important pieces to consider when onboarding a patient. Dr. Goodman has been a practicing DC since 2006, has treated and improved the lives of numerous patients and even founded her own multidisciplinary clinic, Washington Park Chiropractic in Denver, Colorado. Dr. Goodman, thank you for joining us.

Dr. Lisa Goodman: Good morning. Thank you for having me.

Jon Kec: How do [00:01:00] you get patience in the door? And more so, getting them in the door is one thing. Getting them to come back is a completely different thing. How do we do that?

Dr. Lisa Goodman: You know, I was talking to somebody about this actually yesterday, and this is not what I recommend for new chiropractors, but the fact of the matter is, You can be actually a pretty bad adjuster or poor adjuster and you can have patients wanting to come back over and over and over again. If they experience a welcoming environment, whether that's from the doctor or the front desk or even just from the, we'll talk a little bit about the communication strategies.

If you have all of that buttoned up and a patient is excited to come back and see your office, you don't even have to be that good of a chiropractor. Like I said, not what I'm recommending, but that's the importance. of the patient experience.

Jon Kec: For me, it, it feels like it starts right from the first time they know you exist before they're even in your door, right?

Is there a groundwork to lay before we even talk to them?

Dr. Lisa Goodman: So when I opened my practice, it [00:02:00] was the yellow pages and flyers and, you know, things on paper. What's happened now is that our patients have become active consumers, and that means that they're going online and looking for exactly what they want to find. So instead of us, Creating a passive message and advertising.

But I actually personally think the most important thing is the name of your practice. And that, that's like dialing it way, way back. But when somebody, when you do a chiropractor near me search, one of the first things that happens is you just get a list.

And so the first judgment you make is the name of the practice, right? Do I want to go to a practice that's like, um, you know, Anderson family chiropractic, or do I want to go to practice? That's like, you know, elite sport and spine something. And so you may think it, so it tells a lot about your business.

Neither one of those is good or bad. It's like, who's the audience that you're looking for? Because they're going to scroll right past your family chiropractor, if they are looking for a more athletic experience or vice versa. So [00:03:00] it's like the name actually has to say almost everything about you, um, because they're going to keep scrolling, especially if there's a lot of practices in your area.

Jon Kec: What other information do you want to try to get out there for your patients? Maybe answer some questions they didn't even know they had.

Dr. Lisa Goodman: I kind of break it into two things, which is. Specialties and services, um, specialties. If you're a prenatal chiropractor, that's a specialty, but a service under that umbrella would be chiropractic massage, acupuncture, rehab, nutrition.

So it's sort of making sure that you're covering. And then actually the third layer of that. is also covering conditions. So we talked about specialties, services, and then conditions. If we use that same example that we treat would be, um, you know, we treat pregnancy related low back pain, or we can help with, um, baby positioning questions or issues that they may have.

So you kind of go into like layers of making sure that that's pretty thorough. I, I've seen so many websites that are really incredibly basic and yes, it takes time, but people [00:04:00] want, people nowadays really want information.

Jon Kec: So, so pre appointment considerations, right?

Dr. Lisa Goodman: . So pre appointment considerations. First point of contact is going to be online. It's going to be your website. Also, do you have online scheduling? Do you have the ability for a patient to book an appointment online? Followed by, are your forms easy to complete? And short and succinct. That's a challenge because we want our, we want our consent forms to be incredibly detailed and our cancellation policy and our financials, um, and we want the online form to be pretty, um, detailed, but if somebody is in the middle of filling that out on their phone and they get interrupted and it doesn't get saved, you know, there's so many things that we just want to make sure that we, um, Are very short and succinct.

I'm always a little tip about hiring. Every time I hire a new employee, no matter what their role is, I always have them fill out the online form. So then they can kind of let me know. Hey, I don't think you need this. Or maybe we should add something. But [00:05:00] so online forms. Are they easy to fill out? online scheduling we talked about and then always being able to follow up with an email or a text communication before they come in, uh, letting them know, uh, that we've got all kinds of information on social media.

That that's a trend you'll hear as we talk today, but, um, following up with them and letting them know about anything is parking a challenge at your office. Like, Hey, we've got you booked here. So even after they've booked an appointment, send a personalized text. I see that you've booked online. We've got you here.

Challenge. Parking can be a challenge. Give yourself a few extra minutes, um, whatever known entities that are going to be challenging to your new patient, tell them about them right away and offer them a solution. So those are the things as far as sort of before they even enter your office that I find to be the most important.

Jon Kec: So then when they get there, what do you

do with that new patient? They do. They're getting out of their car. They're walking through the front door. How do we set ourselves up for success there?

Dr. Lisa Goodman: I grew [00:06:00] up with a ton of customer service jobs. I don't know if you did, but for me, customer service is.

Everything. And even this week I was at the mall and I was so pleased to see how friendly everybody was when you walked into a retail store, greeting you, surprising you. Have you ever been surprised? Somebody says, Oh, Hey,

welcome in. And you're like, well, thanks. You know, they're just right there in your face.

And so the training is going well in those shops and that's how you want your practice to be. You do not want your practice, your practice manager or your office assistant sitting behind a computer where nobody even can see their face. And you know. Drinking their coffee and sort of just saying nothing when you come in.

I like my staff to stand up behind the desk when someone walks in because we have kind of a high desk and Just say oh, hey and use their name. Oh, hey, Jon. It's so great to see you Not only that but give them an accurate idea of when the doctor will be out to see them This is something I think we miss a ton.

Oh, hey, dr. Jonson will be out to see you on [00:07:00] Um, in about five minutes. Like great. Or if some, if one of the doctors is running late, be upfront about it. Hey, Dr. Goodman's running about 10 minutes late today. Are you okay on time? Because if the patient says, oh shoot, I have to pick my kids up. I'm not really okay on time.

That might give, that gives my staff license to knock on my door and say, hey, This patient's not okay on time. What do you want me to do? That's, that's real customer service, right? Like being nice to somebody is not, is not customer service. Actually asking questions and giving information. That's customer service.

Jon Kec: Setting those expectations and in both ways, right? You know what to expect. They know what to expect. It's a much more seamless. We'll call it and smooth experience for everybody. 004876

Dr. Lisa Goodman: Yeah, precisely. If new patients, we, the second they walk in the door, we say, Hey, welcome in. Um, we got your paperwork. So confirming that that's all good. And then, Hey, did you, for us parking, we have a parking lot. Um, people just have a hard time finding it. So for us, the first thing we say is, [00:08:00] were you able to find parking?

Okay. That immediately allows them to tell you if they didn't or ask questions about it. Think about the, think about the flip side. If somebody walks in and that you say, hey, we got your paperwork. Have a seat. Doctor will be with you soon. They say, okay, great. By the way, your parking situation sucks. Now all of a sudden you're like on the defensive and you're reacting and you also kind of think that patient's mean.

So we tend to reflect what we hear. So we kind of think, well, Geez, she's in a bad mood. And then that puts you in a bad mood. And so it's the snowball effect versus saying, Hey, did you find parking? Okay. And they say, you know what? I'm really glad you asked. It was a challenge. Where do people park around here?

And then you say, great. Yep. Here's where you park. And so it just, again, taking control of the conversation is probably my number one tip and making sure that you address any barriers like that.

Jon Kec: People just, just, want you to meet them where they are, have a conversation with them.

And again, go back to set those expectations and the smooth and positive experience going in. Cause it sets you as the [00:09:00] doctor up for more success as well.

Dr. Lisa Goodman: Yeah. Even better than feeling heard is feeling your needs anticipated. Right? So if you say, Oh, I hear you. I'm, I'm here to help, but if you say, Hey, I know this might be a potential problem and I'm going to bring it to the forefront. They're impressed with that. Very impressed with that.
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Jon Kec: We're in the door. Parking wasn't a challenge. We're having a good day

Dr. Lisa Goodman: we're having a good

Jon Kec: It's now it's your turn as the provider, the
doctor to step in.

What do we as providers really need to do when we see that patient, put our eyes on somebody for the first time before we even try to diagnose, how do we, how do we kind of build that community, build that relationship?

Dr. Lisa Goodman: . None of this is a checklist. This is an experience. So when I have a doctor who comes in and, and it looks down at my chart or my computer and says, okay, left hip pain, how long have you been having it?

What makes it better? What makes it worse? Uh, you know, how, who else have you seen? What have you tried? Okay. Let's do an exam. I'm [00:10:00] kind of,

I'm kind of bored and I'm kind of not engaged with the doctor. It's some, it's things as simple as first of all, Hey, how'd you find us? Who brought you in? I mean, I always start with a compliment.

So even if a patient is, um, hurting, limping in, you know, I might say, Oh yeah, Hey, take your time. Come on. We've got a chair around here. Oh man. That, that bag you've got is amazing. I love that. Like something just as shallow as complimenting something you like about them. Um, or. If that's not really happening for you or where you're at, um, you know, bringing that who referred them or how'd you find us?

Sometimes if they found us online I like to I like to joke about that. I like to say. Oh, wow, you found us online You are taking your life in your own hands here, you know, because they didn't have a referral How do you know what you're going to get today? I I sometimes like to make a little self deprecating comment like that too.

So it just kind of lightens the mood. Um, Um But, but initially, almost before I ask about anything to do with their [00:11:00] symptoms or why they're presenting. I have a checklist of, um, how long have you lived in the area? Do you live near the office? Um, what do you do for fitness? Who do you live with? Who's in your family?

Who's nearby? Obviously the family part of that is leading to referrals and getting the family in later. Um, what do you do for work? Are you working from home? What's your job like? I like to dig into nutrition, stress, sleep, work, family, gym. I think I got all that right away. So I have that in my template.

I just put all that in right away. Then I kind of go into, do you have any diagnosed medical conditions, any surgeries, anything I should know that's of importance. So right away, I do all that on purpose before the injury, because they're. They're willing to, they're, they're like, wow, this is so, the doctor's so interested in me as a person at this point.

And then that tells me a ton. I might even already know what's going on with their hip because when I ask them what they do for fitness and they say, Oh, I run, [00:12:00] I get in about 50 miles a week or something. I'm kind of logging that as information, which, I may have pulled out later in the history of the injury, but I probably would have, but it helps me realize that's really important because it's the first thing that they listed in their fitness, right?

For example.

Jon Kec: So it's almost taking the clinical nature out of the clinical encounter, right? Clinical for I think a lot of people is a dirty word. It's sterile. It's dry. It's building that relationship, right? And that, that engagement into something that a lot of people don't necessarily love being that different experience.

Dr. Lisa Goodman: Yeah, I've talked to a lot of doctors who will, um, call me and ask me for like a consult or just say, Hey, I have this difficult patient. Can you look at this? Um, their notes. And I look at their notes. Every single note does not even have, it doesn't even have any words about, do they have kids? Are they a parent?

What do they do for work? Like those things really build the story around what's going on with their injury. And not only that, it builds. [00:13:00] Um, how practical of a treatment plan am I going to put together for them? Or how willing do they seem to do things at home if I give them homework?

Jon Kec: I mean, they're devoting a lot of time to you, right? They're coming in however many times for any, you know, chief complaint, true issues. And then if they are on more of a wellness kind of schedule, they, they've got to want to come back. Right. And they want to

come back and see people they like.

Dr. Lisa Goodman: So at that point, you've developed your rapport. And so the very first important thing to say is what's your goal with coming into a chiropractor? You could have chosen a PT or a medical doctor or do it on your own. What made you actually decide to come in here today? I love like kind of putting, backing them a little bit into a corner to say, why did you choose this?

Because If, if their answer is, um, well, I just want a quick fix. And my uncle said, this works, you, you know, where they're coming from. If they say, you know, I've just read a lot about chiropractic and I'm really interested in how it can help me. I mean, it just helps to know why did they choose you? And then going into what are your [00:14:00] goals?

Like, You have to go where they're going. And so getting, getting good at, uh, at knowing what you haven't asked yet while you're still following the history is probably the best way to take a history. It just, it takes a lot of practice. I would say to do that.

Jon Kec: And I think what you mentioned before too, right. Getting to know that patient, that patient that does run 50 miles a week, right. They may be

coming in because they've got sharp hip pain that's preventing them from running and they. Six visits in or whatever the timeline may be, right? They feel better.

They're back to running in your head. You're happy because all you knew is it hurts when they run. They can run again. They're happy, but they're only running 10 miles a week. They're not even close to where they want to be.

You're ready to discharge somebody because you didn't get that true understanding of who they are, why they're here. So fantastic way to, to kind of let them guide that story to give you the information you didn't even know to ask for.

Dr. Lisa Goodman: , don't provide everything you're capable of providing on the first visit. Or even the second visit. So let's say you're capable [00:15:00] of adjusting, doing some hands on instrument or, or manual manipulation, muscle manipulation, ART, taping, laser therapy.

You've got dry needling. You've got, I mean, we've got all got these huge toolboxes. I really don't recommend. Pulling that out all out on the first day. And there are many reasons for this. The most important reason is that the patient needs to value each of those treatments, in my opinion. As a separate way to address the problem, um, if you do all, if you, if you adjust a patient who's never been adjusted before and you do ART and you tape them and they come back in the next day or a couple days later and they say, man, that tape is amazing.

Like they missed that the adjustment was amazing. I'm a, I'm a big fan of chiropractic adjustments. If I could only do one thing in my office, it would be adjusting. I've also want to put that [00:16:00] out there. So when you adjust somebody and you don't do anything else and they come back in and feel amazing.

They know it was chiropractic. So it is a little bit of the scientific method that's important here is making sure that you're not testing four things at once because you'll never know what got the patient better or worse. So I like to adjust patients no matter what their complaint is on the first like one to three visits and really talk about the power and the distinct nature of the chiropractic adjustment for what they have going on.

At that point, I'll probably add one. Maybe add some Graston, maybe add some tape or laser or something so that they can sort of see. But, so we call this

dangling the carrot. On that first visit, I say, Hey, I'm going to adjust you, but I show them the Graston instrument. And I explain what that is. I say, Hey, but this is what's coming next time.

Dr. Lisa Goodman: Right. If I just throw that in with the first adjustment and then I do Graston and then they're like, Oh, she just did some scraping. I don't know. Like elevate that. You paid money [00:17:00] for that training. You paid money for those tools. Yeah. The guy down the street doesn't do it as well as you do, or doesn't do it at all.

Make sure your patient understands the value of that additional resource, or even if it's laser, or whatever. Like, make sure that you've sent them that link, or given them a pamphlet, and asked them to read it before they come back, so that they're ready for that next time. Does that, does that kind of, you know, It's like, it's like you want to really make sure that in here, the value just goes way up if it's not thrown in as a side.

Jon Kec: We've talked about it a little bit, sending them home with pamphlets or at least information, right? For them to kind of consider for the next visit as you're checking that patient out, whether it's you, you kind of taking them up to the front desk, the front desk actually checking them out.

If that's a separate process, um, any big considerations there to make sure that we, we lay that groundwork for the next visit, but also to make them excited for that next visit. Okay.

Dr. Lisa Goodman: really yummy mints at the front desk some some people will also

Jon Kec: Bride with candy.

Dr. Lisa Goodman: the mints They [00:18:00] come in and just take handfuls of these things. Okay, so when you're handing off to the front desk I always end a patient visit with some part of positive reinforcement. So imagine the difference between Okay, Sam, well, see you next week or like, okay, Sam, Hey, I think that shoulder is going to feel a lot better today.

Um, but we'll check in on that again next week. Like, okay. I mean, just pick something that again, you know, is true. Uh, that was a great, or, Hey, that was a great adjustment we had on your low back today. I think the best one we've

had since you started just something that kind of makes them feel like, Oh, that was a great adjustment and making sure that they take some credit for that.

Like, Oh, you did great today with your neck adjustment. You know, whatever you want to say, positive reinforcement is huge, but every single visit I do it every single visit, you know, Oh man, that's you're, you're going to have a great time tonight. Even if it's not to do with the visit, Oh, you're going to have such a great time tonight.

You know, enjoy the movie or whatever you talked about during the visit. So end with positive reinforcement. [00:19:00] Hand them off to the front desk with a clear idea of when you want to see them again. Hey, we talked about seeing him next week. Try to get that scheduled. My favorite thing to do is say I want to see him next week and probably the week after and then I kind of look over and say Sam, my schedule is really tight around the holidays.

Why don't you just book two and we could always move that if we don't need it. It just like helps them again know like, yeah, I'll just book two at a time. That, that's helpful. So, uh, And then walk away. So then leave it to the front desk and the front desk should ask them about their appointment. And again, I kind of like it every time.

Hey, how was your appointment today? How did you feel after you got adjusted? So it shows that the front desk is invested in cares and it goes back to inviting, like you said, that uncomfortable conversation, because if a P, if you can catch a patient who says, You know, it was, it was okay. I don't really know if this is going to work for me.

Cause I'm suddenly the patient will feel like the front desk is their best friend and they'll tell [00:20:00] them things differently than they'll tell you. So you want to get that information. Um, nine times out of 10, I feel amazing. We'll guess what you can say when they say, I feel amazing. Have you ever written this review?

Reviews are super easy. There, there are ways to get automated reviews, but I find the most exciting. Most easiest way to get a high quality review is to ask a happy patient.

Have you ever written a review for us before? It's, it's actually a really great way of phrasing it to them. Instead of, um, every one of our newsletters has a link at the bottom. Write us a review. In our bathrooms at the office, there's a QR code. Write us a review. Even at the front desk. All of that passive

messaging isn't going to get you a review, but if you ask a happy patient, hey, have you ever written a review on Google?

The first thing you ask is, is that a barrier? Like, they're like, oh, I don't do reviews on Google. Okay, cool. It wasn't it was a casual ask. But if you if they say, yeah, I've done reviews, say, Hey, have you ever written one for us? Um, I would say. 10 times out of 10, if a [00:21:00] patient's willing to write a review, they'll write it if you ask.

And so that's, that's the easiest way to get reviews. Follow that up by sending them an email link or a text link, and it'll be done by that day. If they don't do it that day, they're not going to do it. So usually, um, sending them the link, asking them in person for a review. I had, um, funny side story. I had a negative one star review a few weeks ago from someone who had never been to the practice.

Didn't even write any, um, comments or anything. It was, I don't know what it was, a bot or something. But just to start, but I, it lit a fire under me to get 25 star reviews within a week because I wanted to bury it if nothing else, right? And I just texted and emailed patients and said, Hey, have you ever written a review for us?

20 new reviews within three days. So it's actually, if you just, if you just focus on it, it's very easy to get reviews. We just sort of forget and we put those passive, passive messages out there, but people are not paying attention to QR codes and signs anymore.

Jon Kec: Well, and as much as, you know, you enjoy your holiday time, right? Vicarious living through [00:22:00] 50 patients or whatever it is, they're getting kind of the same, right?

They're getting that interaction that's not just, what time can you come in? What day is best for you? Here's your receipt. How do we, how do we make sure that we carry that positive momentum from the first visit or that visit into subsequent

Dr. Lisa Goodman: . . You got to tell them what to do and help them book and then afterward really reinforce it. So for new patients. I really like a personalized email from the doc. A very short, very brief email. Hey Sam, it was so great to meet with you today.

I wanted to give you some highlights from your, our encounter, our first visit. Uh, the highlights might include what your named diagnosis for them is,

whether it's, you know, Um, joint fixations or whether it's a rotator cuff strain, you know, just give them something because patients love having something to hold onto.

And then give them your probable treatment plan. You know, we went over this in the office, but here's what I think we're gonna be looking at over the next month. Um, by the way. [00:23:00] Here's a link to a YouTube video I made. So give them a link to either a page on your website or a YouTube video of some homework they can do at home.

So I recommend provider follows up with an email then I recommend that the it that you create some sort of a drip campaign or an email sequence for new patients. So they get added to your email. And then every three to four days they get an email from the practice. So the first one is welcome to the practice.

Here are all the resources you may need in the future. You know, the second one is, Hey, did you know chiropractic treats more than injuries and maybe a little bit more of like the philosophy stuff and how it helps with sleep and immune system, whatever you want, you know, and then all the way through to like five, where maybe in the fourth one, you're introducing other providers of the office and making sure they know you offer acupuncture and massage.

And so these are like things that as a community, I've heard people ask me, well, I don't want to spam my patients. And I'm like, think about the emails you like getting. I [00:24:00] like getting emails from my gym because I'm part of the gym community. And when I get an email from them, I scan it. I read it. I'm done.

I'm interested in that. When I get 10 emails a day from, you know, Shutterfly, I'm deleting those, right? But when it's like a community you're part of or your kid's school, you read those emails like you have to. So I think they want those emails as long as they have good information and they're succinct.

Jon Kec: It's building that community and that personal relationship, which I think goes hand in hand with it, right?

People, if people love you, if people like what you're doing, That's the best way to keep them in the office. I mean, obviously getting them well helps, but they, they definitely need to enjoy coming in or it's, it's not something they're going to devote their time to.

Dr. Lisa Goodman: I love it. Thank you for having me. It's fun.

Jon Kec: yeah, absolutely. Wonderful talking with you today.

Dr. Lisa Goodman: Thank you. You too.

Thank you, Dr. Goodman for joining us here on chiropractical learning, how to relate more effectively to patients is a major key to success. As we talked about building that community from the first time they contact your office, all the way through them, walking in the [00:25:00] door, the visit, and even the post appointment communications is the biggest step to making sure patients want to be in your office to our listeners.

Jon Kec: Thank you for joining us and letting us be a part of your day. This episode as well as previous episodes can be found on the ncmic youtube channel Also, we're always looking to connect with you If you have questions topic ideas or just want to reach us here at chiropractical you can email us at ask NCMIC@ncmic.com

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