

The New Renaissance Procedural Update #2

Important Patient Records Folder Procedure:

It is very important that every encounter that we have with the patient is impactful so they can make the proper decisions when it comes to Chiropractic care for themselves and their families. The Important Patient Records Folder is one of those procedures. We are always finding ways to further educate our patients so they get inspired to take action towards health and away from disease. One way is the Important Patient Records Folder. We devised this idea after an oncology appointment we had with a little boy. We walked into University of Michigan Hospital and we saw a slew of patients carrying these blue U of M folders around. They held them like these folders were the lost covenant or something. We began to ask questions of what was in the folders. The patients would respond, "All the information about how sick I am." These individuals had a look of fear, anxiety and extreme stress on their faces. We decided that if the medical profession could anchor that much fear and anxiety we could change that around and anchor excitement, hope and wellbeing to our folder by showing progress and results in the patient's case. This has always been The New Renaissance's way of thinking, the contrarian way. With this thought process the Important Patients Records Procedure was developed.

Let's now review The Important Patient Records Procedure in detail so you can have immediate implementation of this awesome patient education tool in your office today. This procedure is to be utilized after the patient has had their x-rays before they have been scheduled for their Report of Findings and before they leave the office at the end of their first visit. So it would go something like this. You walk the patient up to the front desk and before you have them schedule their report of findings you would say, "Abby before you go today I have one last thing to review with you." "This is our Important Patient Records Folder. This is where you will put all of your health records from our office so you will be able to see just how **well** you are progressing through your care." Then you open the file. "In this you will see that there are many pamphlets to review." "Eventually I would like you to read all of them but for tonight I want you to at least get through the Three Types of Patients and Three Types of Care pamphlet." "This pamphlet will allow you to make better choices when it comes to what type of care you would like to participate in at the time of your Report of Findings." " You have already read the V.S.C. pamphlet so we will put that in here with the

rest of them.” “Next you can see the Introduction to Chiropractic form.”
“Please review this in detail so you can get an idea of what to expect as you start under care in the office.”

“Lastly, you see here that there are two business cards. One has all of our contact information on it and as you can see right here I wrote my 24 hour emergency number on the inside of the folder so if there is an emergency you will be able to get a hold of me after hours.” (Writing this on the inside of the folder ensures that the patient will keep the folder.) The other business card as you can see if flipped face down. You will notice that I wrote my name on the card and we wrote your name on the card, lastly you can see the card says free exam. Just like Bill Smith who referred you into the clinic I’m sure as you get started under care and start seeing results you will want to refer your loved ones, close friends or family members into the office. When you are ready to do this, give them this card. It will entitle them to a free exam and you a free adjustment. This is our way of saying thanks to you for having the confidence in referring others to our office just like Bill Smith did with you. You can have more of these cards if you need them.

I will now hand you over to Tammy and she will get you scheduled for your Report of Findings for tomorrow. Have a wonderful day and I will be looking forward to seeing you tomorrow at your Report.