

How to build the largest practice in your area with MD referrals

Instructor: Dr. Irum Tahir

Duration: 2 Hours

Course Description:

This class will consist of proven business strategies that will lay the foundation to build the largest Chiropractic practice in your City. Part I will consist of first, ensuring your vision and mission for the practice is in place and communicating that vision to your team. From here, setting a foundation for practice success by understanding the ideal clientele that you and your team are passionate about working with. You will learn how to target these ideal clients to enter your practice as new patients.

Part II of the class will consist of understanding and implementing different referral streams into your practice. In the public's eyes, there is nothing that distinguishes your practice from that of your competitors or even Physical Therapists, this portion of the class will teach how to communicate this difference, what makes your practice unique and how to effectively convey this message to your patients and the public. There will be a special focus in this class on creating solid streams of referrals from professionals including MD's and how to set yourself apart as the expert in your community. You will learn a step by step marketing program that Dr. Tahir has created, implemented and teaches coaching clients nationally to work hand in hand with Medical Doctors in generating consistent referral streams into your Chiropractic practice. You will learn how to communicate with Medical Doctors as well as communication with patients who are initially pain/ insurance - based and convert these patients to wellness-based patients who stay, pay and refer new clients into your business.

In this engaging, yet highly focused course, attendees will take away specific tactical steps that will take their practice to the next level of growth and success. This class is not to miss for both Doctors and CA's who are passionate about getting more patients under Chiropractic care as well as grow their practice and income.

Course Objectives:

The objectives of this class are to help attendees understand the importance of solid streams of referrals in order for the practice to effectively and efficiently grow and succeed. The objectives in the second portion of the class are to share and implement specific business strategies and methods in helping Chiropractors lay the foundation to grow their practice to be the largest in the city in which they live. There will be a focus on working specifically with Medical Doctors and professionals.

Course Content (Part I):

1-15 Mins:

- Introduction of Dr. Tahir and the WHY of Chiropractic Practice- PURPOSE
 - Why build the largest practice in your city
 - Introduce the concept of WHY it's so important to care for more patients and help them gain access of Chiropractic care.
 - Ensuring infrastructure of practice is set up for new patients and stressing the importance of systems

16-30 Minutes:

- Creating a Vision and Mission Statement of the Practice
 - What having a powerful vision means and how to motivate your team to stand behind that vision
 - Ways to continue to touch upon the vision on a regular basis to unite the team
 - How to create a mission statement so that your team understand the greater mission of your business

31-50 Mins:

- Touch upon the concept of WHY referral streams are so important and the pain point of constantly having to find new patients to provide the income for the practice.
- Ideal clientele exercise
- Using a laser beam approach as opposed to kaleidoscope
- Understanding the type of patient that both Doctor and team are passionate about serving.

51-60 Mins:

- Basis of any Practice must be phenomenal patient care
- Begin introducing referral types: Internal and External and the differences between them
 - Introduce the Second part of the class
 - Tie everything that was taught together and how it will Segway into the Part II
 - Conclusion

Course Content (Part II):

1-15 Mins:

- Introduction of Dr. Tahir
 - Recap of Part I, building a foundation for a successful practice in order to build the largest practice in your city
 - Touch upon the concept of WHY referral streams are so important and the pain point of constantly having to find new patients to provide the income for the practice.
- Introduction of having the largest practice in your area: an EXCTING WHY! Help them come up with why this is so important to THEM
- Help them set a SMART goal for themselves for 2020 and then the next 5 years

16-30 Minutes:

- Introduce the pain points they have: always exhausted finding new patients, finding events and screenings to do on a regular basis, living paycheck to paycheck in their practices with income (feast or famine concept). The general public also has no idea the differences between your practice and other Chiropractors in your area, or even Physical Therapists.
- In the public's eyes, there is nothing that distinguishes their practice from that of the competitors or even Physical Therapists,
- Teach how to communicate this difference, what makes the practice unique and how to effectively convey this message to patients and the public.
- What distinguishes the practice you have apart from other Chiropractors and even physical therapists in the eyes of the public? How do you create your niche and maximize your potential with the niche you choose?
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31-50 Mins: Creating an unending patient base: Solid streams of referrals from MD's

- Bring Ideal Client exercise from the Part I of the course into this portion to help them zone in on what types of MDs they need to build relationships with
- Why it is important to have a solid relationship with MD's and other providers
- How to become the expert and known authority in your area and have MD's trust to refer patients to your practice
- Teach the step by step marketing program to work hand in hand with Medical Doctors in generating consistent referral streams into the Chiropractic practice.
- Teach how to communicate with Medical Doctors as well as communication with patients who are initially pain/ insurance - based and converting these patients to wellness-based patients who stay, pay and refer new clients into your business.

51-60 Mins:

- Tie everything that was taught together with Part I and Part II
- A Handful of Questions & Conclusion