



Maximizing Your Financial Conversions: CHECKLIST

A common theme that I have been having with many doctors over the last couple of months, seems to be a low conversion to care. I want all of you to follow this checklist to make sure that you are following this guideline that should produce at least an 80% conversion to care. Anything less than 70%, you need to work on your closure skills:

- A) A "WOW" experience with your day 1 new patient procedures (reference that fast track video section)
- B) A powerful pre-consultation and pre-qualifying script (Playbook)
- C) A strong subluxation based examination
- D) Proper check out scripts from exam and front desk booking to Doctors Report. This also includes bringing your spouse (Playbook)
- E) Reminder call the night before the Doctors Report from the front desk team
- F) CA introduces the Doctors Report, pre-framing you as an amazing Chiropractor
- G) Extremely effective, powerful and emotionally based Doctors Report that pre-frames their need for lifetime wellness care
- H) Rapport building is reestablished with patient prior to reviewing the Problem/Solution Report
- I) Socratic questioning is used to anchor patients understanding and need for care
- J) Doctor establishes commitment in both time and money with the patient, writing down agreed upon fee on the bottom of the Health Investment Plan
- K) Financial CA is in the room to create subconscious mutual agreement between doctor, patient and CA
- L) If no commitment to care is made, then doctor defaults to a shorter care plan and/or finds a mutually beneficial financial care plan.
- M) Patient must leave a \$100 deposit for care or leaves the office with a 2nd option of care (I.e. 12 month plan and a 3 month plan)
- N) Patient should be adjusted again immediately next day
- O) Any outstanding care plan should be followed up within 72 hours

