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THE WORLD**

THE WORLD OF RENAISSANCE



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The New Renaissance NRM Procedural Update

It is important to us that all of our members understand the impact of performing and implementing all of the New Renaissance procedures with your practice members. Let's take a look at NRM's or Neurological Reintegration Movements and the benefit they provide for your practice members and the impact this procedure will make over all on practice growth.

So we are going to wear two hats today. The first hat is being clinically responsible to the practice member and the second hat is our business hat and how a procedure that will benefit the patient greatly will impact the practice monetarily. NRM's are designed to begin implementation in the patients case at the level of reconstructive and wellness care.

The purpose of NRM's is to start training the nervous system in a systematic way so that we can establish normal neurological habit pattern as opposed to abnormal neurological habit patterns that developed due to uncorrected injuries and compensation both biomechanically and neurologically. This is why you wait until reconstructive care to begin implementation of this in home neurological re-integration program because at this point in care you should have established biomechanical stability in the injured areas that the practice members presented themselves with to your office.

NRM's are a DVD based in home program that the patient follows based on the results of the R.O.M. studies that you performed on the practice

member's progressive examination. This is wonderful, because the program is customized based on each individual practice member and their following of this program will change as they improve in the course of their care (for detailed information on NRM's go to Module 7 in your Mentor IV manual). This makes this a very unique and exciting program for the practice member to participate in.

At the time of reconstructive and wellness care the practice member will be instructed on how to perform NRM's properly. This is done in your office by your staff to ensure quality and complete understanding of this in home program. The practice member then purchases the N.R.M. DVD, and can start the program in the convenience of their home. For the first twelve weeks of the program they will perform the specific movements that you outlined out for them daily. Then another re-exam will take place and you will review and determine if their N.R.M. sequence has changed and the practice member will then continue with the program at a frequency of once a week.

At this point they will get their wellness adjustment at one part of the week and then do the N.R.M. movements at another part of the week. This way the practice member is getting two doses of Chiropractic each week specifically from your office keeping their health as a priority in their minds. Built right into the NRM program is patient education. This is second to none. Where can you find a program that educates your practice members on the importance of ongoing Chiropractic care as they are performing these specific movements to retrain their own nervous system?

Practice members who perform NRM's love the results and also are excited to take responsibility for their own health. We have shown that individuals who utilize the N.R.M. program have increased P.V.A. (patient visit average) of 18 to 20 more visits per case. This is because an active and educated practice member is a better practice member. Now that we reviewed briefly the clinical side of NRM's, let's now put on our business hat and just see how this would impact our office monetarily.

If you had 20 new patients a month that followed through exactly what you told them to do let's take a look at implementing the N.R.M. program into your office and see the impact it will make. If 20 new practice members started onto NRM's per month that would be an increase in revenue of \$1,400.00(We recommend selling the N.R.M. DVD for \$70.00, so $20 \times 70.00 = 1,400.00$). Not too bad. We can't stop there. You remember we said that a patient who is doing NRM's has an increase of 18 to 20 more visits per case.

To make this easy let's just use 20 more visits per case. If you had 20 new practice members per month, that would total up to 240 new patients for the year. Implementing NRM's into this patient base would mean an increase of visits that year of 4800 more visits. We got that figure by multiplying 20 more visits by the total new patients for the year. $20 \times 240 = 4800$. Take 4800 visits and multiply that by the amount you collect per practice member. We will use a conservative figure of \$30.00. $\$30.00 \times 4800 = \$144,000.00$ more per year just by implementing the N.R.M. program in your office or \$12,000.00 more per month!

I know what your saying, that figure is inflated. Well its not but for the sake of this writing let's cut it in half. That's still \$6,000.00 more per month in just extra visits. Now you add in the amount from the sale and the instruction of the DVD, which is another \$1,400.00. You are now at \$7,400.00 dollars more per month or \$88,000.00 more per year in revenue minimum just by doing something that you should have been doing all along.

There you have it. A procedure that just because you are being clinically responsible to your practice members to provide them the best care possible rewards you monetarily. What a win – win situation. Our procedures make our philosophy, patient education and our hearts concrete, tangible and fun to our practice members.