

# Referrals, Internal Marketing and Posture Pro

## Fanning the Referral Flame With Posture Pro

Posture Pro software is the #1 Spinal Screening system in the world. But did you realize its value in the initial consultation and the re-exam?

Using it in these two areas provides the doctor with a wonderful opportunity to fan the "Referral Flame".

I think we agree that the best patient is the referred patient. A very wise doctor once told me that it is the patient you impress, that refers, not the miracle cure. There are many ways to impress a patient: Nice office, friendly staff, knowledgeable doctor, and the use of high technology.

It is my belief that a patient's Referral Flame stays lit for about 72 hours, about three days. It's kind of like when you enjoy a nice meal. You will talk about that restaurant for about three days, telling everyone about the meal in hopes they can share in your experience. Same thing goes with seeing a good movie. For about three days you are telling everyone you know how he or she should see the movie.

### Referral Flame #1- The Initial Exam

Using Posture Pro can extend the Referral Flame, by making it burn higher. How? Using Posture Pro in the initial exam, to establish a person's Posture Number<sup>tm</sup> and showing the relationship of that number to additional stresses placed on the spine makes it easy to show there is a positive "indicator" for the necessity of further exams. The report generated by Posture Pro uses the patient's own photographs.

When was the last time you tore up your own photograph? Probably never. So, when you hand that initial exam to a patient, it's like handing an 81/2x11"

business card that will never be thrown away. The quality and technology associated with Posture Pro impresses the patient and turns up the Referral Flame. Patients just can't wait to show their posture reports to others and explain what it means. And because the concept of poor posture, as it relates to spinal health, is so easy to understand, the patient conveys the high points to others, just as you would.

## Referral Flame #2-The Re-exam

After teaching advanced concepts in patient acquisition, education and retention to thousands of doctors over the course of a decade, I'm still amazed at the number of doctors that don't do re-exams. Besides the obvious reasons for a re-exam, it is at this time that a doctor can re-ignite the Referral Flame by getting the patient excited about the progress of care.

Again, Posture Pro facilitates this by performing a detailed posture exam and generating 2-3 page comparison exams showing the amount of improvement. And you will get improvement using the posture exercises included in Posture Pro. Let's say on visit #10 the patient is mostly, or completely out of pain. It's at this point that the patient is deciding if they are going to keep their next appointment, or bail out. By showing them that there has been, for example, a 60% improvement in their posture deficiency, but there is still 40% to go, you can give the patient solid reasons to continue with care.

In addition, the patient is quite often impressed and excited about the re-exam report and will want to show others how much improvement has been made. That's what re-igniting the Referral Flame is all about.

And Posture Pro is better at it than anything in the world.

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