

MARKETING YOUR PRACTICE THROUGH WEIGHT LOSS

For over a century, try as we might, the chiropractic profession has been unable to break through the “glass ceiling” of 10% utilization of our services by the general public. It is time for a new marketing strategy. Adding a program of weight loss to your chiropractic practice allows you to market your practice to the 90% of the public who do not see themselves as requiring what they perceive you have to offer them. Doctors Weight Loss Solution™ provides you with a turn-key system for marketing your practice through one of the most sought after services today! Since the behavior modification workshops occur on a weekly basis in your practice, this program will increase the exposure of your practice to countless individuals who have never before seen the inside of a chiropractic practice!

The Weight Loss marketing system has three phases: Internal Marketing to Patients, External Marketing to Civic Organizations & Community Groups, and External Marketing to Employers

Steps for Internal Marketing to Patients

1. Hold a meeting with your practice team to let them know the exciting news about adding weight loss to your practice using the *Doctors Weight Loss Solution™* program. Explain that it is a national weight loss program created by doctors exclusively for chiropractors' offices. The program is based upon two important concepts: 1) Healthy and delicious portion controlled meals, and 2) Group support workshops. The program is customized for each patient depending on their lifestyle, habits, and health history. The program is extremely affordable and there are various plans to fit into every patient's budget.
2. Choose a member of your practice team who will be in charge of the program.
3. Select a date for your *The Keys to Wellness* workshop. It is helpful to hold your workshop in the evening, after regular patient hours, so that patients who are scheduled to receive their adjustment can attend the workshop without having to come back to the office to attend.
4. Mail the workshop Announcement Letter to all patients three weeks prior to the workshop.
5. Place a classified ad in your local newspaper, or announcement in the Local Events column announcing the event and inviting the general public to attend. Want to lose weight? Learn how you can with the *Doctors Weight Loss Solution™*. Tuesday, February 24 at 7:00 – 8:00PM at The Hometown Chiropractic Center. Phone 999-9999 for more information.
6. Have extra copies of the Announcement Letter printed so that you can hand them out to patients when they come to your office for a visit.

7. Make colorful posters announcing the Workshop and hang them in your Reception Room, in each Adjusting Room, in your Active Care Suite and anywhere else they will be visible to your patients.
8. If you have a Brican Mediadoc™ system, be sure to create a slide announcing the workshop.
9. Have a sign-up sheet for the workshop at your Front Desk and taped to the wall of each Adjusting Room. Doctors and CAs can encourage patients to sign up for the workshop on the spot.
10. The night before the workshop, phone all of the patients who have signed up for the event to remind them of the date and time of the workshop and to inform them that it would be great if they brought a friend or family member with them to attend the workshop.
11. Prepare the area in which you will hold your workshop. Some practices have a room devoted to workshop presentations, others use their Reception Room. Be sure that you have sufficient seating, a PowerPoint projector and screen. If you do not have a PowerPoint projector, connect your laptop computer to a flat screen TV/monitor.
12. *The Keys to Wellness* PowerPoint presentation is designed to last approximately 30 minutes, and is designed as a guide. Be sure to add your own personal stories, anecdotes and HIPAA compliant testimonials to make the program engaging. End the presentation by offering a no-cost evaluation by the doctor to each person attending to determine if the *Doctors Weight Loss Solution™* would be beneficial to them.
13. At the conclusion of the presentation, have an assistant serve samples of several of the *Doctors Weight Loss Solution™* bars. It is helpful to prepare several samples of the bars ahead of time by cutting them into small portions so that patients can experience how good the food tastes. You'll need paper plates and napkins. Serve a healthy low-calorie beverage, such as bottled water to accompany the food.
14. As the audience is sampling the bars, have your appointment book available so that you can schedule appointments for their first weight loss visit with the doctor on the spot.
15. Give the patients who schedule a reminder card on which you have written the date and time of their appointment.

Steps for External Marketing to Civic Organizations & Community Groups

Civic Organizations and Community Groups are constantly searching for speakers to present topics of interest at their monthly meetings. Weight loss is a hot topic and offering to give *The Keys to Wellness* presentation is an excellent way to promote your practice to potential patients who might never else have listened to a chiropractor!

1. Make a list of all of the Civic Organizations and Community Groups that meet in your area. Search online, check the Local Events column in your newspaper, look in the Yellow Pages, Supermarket Bulletin Boards, and don't forget about places of worship, schools, and other places that people meet in a group setting in your community. Include all of the contact information you can obtain, including name, address, phone number and email address.
2. Once you have compiled your list, personalize the Civic Organization and Community Groups letter and mail them out.
3. One week after mailing the letters, telephone each group with the following script: "Hello, I'm Sally calling from Dr. Smith's office. I'm the person who schedules all of Dr. Smith's public presentations. Dr. Smith is an expert on the subject of Weight Loss and Longevity. He is available to present an informative and entertaining program entitled *The Keys to Wellness* to your organization. The program is approximately 30 minutes long and includes a PowerPoint presentation and concludes with a question and answer session. Attendees are certain to leave with practical, easy-to-apply advice on how they can improve their diet, increase their energy and overall state of wellness. Our schedule for this quarter is filling up and the doctor wanted me to be sure to contact you so that you could reserve him for an upcoming meeting. Can we put our calendars together to come up with a date that would be good for both you and Dr. Smith?"
4. It is helpful to have a large dry-erase calendar posted on a nearby wall when making these calls. At a glance you'll be able to see when the doctor will be available to speak.
5. Once you have scheduled the speaking date, Complete Steps 10 – 13 from the Internal Marketing to Patients system above.

Steps for External Marketing to Employers

It is estimated that obesity is costing employers over \$13 billion dollars annually. A recent study from Duke University found that major employer costs are linked to obesity, including higher Workers' Comp claims, increased medical costs, and more lost workdays. By the time a worker becomes 50 lbs. overweight, lost workdays jump almost tenfold compared to those workers having ideal body weight. Workers' Comp claims double, and medical costs are three times higher for overweight employees. Many companies are now offering incentives to their employees who pass screening for cholesterol, body mass index, and blood pressure. These same companies will be

delighted to have a doctor make a presentation on health and wellness to their employees.

1. Perform a similar search for local businesses as you did for Civic Organizations and Community Groups and create a list of contact information. As weight loss is a topic that is suitable for all companies, don't let the size of the company deter you from adding their name to your list. Depending upon the setting of your practice (rural vs. urban) you may want to consider the time it would take an employee to drive to your practice to attend the weekly behavioral modification workshops that are a part of the *Doctors Weight Loss Solution™*. If an employer has a significant enough number of employees who are interested in the program, you could offer to hold the weekly workshops onsite.
2. Mail your letter to your list of contacts. In larger companies, mail to the Director of Human Resources.
3. One week after the mailing, telephone your contacts to set a 10-minute appointment for the doctor or Program Director to meet with the employer at their place of business to review the program in greater detail and to answer any questions they might have.
4. Be prepared to explain the basics of the program when telephoning to set appointments to meet with HR Directors: It is a national weight loss program created by doctors exclusively for doctor's offices! The program is based upon two important concepts: 1) Healthy and delicious portion controlled meals, and 2) Group support workshops. The program is customized based on each individual's lifestyle, habits, and health history. It is extremely affordable and there are various plans to fit into every budget. And, the program is completely supervised by the doctor and his/ her staff.
5. At the meeting, be prepared to give a brief overview of the program, offer a sample of the food, and describe the benefits in terms that benefit the employer and employee. Be sure to prepare a short document to leave behind with your contact information and information about the program.
6. Larger employers have several layers of management that must sign off on implementing the program to allow you onsite to interact with their employees. If the individual you are meeting with does not have the authority to "green light" your program, ask to set a date in the future to meet with that individual or individuals.
7. It may require several meetings and some patience and persistence to break through this area. In some cases, employers will pay to have their employees go through the program. In addition, when you have one employer sponsoring your program, others rapidly follow as you establish your reputation for excellence. Always ask for a written testimonial from those employers who are satisfied with your service to use when meeting with other potential businesses.