

A MOVEMENT of PASSIONATE CHIROPRACTORS dedicated TO CHANGING

THE WORLD OF RENAISSANCE



~MIV UPDATE~

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The New Renaissance Pamphlets Procedural Update

It is important to understand that any product we create, we create with the intention of that product being a patient educational tool and not just a pamphlet to put in a rack in your office with the hope of someone taking one and reading it. This is really important. If it doesn't cause a change of consciousness in an individual why have it.

Let's take a look at The New Renaissance Pamphlets and how they are used in a big vision Chiropractic office. There are a total of six pamphlets (so far) that we use in our procedures to help educate and inspire our patients to make better health care decisions for themselves and their families. They are as follows, The Vertebral Subluxation Complex, Traumatic Birth Syndrome, Three Types of Patients and Three Types of Care, Wellness, Well Patient Care Fee System, Neurological Reintegration Movements. These are each to be used at different times during the course of the patients' initial intensive care to further their knowledge about what Chiropractic really is and what other choices they will have for themselves and their family as they progress to Reconstructive and Wellness care. It is very important to us that the patient makes an educated decision about their participation in our office and not a decision based on symptoms or lack of knowledge of the different choices they may have.

In our last update we talked about the Important Patient Records Folder and that we place one of each of the pamphlets in this folder to ensure that the patient has a copy of each of these pamphlets but most importantly they get use to us giving them information so they can educate themselves about Chiropractic. These initial pamphlets in the folder act as an anchor to your patient educational tools that will later be triggered as you present these pamphlets again through their course of care.

The first pamphlet we would like to talk about is:

Vertebral Subluxation Complex or V.S.C.:

This pamphlet is used primarily right after the patient was had their x-rays taken and they are waiting for them to be developed to ensure they are of clinical quality. Instead of having the patient staring at the four walls we want to take advantage of this down time and have them deepen their belief in Chiropractic. This is how we recommend presenting this pamphlet. Remember now the patient just experienced a V.S.C. examination so they are in tune with you and what is going on. You have just introduced them to subluxation degeneration and now you want to show them how all this relates to them. After you have taken their films or your staff has you will present the V.S.C. pamphlet to the patient before developing the x-rays. The pamphlet was designed so that when you open it the middle panel fits right in the palm of your hand and in that middle panel is the information on all five components.

You will present the pamphlet as follows: “Abby this is a pamphlet on V.S.C. this is what we have just examined you for. I want you to read this so you will have a better understanding of what we are looking for at your report of finding tomorrow.” (The doctor will then open the pamphlet with the middle panel in the palm of their hand.) (The purpose of this is so you can tap each component and trigger off to the patient what you just did to them in the exam.). It will go like this: “Abby, in the middle panel here we

have the information of each of the components we examined for and the research that supports why we did this.” (Then the doctor taps the pamphlet at the first component and says,) “Remember when I examined you for spinal distortions and I had you facing the mirror?” This is the area in the pamphlet that explains this and the research that supports this. Remember when I examined you for pinched and irritated nerves? You were lying face down on the bench and I examined the different nerve centers of your spine and they were painful. This is the area in the pamphlet that explains that and the research that supports it. Then I examined you for muscle spasms, Remember how they felt like a rope or a cable underneath my hand and we talked about the scar tissue and how it looks like bubble gum? This is the area in the pamphlet that explains that and the research that supports it. Then I examined you for wide spread inflammation. I did this by examining the hard boney knobs of the spine and the ones that were involved were painful. I mentioned in these areas that the body would lay more scar tissue down to help support the joints of the spine. This scar tissue you will remember I said looks like a burn victims skin. This is the area of the pamphlet that explains that and the research that supports it. Then lastly we introduced to you subluxation degeneration and we said that all of this could eventually erode the bones of the spine. Here are those same pictures for you to review and we are going to develop your films right now to see what amount of subluxation degeneration you have and see what we can do and can’t do for you. So read this and when we are sure we have all the information that we need we will dismiss you until your report tomorrow.

When the V.S.C. Pamphlet is presented in this format the patient will read it from front to back about 90% of the time. They do this because it is directly related to them and they just experienced the exam. When the x-rays are developed you will then dismiss the patient and before you schedule them for their report of findings you will present them with the Important Patient Records Folder. That procedure is referenced in Then New Renaissance Update #2 – The Important Patient Records Folder. To be able to see the V.S.C. pamphlet procedure live you can view that on our “An A-Z Approach to Patient Education and Office Procedures” under the heading x-ray procedure. This set includes 2 DVD’s, 2 CD’s and a complete workbook of all of The New Renaissance procedures performed live by Dr. Pallis and Dr. Plentz. If you are a Mentor IV member you have this in your tool kit. If you

are just utilizing our products this is a must have tool to make sure you are utilizing the patient procedures to their full extent.

Now on to the next pamphlet:

“Three Types of Patients” “Three Types of Care”:

This pamphlet is highlighted first in The Important Patient Records Folder (refer to The New Renaissance Update #2 for details). However, this pamphlet is also used as an energy visit. How many times have you heard your patients say, “I try to refer people but they are afraid that if they start coming in they'll have to come in forever.” What a perfect opportunity for you to utilize this patient education tool. You give this to your patient and express to them that in your office there are three types of care and three types of patients. So yes, on a wellness level, we want to see you for a lifetime. However, we have a place for everyone. If they have a problem and they want it fixed and then they want to leave that's fine. Have them read the pamphlet and let them know that you are there to provide them care at whatever level they choose to participate in. The premise to this is not to compromise your overall belief that everyone needs a lifetime of care. We know that Chiropractic is ready for everyone but not everyone is ready for Chiropractic. So this let's the general public know that your office gives them choices and that you don't fit into that stereotype, “That once you start you can't stop, type of office.” Then they come in and get educated and 80-90% of the time they participate at a higher level of care. If they don't they become very good initial intensive care patient. This is a win-win for everyone.

Traumatic Birth Syndrome or T.B.S.:

This is probably one of the most powerful pamphlets in our profession when it comes to the importance of Chiropractic and Children. The title means, “A child injured at birth either knowingly or unknowingly.” It is a great introduction to children and Chiropractic to any new practice member who has children. There is an in home assessment so they can see if their own children may have subluxations. This pamphlet was designed primarily with several scenarios in mind. The first scenario is to give this pamphlet out at the end of our New Patient Orientation or N.P.O. (for more information on our different patient educational tools go to www.thenewrenaissance.org or call 800-525-3879). At the end of the N.P.O. is a perfect time to give the

audience this pamphlet to be able to take home and then screen their significant other or their own children. You just lectured to them about the importance of Chiropractic and Children so this just reinforces everything that was discussed in the N.P.O.

The second scenario is as an energy visit. This can be the doctors' topic of the day for his patients who are coming in on a visit-to-visit basis. Remember this; even if the patient doesn't have children it is still relevant to them. They may have nieces and nephews, grandchildren or close friends with children. Don't be afraid to educate everyone on the importance of starting Chiropractic care at a young age. You know how important it is and you live it with your children so it needs to be expressed to your patient base in a way that they feel great about making the decision of bringing in their family for regular Chiropractic care.

Third scenario comes from Dr. Joanne Buettner. She presented to us "The Parents Guide Gift Package." For any practice member who is either a new mother or just found out that they are pregnant. We give as a gift a "Parents Guide Gift Package", this consist of a Parents Guide CD set or Book, T.B.S. pamphlet, a candle and some lotion. Any new parent or soon to be parent is open to all the information they can get their hands on when it comes to children. These individuals devour this information and are very grateful to you for sharing it with them. What a wonderful way of starting off on the right foot a nervous system free of nerve system interference right from birth. This is every Chiropractor's dream. Thanks Dr. Joanne.

Wellness, Well Patient Care Fee System, and Neurological Reintegration Movements Pamphlets:

These three pamphlets are to be used two-thirds through the patients' initial intensive care schedule. We want to start to nurture reconstructive, wellness care and our in home DVD based Neurological Reintegration Movements or N.R.M. program. (For those of you who are coaching you are familiar with our N.R.M. program. For those of you who are not coaching call 800-525-3879 for information on our N.R.M. program.) So about two months into care we will mark on the patient's card to give them these three pamphlets. This will be our energy visit for that day. If the patient comes back on his

next visit asking questions about the information you can pretty well determine that they are going onto reconstructive and wellness care and will probably participate in your N.R.M. program. If the patient doesn't seem interested or doesn't mention anything about these pamphlets on their next visit you can predict that they are just a pain related patient and probably won't be participating in any on going care in your office. This is ok at least you know where you stand with these individuals and you are not caught off guard at the Progressive Report of Finding when they elect to discontinue any further care at that time. What a great way to have control of your office doctor.

These three pamphlets can also be used in an energy visit and individually if the patient inquires about any in home program that they can do themselves or about any long-term care in your office.

Being creative will allow you to get maximum benefit out of these dynamic patient educational tools. Don't just put them in a pamphlet rack and hope that someone reads them. They were designed as tools and when used that way they will help you build your practice passively like you never thought possible. These pamphlets are an extension of you. With the proper intent and protocol you will see that these tools are magic.