



EMBODI

Harnessing AI in Your Chiropractic Practice

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www.embodihealth.com



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What is AI?

Artificial Intelligence (AI) is the simulation of human intelligence in machines. AI enables computers to perform tasks that typically require human cognition, such as problem-solving, decision-making, and language comprehension. AI systems can analyze vast amounts of data, identify patterns, and improve processes—making them highly valuable in healthcare and business.



Understanding the Different Types of AI

AI has evolved significantly, and different categories serve various functions.

1. Generative AI (GenAI)

GenAI creates new content—such as text, images, videos, and even code—based on patterns learned from large datasets. It powers tools like ChatGPT for text generation and Midjourney for image creation.

Use Cases for Chiropractors:

- *Marketing Content: AI can generate blog posts, social media captions, and ad copy to attract new patients.*
- *Patient Education: AI-powered video tools like OpusPro can create educational content with captions, making it easier to communicate complex health topics.*



Understanding the Different Types of AI

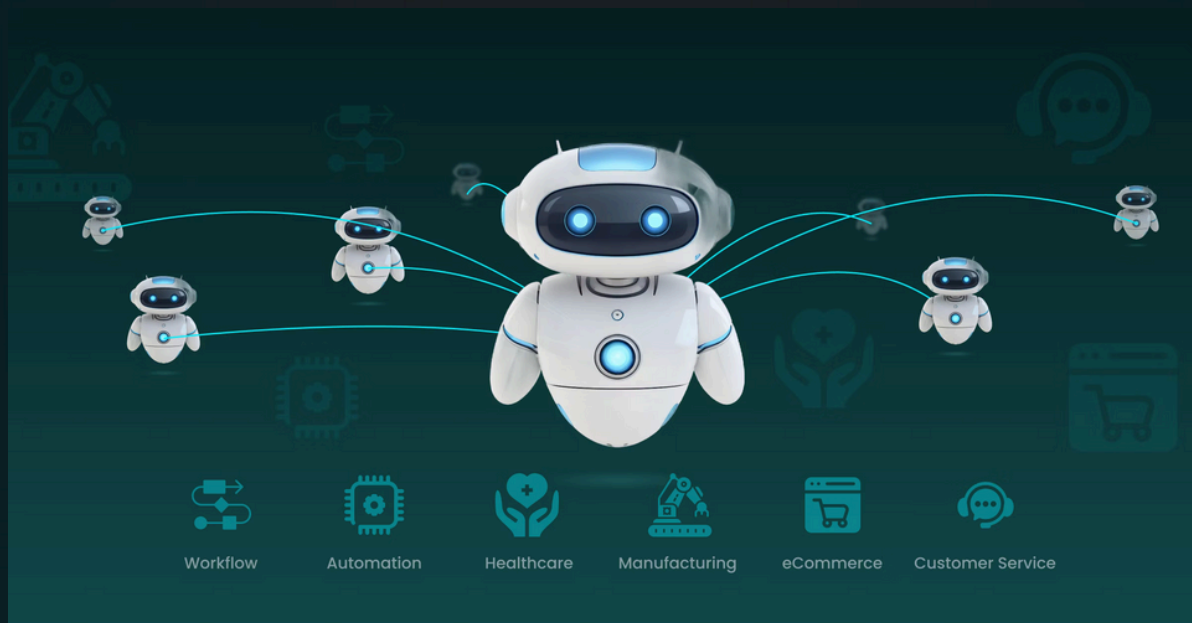
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2. Agentic AI

Agentic AI can plan, execute tasks, and make autonomous decisions. Unlike GenAI, which mainly generates content, Agentic AI interacts with users to achieve complex objectives over time. Examples include AI-powered virtual health assistants that guide patients through recovery programs. Microsoft Copilot is a growth technology for Agentic AI. AgentGPT is a good platform to experiment with when just getting started.

Use Cases for Chiropractors:

- *Patient Follow-ups: AI assistants can monitor care plans and send automated reminders.*
- *Automated Scheduling: AI-powered appointment setters like Calendly with AI integration optimize scheduling based on patient preferences.*



Understanding the Different Types of AI

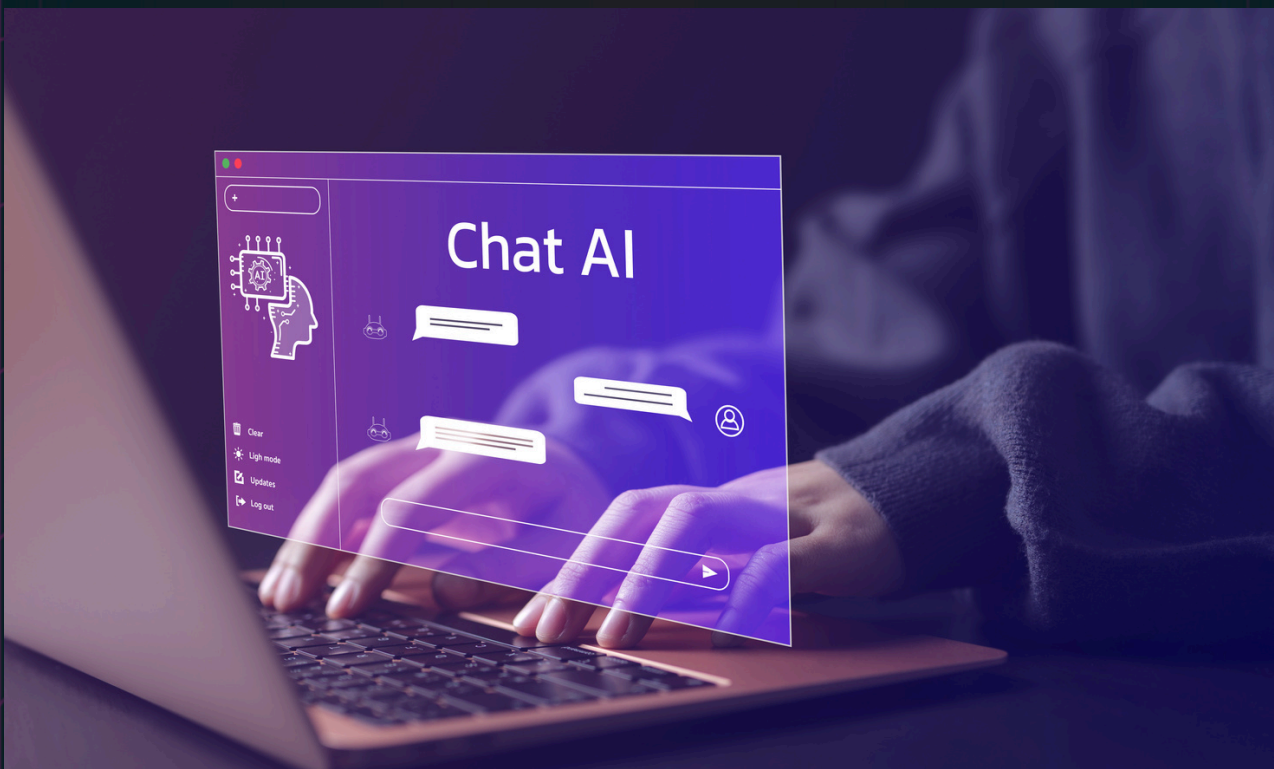
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3. Bots (Task-Specific AI)

Bots are AI-driven programs designed to handle repetitive tasks. Unlike Agentic AI, which makes decisions, bots follow predefined workflows to streamline operations. Chatbots, billing bots, and AI transcription tools fall into this category.

Use Cases for Chiropractors:

- *Automated Billing & Claims Processing: AI bots reduce administrative burdens by streamlining insurance claims. Tools like Infindi assist with this.*
- *Patient Communication: AI chatbots on platforms like Intercom and Tidio can answer common patient inquiries instantly.*



Business Use Cases of AI in Chiropractic Practices



AI can enhance operations in four key areas:

1. People & Talent Management

AI can optimize hiring, training, and performance management, helping clinics build high-performing teams. Additionally, ChatGPT-4o can generate meaningful content to streamline HR processes, such as job postings, job descriptions, training checklists, KPIs, and goal-setting templates.

Example Applications:

- **AI-powered Hiring Platforms:** AI tools like HireVue analyze candidate responses to identify the best fit for your practice.
- **ChatGPT-4o for HR Content:** Automate the creation of job ads, detailed job descriptions, employee training checklists, KPI frameworks, and performance review structures to ensure alignment and clarity.
- **Employee Training:** AI-based learning platforms like 360Learning personalize staff training for chiropractors and front desk teams.
- **Performance Tracking:** AI-enabled HR platforms like BambooHR analyze productivity and engagement to enhance team efficiency.
- **AI can optimize hiring, training, and performance management, helping clinics build high-performing teams.**
- **Bot Resource:** AI-powered HR bots like Zoho Recruit's chatbot assist in screening candidates and scheduling interviews automatically.
- **Agentic AI Resource:** AI-driven platforms like Eightfold.ai proactively recommend top talent based on organizational needs and industry trends.

2. New Patient Acquisition

AI can significantly improve marketing strategies, lead generation, and patient conversion. ChatGPT-4o plays a crucial role in creating high-quality marketing content that drives new patient acquisition funnels.

Example Applications:

- Predictive Analytics: AI platforms like HubSpot identify high-value prospects for targeted outreach.
- AI-powered Social Media Ads: Tools like AdCreative.ai generate high-converting ad creatives.
- ChatGPT-4o for Marketing Funnels: Generate SEO-optimized blog posts, social media content, landing page copy, ad scripts, and email sequences to attract and convert new patients.
- Video Marketing: AI tools like OpusPro create engaging video content with automated captions to attract new patients.
- AI can significantly improve marketing strategies, lead generation, and patient conversion.
- Bot Resource: AI chatbots like ManyChat can engage website visitors, qualify leads, and book consultations automatically.
- Agentic AI Example: AI-powered systems like Conversica autonomously nurture leads over time, following up with potential patients until they convert.

3. Patient Retention

AI-driven personalization helps keep patients engaged and compliant with their treatment plans.

Example Applications:

- **Automated Patient Follow-ups:** AI tools like EMBODI send reminders for appointments and home exercises, and uses patient reported outcomes to personalize home exercises and cue patient behaviors to adhere to their care plans.
- **Sentiment Analysis:** AI-powered tools like RepuGen analyze patient reviews to improve satisfaction.
- **AI Chatbots for Engagement:** Tools like Tars can provide instant support and answer patient questions.
- **Agentic AI Example:** AI-driven virtual health assistants like Woebot Health provide ongoing patient engagement and behavioral health coaching. AI-driven personalization helps keep patients engaged and compliant with their treatment plans.

4. Revenue Generation

Example Applications:

- **Remote Therapeutic Monitoring (RTM):** AI-driven platforms like EMBODI provide patented technology to track patients remotely, ensuring adherence to treatment plans while generating new revenue streams through Remote Therapeutic Monitoring (RTM) reimbursements.
- **Automated Revenue Cycle Management:** AI-driven billing tools like ClinicMind Software optimize collections. AI streamlines operations and optimizes cash flow by improving billing, reducing missed appointments, and unlocking new revenue streams.

AI Resource Library

For those looking to dive deeper into AI, the following resources are valuable:

1. Written Content Creation

- [ChatGPT](#) – AI-powered text generation.
- [Jasper](#) – AI copywriting assistant.
- [Copy.ai](#) – Automated content creation.
- [Rytr](#) – AI-powered writing tool.
- [Writesonic](#) – AI-generated marketing and blog content.

2. Video Content Creation

- [OpusPro](#) – AI-powered video editing with captions.
- [Synthesia.io](#) – AI-generated video avatars.
- [Runway ML](#) – AI-assisted video editing.
- [Descript](#) – AI-driven video and podcast editing.
- [Pictory](#) – AI-generated video summaries.

AI Resource Library

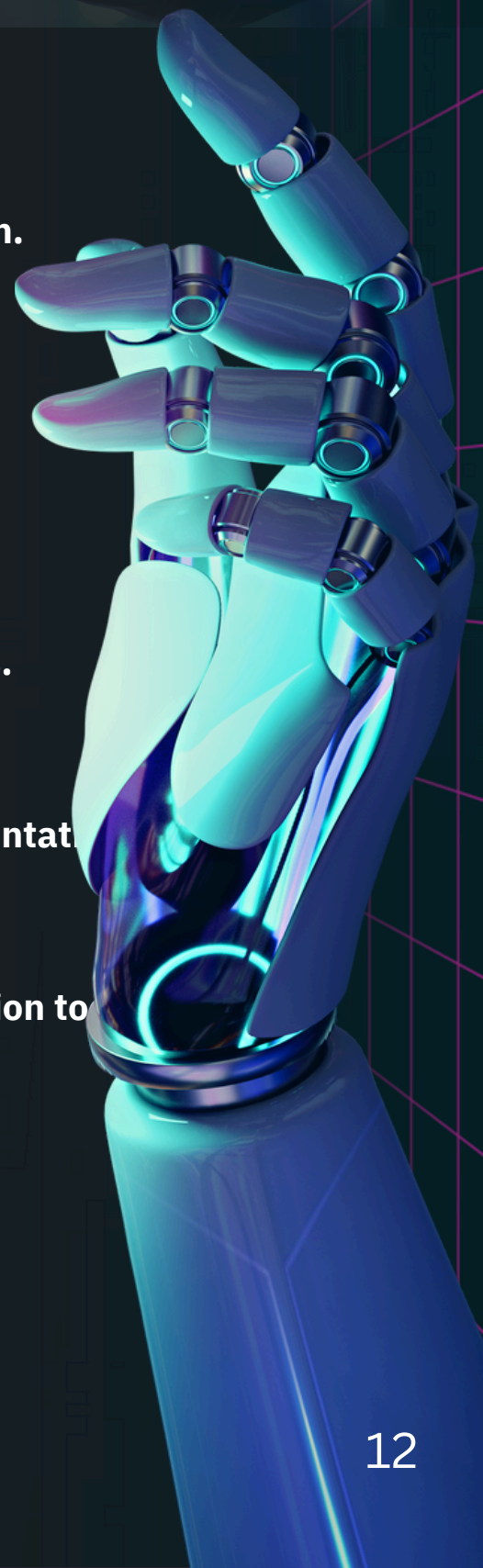
For those looking to dive deeper into AI, the following resources are valuable:

3. Music Generation

- [Soundraw.io](#) – AI-powered music composition.
- [AIVA](#) – AI-generated music for content.
- [Boomy](#) – AI music creation for artists.
- [Ecret Music](#) – AI music for video content.

4. Presentations

- [Tome](#) – AI-powered interactive presentations.
- [Beautiful.ai](#) – AI-generated slide decks.
- [Gamma.app](#) – AI-enhanced storytelling presentation tool.
- [Prezi AI](#) – AI-assisted visual storytelling.
- [Canva AI](#) – AI-powered design and presentation tool.



Conclusion

AI is not just a futuristic concept—it is transforming chiropractic practices today. Whether you're improving efficiency, enhancing patient engagement, or driving revenue growth, AI provides innovative solutions tailored to your needs.

By leveraging the right AI tools, chiropractors can unlock new levels of success and patient satisfaction. You can check out the latest tools at [Futurepedia.io](https://futurepedia.io). Now is the time to embrace AI and step into the future of chiropractic care!

For more information, visit www.embodihealth.com.

About the Author



Dr. Jay is the founder and CEO of EMBODI, is the only platform that simplifies and optimizes home exercises, online scheduling, patient communications, and review management, with the unique benefit of being able to bill new revenue streams for Remote Therapeutic Monitoring (RTM).

Clinical studies have demonstrated significant increases in care plan adherence with Kanvas. The mission of the company is to be the worldwide digital leader for musculoskeletal health.

The rare combination of data science and behavior change science allows Kaizenovate to continuously improve patient outcomes over time - saving costs and saving lives. Dr. Jay Greenstein is also the founder and CEO of the Kaizo Health Companies. The KH companies are comprised of:

- *Kaizo Health is a multi-location chiropractic and rehabilitation practice.*
- *KaizoX is a sports performance and personal training company.*
- *Kaizo Clinical Research Institute is a 501-c3 non-profit that runs clinical trials to identify best practices. The Institute is part of a large multi-year NIH study evaluating emerging Healthtech interventions for musculoskeletal conditions.*

Dr. Jay is a Chairman of the ChiroTech Consortium for the Future of Chiropractic Strategic Plan and is the past Chairman of the Federation of International Chiropractic du Sport's World Olympians Scholarship Program. He is a past Chairman of the Clinical Compass.

Dr. Greenstein is a sought-after international speaker and consultant, teaching evidence into practice, leadership, business management, and emerging technologies. Dr. Greenstein sits on multiple advisory boards in healthcare and technology.