

Health Screening

The only purpose of a screening is to get patients into the office to introduce them to chiropractic care. That's it! Your purpose is not to explain chiropractic care, to meet the public, or talk about chiropractic philosophy. As you ask people if they would like to have their spine checked this is the first part of the screening process in which the patient makes a decision whether or not they are interested in what you have to offer them in the form of chiropractic care. The following script will allow you to effectively screen the largest amount of people in the least amount of time.

Keep in mind there are 3 types of people that will pass by your screening booth:

1. People who want care
2. People who need convincing that they need care
3. People who don't want care

People in the first group need very little convincing and are fun to have at your screening. The people in the second group need more special care both in stopping to see what you are doing to handling possible objections to starting care. The third group spends their time making remarks and taking up your valuable time. Inexperienced doctors waste 50% of their time on convincing the third group who don't want care. Just cut the conversation and move on.

The next part is to realize that ARC is the most important part of signing people up. YOU must have high affinity, reality, and communication. Memorize the scripts so that you will be able to bond with the patients easily and not stumbling for words.

Greeter's Script: (Objective- to have the patient fill out the screening form)

Sir/M'am would you like to have your spine checked?

Patient: What are you doing?

What we're doing is checking to see if you have any health problems that might be coming from your spine. Just fill this out and we'll get you checked.

Patient: How do you do it?

We just check you on the computer to see if you have any health problems coming from your spine. Just fill this out and we'll get you checked.

Patient: How long does it take?

A couple of minutes. Just fill this out and we'll get you checked.

**If anyone asks you a question you will always say:

That's a great question. The doctor will be glad to answer that personally. Just fill out this form and we'll get you checked.

Whatever the case may be never give them an answer to a question about their health. Never tell them the philosophy of chiropractic. It may sound too simple but you will get more people under care by following these simple steps. That's it. Get them to fill out the form and get them to the doctor.

Screening Script:

Let them fill out the screening form while you get the sEMG ready. Once the form is filled out introduce yourself and find about the complaints on their form.

Mr./Ms. _____ (Use first name with young people up to approximately age 30 and last name for older), Dr. _____ nice to meet you (shake hands squarely and look into their eyes at their tone with a smile). **Mr./Ms. _____ from _____ I see you are from _____ . I see you are a _____, no wonder you have problems.** (Laugh and make sure they have complaints, have conversation of job, make connection with problems and work). **I see that you have/ have not been to a chiropractor before.** If they have, ask: **did you get good results?** Then clear any negatives or accentuate positives. If they have not: **I will be sure to take my time and explain everything I do so you'll feel comfortable. I see you have checked _____ and _____ . What's going on?** (If they have checked a lot of them you can say: Wow, I am glad I am not a veterinarian I'd have to take you in the back and put you down. Be careful to know who you can say it too. You could also say: WOW! You want to circle the whole thing? Each are good phrases to implement humor.)

Ask closed ended questions. **How often do you get it? Does it hurt a lot? How long have you had it? Which of these is the worst?** (look at bottom of screening sheet usually will tell you). **Show me where it is at.** (Make sure to make a mental note of where it is and what direction the pain travels. You want to be able to discuss the problem and nothing is worse than describing where it is and what direction the pain travels in. You want to be able to discuss the problem and nothing is worse than describing their problem on the wrong side. **Mr./Ms. _____, let's get you checked out. C'mon over here and step into my office, do you like my open floor plan.** (Smile it is a joke). **Stand right here (wherever you want them to face) and let's see what's going on.**

Once you are about to touch them say: **What I'm doing is checking the spine to see if you have any pressure on the nerves in your spine. Similar to how an EKG of the heart checks the heart, this is called an EMG which checks the nerves of the spine.**

Patient: How does it check the nerves?

It reads the heat coming from pinched nerves.

Ok. Stand here, facing the computer and I'll show you what is going on. This is your spine as if we were looking at it from behind. Green is normal (Show normal on left side of computer screen), **purple is moderate pressure, and red indicates pressure or pinching on the nerves.**

SHOW AREAS OF SPINE THAT ARE PINCHED ON COMPUTER AND ASSOCIATE WITH AREA OF COMPLAINT. START PALPATION AT THE POINT OF PAIN OR COMPLAINT AREA THEN RELATE IT TO THE SPINE AND THE COMPUTER SCREEN. TELL THE PATIENT WHY YOU ARE LOOKING FOR. (AREAS OF NERVE INTERFERENCE)

The red indicates pressure on the nerves going to your _____ and causing your _____.

Palpate spine and push at the area of pressure. **This is the nerve that goes into your _____ . That's it right there. Did you know your (headaches, back problems, foot problems, etc.) are coming from your spine?**

Let me show you what's going on. This is a model of your spine. When it's lined up everything should work fine. Now these are the bones in your (area of complaint) and these are the nerves going into your (area of complaint). If this bone moves out of place and pinches on the nerves going into your _____ what is going to happen? (They should answer some pain or problem, if they do not then ask the question say it again until they understand. If still can't do it again.) **Right, you're going to get _____.** What do we need to do to fix? (They will answer: Move the bones. Realign it. If not, restate the question until they understand and answer) **Once we _____ (based on what they say, adjust it, move it, push it over, whatever way they say it) what do you think will happen?** (Patient indicates it will do better or it will go away. If not ask again until they understand and answer). **That's right it will _____** (mirror what they say, do better, go away, feel better, etc.) **We can help you would you like _____ (to feel better, have the pain go away, get the numbness out, have no more headaches, etc.- based on what they answer)** In order for you to offer care to the patient they need to answer, YES to this question.

Well, let me show you what we're doing. We are doing a fundraiser for _____. This includes your consultation, exam, x-rays, doctor's findings, and adjustment (adjustment is included in certain offices) worth \$300 all for a \$40 donation. What day works best for you _____ or _____ (make it the closest days open), morning or afternoon, _____ or _____ times? _____ at _____.

Mr./Ms _____ you are scheduled with Dr _____ on _____ at _____ do you know where the office is located (give directions if necessary) We look forward to seeing you on _____ at _____ would you like to pay for that by cash, check or credit card today? After they have confirmed they are making the payment, then begin filling out all forms.

If they say: I have to pay for that today/now?

Yes. Since we are providing you with such big savings, Dr. Landry requires that you make the payment today.

Make sure that you collect the \$40. If they do not pay the chances that they do not get chiropractic care are very high. Let them write a check, get change, go to an ATM or whatever before you let them walk away without paying. Once you have collected the \$40 make sure they know where we are located, repeat their appointment time, and let them know they will be in good hands. If they try to get out of it make sure to reinforce that this is a fundraiser. Let them know what they are getting. Remember the only reason they don't pay is they don't think it will help them. Ask them do you think this will help you. Handle all negatives and confront lovingly.

We look forward to your improvement, we'll see you on _____ at _____ (Smile and look into their eyes sincerely). You are in good hands.

****If you feel little ARC with the person and reluctance to sign up say to the patient, You are probably wondering how someone standing at _____ could help you with your _____, but that is exactly why I'm here today to help those that did not know we could help them. I'm really glad you stopped by....If you knew you could get better then you would come wouldn't you?**