



**THE FUTURE CHIRO**

BUILDING YOUR NEXT GENERATIONAL PRACTICE  
No Staff - No Appointments - No Phone - No Insurance

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# PROCESSING NEW PATIENTS

Lets' talk a moment about processing a new patient. Being that this model takes pride in having no staff, no appointment and no phone, how do we process new patients? We keep everything very simple and self explanatory. When a new patient walks in, there are two signs on the wall that read, "Attention new patients, please fill out the form below and Dr. Scot will be with you momentarily." I always have my ear on the front door, and if I hear someone enter and I'm not with a patient, I will walk up front and greet them. If I'm with a patient, I holler, "Welcome, I'll be right with you."

Once the new patient has filled out the information sheet, I explain briefly how our model works and escort them to my office. Once in the office, I have them sign a consent and HIPPA form. If they are medicare, I have them fill out another form as well. As they are signing these forms, I am entering their patient information into the computer and creating their own patient file. Once that has been completed, I do a consultation that consists of a O, P, Q, R, S, T and then I take about two minutes to explain chiropractic, subluxation complex and what to expect on their treatment.

Following this, I perform an examination that consist of ROM, static and motion palpation. Remember, all I do is spinal adjustment, I'm looking for one thing, **SUBLUXATIONS**. Once the exam is over, I explain to the patient what I have found and immediately begin adjustment.

After the treatment, I give them my Report of Finding which is also posted on my wall, which reads, "Twice a week if you hurt, Once a month or less if you don't hurt, it's all about Maintenance." I will also mention a few more things and talk about corrective care versus relief and maintenance care. I collect my \$20 fee and tell the patient, "I will see you when I see you." At this point, I stick my head out the office and call back the next patient in line. Crazy right? It works, this model just works.

When a new patient walks in, make sure you have the plans and personality in place to make the experience a memorable one.