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# In Appreciation of:

Dwight Stevens, John Knopp, Jay Schuken, Doug Hight, Daniel McGann, James Smalley, Jim McKibben, Leonard Wagner, and Thomas Amberry.

# Buying Practices

## What Kind And Where

- C & C
- 1/3 principle
- Change the name
- Within 30-45 minutes of your home
- By a small hospital and first floor

# Patient Demographics /Availability

- Hours of availability
- What sits in your waiting room will breed itself
- One late day
- MediCAL / Medicaid
- 4.5 days per week
- Happy patients vs. unhappy patients

# Waiting Room

- Limbic system
- Initial image of you
- No red
- Waiting room seats 2x the number of treatment rooms
- No clocks
- No sliding window in front of receptionist
- 20 minute peace maker

# Treatment Rooms

- Limbic system
- Become your patient
- Eye level support / services you perform
- Spotless / no needles / covered trashcans / fresh scent

# Staff, Front Desk

## Front Office

- First face scene
- Motherly / greater than 40 / bilingual and a ready smile
- Second ring
- Calling competitors / describe the doctor
- How will you be paying today? (so all can hear)
- 5 patient rule
- Doc with patient / never “busy”

# Back Office

- Motherly
- Assists patients to the treatment chair
- Initial evaluation / 1 minute message
- Stand-by / photos
- Pain equals phone call



# Doctor's Office

- Patients never pass
- Separate entrance / exit doors for you and patients
- Office mirror as you exit your office
- Positive reasons

# The Doctor

- Professional and likeable
- Business cards (doctor X vs. X,DPM)
- Neuroassociation as helper / healer - not money taker
- Cell number for surgeries
- Free care (pick a patient type)
- Sit down
- If it's billable, it's doable (your choice)
- Avoid doctor's dining rooms.
- Don't think / know
- Public Pride



# Professional Enhancements

- Vendor sponsored activities
- Hospital assistance (staff / supplies)
- Celebrate everything

# Production Per Patient

- Best patient number equals highest per patient value
- My number = 18
- Dispensing products

# Final Thoughts

- Rocking chair