

Creating the Chiropractic Experience

**Outlined after “Starbucks Experience” by Joseph Michelli
And “Experience Economy” by Pine and Gilmore**

In today’s marketplace you have to be ready to give more than just service. In the book “Experience Economy” the authors show a distinct shift throughout time in ideas of economy. They explain that in the beginning there were just commodities and we would have to swap sugar for flour and so on. It was messy, hard to show real value, but it was pennies on the dollar in exchange. Through the creation of currency and over time, someone started to package these commodities and call them goods. So you could go to the store, buy one box with sugar, flour, and yeast in it and pay a little more, but not have to wait to swap with three people to make a cake. Then over time, entered the service economy, where you could make a phone call order a yellow cake with brown icing and your daughters name on it and they would provide you a service and make that happen. They would charge you a service fee of making the cake for you, because you could easily go by the goods and do it yourself. Yet, the service is what you were paying extra for. Most chiropractors today are still stuck in the first three economies. Yet, we have entered into the experience economy and that is where you can have it all done for you and you will pay the higher price. One of the companies that is mentioned in the “Experience Economy” is Starbucks, so that brings us to the next book called the “Starbucks experience”. What I did is take the five principles he found as guiding values for Starbucks and I broke them down for a chiropractic office to follow. My hope is that you create a team that will want to build experiences for your patients so they can truly experience wellness in a chiropractic paradigm.

Principle one – Make it your own.

In order for chiropractors and chiropractic assistants to make chiropractic their own, several critical points must be accomplished.

- They must receive an evaluation and care just like a paying patient would
- They must attend a “Half Hour to Health” to deepen their understanding of basic chiropractic and learn what they will eventually be teaching our patients
- Their spouse or loved one is highly encouraged attend class as well and listen to Doctor Report CD. This will allow better support to their work and effort in the office
- Employees will receive their evaluation and care at no charge
- Employee spouses will receive their evaluation at no charge and first three months of care or 24 visit care plan at no charge. After that point they will have a reduced family rate for any additional corrective care and wellness care.
- The same is true for the employee’s children.
- There will be a pre-arranged amount of money that will be given each year per individual or family for care in the office as a part of our health care plan. Part that will be paid for to retain value.
- The employee and their family will receive \$50.00 a month of retail purchases in Healthy Essentials (our nutrition store) for the first 3 months of employment and then will employee receive discounts in the store from that point forward.
- There will be advanced chiropractic and wellness classes; it is a requirement to attend each class at least once.

All of these things are to ensure that each person is living what we are teaching! To really “make it their own” each employee must understand the standard of “Being” for the office, and work daily to put it into practice. It is a statement of our culture, one by which we want the world to know us.

To break down the “make it your own” principle we must look at the many ways we need to “Be” in our office.

1. Be Welcoming

- a. Know our clients and their families by name
- b. Communicate new patients, resigns, and recalls in our daily huddles so that all staff can be aware of who they need to welcome in the office each and every day.
- c. Respond to drop outs immediately with a letter and phone call and notify doctors through PINC (Patients In Need of Care) sheets.
- d. Most of all, do everything in your ability to make every welcome “memorable”. Everyone loves memories; just make sure that theirs in our office is a positive one. Remember that 80% of a person’s opinion is formed in the first 8 to 15 seconds of the first interaction with our office, whether that be on the phone, web, or in person.

2. Be Genuine

It is impossible to think that we will go through our day without mistakes, and sometimes those mistakes involve the people we are here to serve. Therefore, we need to have a genuine concern when this happens.

There are four parts of being genuine: Connect, Discover, Respond, and Deepen Relationships

- a. *Connect* means to listen to the patient’s needs and concerns, be genuine in our letting them know they are heard.
- b. *Discover* what you can do to “make it right”. The quality of our lives depends on the quality of questions we are willing to ask ourselves. The same is true on the challenges in life. Ask quality questions to deepen the relationship and to discover what you can do to make it better or make it right.
- c. *Respond* means to do something. We ask questions to discover what the challenge is and to find out what we can do about it. Responding means that we “DO IT”. The quicker and more consistent the action, the bigger the impression we have the opportunity to make.
- d. *Deepen Relationships* happens because of conscious effort, effective communication, mutual respect, and most of all high levels of tolerance. We never lose our self-respect with dealing with challenging people. We work hard to deepen relationships, and do not let our personal agenda affect the office goals.
- e. Do everything you can to make each connection a positive one. There will be times in which this will test your character and self-discipline, yet you can make the best of every moment. Our patients will remember how great you are under pressure each time you handle these challenges with class.
- f. We make sure that our patients concerns and needs are HEARD and action follows. We do not give shallow promises. We give genuine apologies and genuine attempts to “make things right” when needed.

- g. We share stories of where we have made it right with all of the team in the wellness place so that others will know and discover the level of “make it right” the staff can do without needed the doctors involved.
3. Be Considerate
- a. Be considerate of each other, each other’s values, and personal space.
 - b. Be considerate of the wellness place and take care of the property both inside and out. Historically the areas of challenge are the staff bathroom, kitchen area, and outside trash. These are areas that we must keep an eye on and work hard to extend our efforts to picking up the messes of others.
 - c. Be considerate of the environment. Recycle where we can. Buy and use recycle when you can, and begin to study and understand the organic lifestyle. Your awareness makes us a stronger company.
 - d. Be considerate to our clients and their needs and desires. Be willing to share when you can, but do not come across as judgmental.
 - e. Be considerate to our community and seek to be a valuable citizen within this community.
4. Be Knowledgeable
- a. Attend a Doctors Report or listen to the CD again and again until you own it.
 - b. Know the “what to say when” scripts
 - c. Attend the “45 minutes to Freedom” class
 - d. Read the Chiropractic books in the office
 - e. Know and understand the 12 concepts of chiropractic
 - f. Passport to Chiropractic
 - g. Passport to Wellness
 - h. Proficient passing of test of each
 - i. Participation in our staff trainings
 - j. Bonus structure for outside reading courses
5. Be Involved
- a. Be involved with all of patient concerns. Meet them where they are and do what you can to make sure they know they are heard. If there is a concern that needs to be addressed is not one you can handle yourself, and then bring it to the doctor’s attention so that something can be done immediately. Whatever you do, do not let it sit overnight and think that they will just get over it. They might, but they might just not ever come back as well.
 - b. Be involved with each other’s lives and concerns. This does not mean that we sit and talk about “life” at the front desk during prime time hours. But we should all be involved in each other’s lives and know if there is needs or concerns. There are a lot of ways to know the events and issues in each other’s lives and be involved.
 - c. Be involved in the community. There are hundreds of ways to get involved. One thing that really makes a difference is to match your passion with the passion of the office and create a way we can make win-win situations in our community.

6. Be Truthful

- a. Always tell the truth. It just makes life easier. If you get caught telling an untruth, then our company gets caught telling an untruthful statement. Therefore, not only does the patient not trust you, but they now do not trust our office.
- b. Be impeccable with your word. Your co-workers should know that when you say you will do something, that you will do it. They should never have to question your word.
- c. Be impeccable with your word!

7. Be Passionate

- a. Passion comes from the essence of inner depth of your love for one thing and your desire to see what you love dominate the market and make an impact in and for peoples lives.
- b. Being passionate about chiropractic for most people is a process. The more they come to understand and experience chiropractic, the more passionate they become about it.
- c. Part of our job is to first become in love with what we do by experiencing it first hand, to see the results in our own life and in your families' lives. Then we are ready to tell others with some level of certainty that they should as well.
- d. It is my observation that spouses and family members that do not experience chiropractic and become educated just like a client would, find it hard to fall in love with what we do.

8. Be Aware

- a. Be aware of the of the companies Goals, NP's, PV's, PVA, Services, and Collections
- b. Be aware of our systems and work to maintain and improve how we serve our clients and the experience we give our patients.
- c. Be aware of growth opportunities. Whether it is out in public, in the office, or through a community event. Keep your "**growth**" radar on for opportunities for the company to grow and not only meet, but beat our current goals.

9. Be Imaginative

- a. Our company needs to always work to improve our facility, our practice, our appearance, our education, our systems, and the over all experience our clients expect.
- b. We want to exceed and predict anything that a patient or potential patient might expect from our company; the answers to doing that rest in our imagination.
- c. Walt Disney built his entire dynasty from his and his co-workers imagination. What can we really do if we release the power of our imagination; my hope is that each of you leaves your mark on our practice with a powerful imaginative something that would not exist if you were not here.

10. Be Self-Disciplined

- a. Self-discipline – one of the most needed traits to accomplish any thing we want in life.
- b. Self Discipline is a learned trait that we all can improve on.

If you want to know the difference in a person:

- Who has a large net worth and one who is broke – Self Discipline.
- Who is healthy and one who is overweight and sick – Self Discipline
- Who has healthy children and one who has unhealthy children – Self Discipline
- Who lives a great quality of life and one who lives in a junk heap - Self Discipline!
- Whose house is clean and one whose is a mess - Self Discipline
- Who has great relationships and one whose is failing - Self Discipline
- Who has saved money and one who has spent every paycheck - Self Discipline
- Who chooses healthy meals and food and one who eats unhealthy fast food - Self Discipline
- Who gets their job done and one who needs supervision and motivation - Self Discipline

Almost every aspect of life is affected by the character trait of “Self Discipline”. At GHC self-discipline is a must and we are open to improving ourselves to become better in this area of our lives and realize that if I can install self-discipline in one area of my life then I can install it in every area of my life.

Self –Discipline can only improve my life, and I choose it today and everyday forward.

11. Be Responsible

- a. With your health
- b. With your life
- c. With your time
- d. With your mind
- e. With your standards

Principle Two – Everything matters

Creating the best environment and the best experience means that everything matters. Every sound, sight, smell, and every other sense must be attended to, in order for the impact of the experience to make the impact that we really want.

Our daily checklist is constantly updated so that everything is manageable and we are not leaving even the most simple duties or task to memory. We can only manage what we measure, therefore make sure that our checklist is our measuring stick for our ability manage every detail that really matters.

However, when we say everything matters it is not just about the stuff around the office, but it is also about the stuff inside your head when you come to the office. So having an understanding that everything matters, we seek to examine all of our life to see where we are not paying attention to the details.

We understand that the thoughts are things and eventually become our words. We are careful with the thoughts we allow ourselves to think. We understand that the words we say to ourselves mean something to the state in which we show up and serve our clients. We work on saying only the most positive and uplifting words to ourselves. We do not put ourselves down, nor do we speak unhealthy things about ourselves. This requires self-discipline and we are always working

on the internal dialogue that we are having so that we may improve the way we show up to in every area of life.

We also understand that our words to others mean something and we are careful in what we say, how we say it, the tone that we say it, our non-verbal posture, and the intent in which we say it. We are conscious in our communication both verbal and non verbal to each other and to our patients.

We understand the Chiropractic Family Wellness Story that GHC is promoting and can tell anyone at any given time the “story” so their life and health may be improved.

We understand that our product is Chiropractic, and in order to deliver it, everyone must “show up” in the most powerful, inspiring, excited, and productive state possible. The following are a few suggestions that all leading self help gurus recommend to show up Big:

1. Get up early (an hour is min before you have to shower and get ready)
2. Think, meditate, or pray on gratitude for all things in your life, both feet hit the ground with THANK .. YOU... with each foot hitting the ground
3. Read something positive
4. Visualize your ideal day
5. Read (aloud best) your daily affirmations
6. Move your Body.. Stretch and exercise for a min of 30 min
7. Eat a healthy breakfast and prepare for you day of meals.
8. Shower and get ready for your day, while listening to positive music or books on tape, or while having a positive conversation with your spouse.

Other things that you should do each week

1. Get adjusted every week
2. Visualize and affirm your ideal life and dreams
3. Create a vision board where you put your dreams in picture form
4. Take evening walks and decompress from your daily demands
5. Limit TV time, it is a waste and a mental drain
6. Be very careful on the amount of “News” you watch
7. Plan your life and Live your plan
8. Detoxify your body at least once a year

Advanced Aspects of showing up “Big”

1. Read the recommended reading list (coming soon)
2. Listen to “On Purpose” CD’s
3. Attend Mastermind sessions
4. Take at least 2 weeks a year to plan your ideal day and ideal life
5. Attend a 4-day master planning session called Lifebook
6. Read something uplifting everyday
7. Know the 33 principles of Chiropractic

Principle #3 – Surprise and Delight

Today's clients expect predictable and consistent service that give them the safety and security of a successful brand, yet to offset boredom there should be a surprise, occasional positive twist, or a little added value thrown in every once in a while.

Clients naturally expect us to respond to their needs when they are making routine requests during our normal operating hours. However, when we can “color outside the lines” and meet those needs, we set the client up to have exceptional experiences in our office. All the while, we are making sure that we keep our priorities during prime time and not let anyone else's experience suffer.

In order for us to make this happen, each of us must think about our roles in a different way. We cannot look at our position as what is written in the job description, but in a way that expands us all to offer small, unexpected positive and sometimes life changing experiences for our clients.

Some of the ways we have met and given our clients unexpected experiences are:

I was leaving one day when I saw a car pull up. I was the last to leave and I saw the lady run up to the door only to find us closed. I pulled back in and inquired what she might need. She was a bit frantic and was coming to get some nutrition. So, I offered to open the store and a big smile came across her face. I proceeded to open the store and I stumbled through the software to figure out how to run it. As I was working to figure it out, she goes on to tell me that her husband had a heart attack last year and that she believes he was as healthy as he is now because of the supplements he was taking. They had lost their bags with all of their nutrition and she was worried he would not have a great weekend without his supplements for his heart. Whether true or not in the science world, in her mind she had peace and was extremely grateful. To this day she is a loyal customer to our store.

Whether it be offering to open the door to our office after hours, sit and visit an extra minute to hear a heart tugging story of loss, make a client feel extremely special on their birthday or anniversary, find them a doctor in an area to which they are moving, make the referral call and send the file with them so they can continue their wellness care, or to create a fun day that makes our clients laugh and enjoy the day a bit more to give away free scan to a family member just because, or a phone call to see how they are doing with something personally challenging that they shared with you in the office, or a congratulation card for graduating, getting married, or having a baby. All of them make a profound impact in the small surprises they all want but will never ask for.

Some pinpoint ways that we surprise our clients can be

1. Fun Days/educational days in the office
2. Knowing the special days of the month that relate to our clients and making sure they get recognized. Whether that be National Nurses day, to National Secretary day. If we knew these days in advance and arranged a special surprise for those particular clients when they walked in, what a fun surprise they would get. Or how about National Ice Cream month and have a big cooler full of organic Ice Cream and make a little ice cream stand and have fun serving scoops as they LEFT the building. ;) These are called Calendar Opportunities.

3. In the spirit of being imaginative, we look at these calendar opportunities as gateways to make our experiences and events meaningful and genuine for someone when they least expect it. Therefore, it carries a deep meaning for them personally.
4. We can make smoothies made with organic frozen berries and the greens in the nutrition store. Not only would people get a great taste, but also the store may sell some greens for the day, as a side effect. People just might feel a bit better from a better Ph because they experienced a “show and tell” in our office with great smoothies.
5. I love the idea of developing treadmills for our clients to walk on while they wait for their adjustments; the another thought is that we can have relaxing massage chairs for them as well. We may have to figure out cost, but again this is a different experience that they cannot get anywhere else.
6. Changing the music from time to time, or creating playlist from an ipod to set the tone or mood for our office that day. Esp. if it is a fun day with a theme.
7. Find creative ways to give away Wellness bucks and celebrate what wellness can do for their lives.
8. Find creative way to advertise. An example that Starbucks did was to take regular starbucks cups and magnetize the bottom of the cup, and stick them on the top of a cab. To the unsuspecting consumer, it looked as though someone had left it there accidentally. The cab drivers were in on the campaign as well and when someone would notice and say something, they would get a \$3 gift card from the driver. More people noticed this than a large billboard that they never look at. Plus, people that drink coffee noticed it 10 times more than ones who did not. So, they were able to target their audience as well.
9. It is not always about surprising clients, sometimes it is nice to surprise fellow employees for the great things going on in their life. When surprise and delight is apart of our culture, it does not stop with the clients but extends to everyone we care about.
10. How can our surprises affect the whole community? What impact on the community will we make, can we ultimately surprise the community with something so big and so great, that it makes the headlines and Chiropractic is put in a positive light like it should be.

Principle #4 – Embrace Resistance

“We don’t mind criticism. If it is untrue, disregard it; if unfair, keep it from irritation; if it is ignorant, smile; if it is justified, it is not criticism, learn from it”. Starbucks Headquarters

Embracing resistance involves a complex set of skills that can enable our business and us as individuals to create business and relationship opportunities when they are confronted with skepticism, irritation, or wariness.

This principle requires leaders to distinguish between customers who want their concerns to be resolved and those who never stop complaining or be satisfied. Embracing resistance involves more than simply placating people or groups that pose a challenge. It focuses on learning from individuals and situations that don’t always make it easy to listen and learn from.

Embracing resistance requires us to go above and beyond our personal thoughts and seek to understand before to being understood. We have to be a person with high self esteem to handle tough situations and not take it personally. It is one of our professional goals, to never take any level of resistance personally and unfold our personal laundry to someone who has challenged us. We commit to learning how to deal with confrontation without emotion, and yet not just give people their way either.

We have a **customer service plan** and use it as a solid base and always look for cracks in our armor when our service begins to lose its consistency. We do not take the goal of never ending improvement as an insult that we do not do a great job, but simply as we are willing to always do a great job in whatever situation and challenge we are presented with. And when we fail, we will simply learn from it and call it “growing pains” and share our story in our next meeting so that others may learn and become better as well.

When we receive negative or positive feedback about our business, services, or experience that relates to our office, we are committed to **FIRST “thank them for their business and recognize their grievances”**. By making this our first response we are more likely to gain their trust that they are important and that what their words go on to tell us does mean something. When customers see that we are committed to hearing their challenges and doing what we can to “make it right” whether it be in action or words, they customer is more committed to our business and knows that we all strive hard to deliver the best service in our industry.

We also troll for emerging issues and possible areas of resistance, whether it be something on the news or something said in our office by an unsuspecting customer. We listen to it and work diligently to correct misperceptions. The more swift the action, the better the response. We do not hide under rocks and hope no one saw our fault, but take responsibility where needed and give education to correct the story as quickly and competently as possible.

We realize that nothing in nature grows without facing some level of limiting forces. Our business is the same, and we are always willing to face these forces head on and know they will only make us stronger as we grow anyway.

Whether it be in our churches, other service organizations, chamber of commerce, or any other contact group with our community; we all make an effort to make a strong connection and spread the culture of our business brand and deal with any resistance we may encounter along the way.

BJ Palmer said “We may never know the millions of people affected by the things we say and do”. Basically the chiropractic message we share can and does change and save lives. When people use chiropractic in a proactive way and make simple lifestyle shifts, it saves them from diseases of adaptation, it saves them money, and it saves them time in crisis care centers trying to fix problems that are not crises. Since you may be the only person that they will ever meet that can share that message with them, share it in the face of resistance anyway.

We take this responsibility and honor with complete respect and embrace any level of resistance to the powerful message of chiropractic. We have worked to become knowledgeable and are willing to share and deal with confrontation when it comes to our common mission in our office.

We understand that resistance to a company, product, or service is often the direct result of a lack of correct information about the company, product, or service. We not only share openly with

the clients that walk through our doors, but are always looking for creative powerful ways to educate the community about chiropractic in our office.

We realize that what some people think is chiropractic is not what we do in our office. So, we are diligent to proactively teach them our message and kindly share the differences in what they think is chiropractic and the message we teach in our office. In doing this, we break away from the average office that relies on the cultural understanding our message. Instead, we teach the culture what our message is, and ultimately we want them to make chiropractic wellness apart of their family culture.

To be successful, we need to distinguish ourselves in our quality, high tech, low cost approach to family wellness. We do not feel the need to bad mouth any other chiropractor, in fact we refer out cases that do not fit our offices to several other offices in our community. We know that only a small percent of the population sees a chiropractor on a regular basis and therefore, there are more than enough potential patients in our community. The only question is how will we reach them with our education and help them understand a better health care paradigm.

If we had to identify a competitor, it might be medicine being practiced as “health care” as it is known today. But even then we have the ability to educate them; the only question is do we have the courage. The potential of being rejected worries most of us and therefore stagnates any and all efforts to bridge the gap and show them how to refer and work with our office.

Principle # 5 “LEAVING OUR MARK”

One of the key aspects of any successful company is that everyone is on the same team. There is not a sense of competition within the working walls of the office. TEAM means that together everyone achieves more.

Another successful trait is that everyone knows their role within the company. I BELIEVE THIS IS A MAJOR AREA OF WORK FOR MOST OFFICES!!

Defining our roles, knowing exactly what we are to do today, and making sure that each person is trained well in those duties. Knowing the highest priority duties today is a key component of any successful business. Both prime time and non-prime time have high priority things that need to be done today. Know your role, execute it, and leave your mark for the day.

And the last but not least most important thing is that employees must know the companies vision, mission, and goals. Therefore it is imperative that each team member knows the vision and mission by heart and memory.

We not only know, but we believe in our vision and mission:

My Practice Vision – To provide a whole wellness experience, allowing millions better health and wellness.

Practice Mission - My mission is to give a new vision of wellness possibilities through inspired education and locating and correcting subluxations which are severe life diminishing nerve interferences – and by doing so I am increasing each persons life potential.

We believe we will attract our ideal patient

Our Ideal Patients

Our Ideal Patients are individuals and families that are truly concerned about their health and well-being.

They are financially secure and pay their part of the financial obligation in a timely manner.

They are committed and excited about chiropractic care and its philosophy.

They are on time and keep all of their pre-scheduled appointments. They make up any missed appointments with in the same week.

Our “Ideal Patients” understand chiropractic and are eager to learn and willing to refer others, like themselves for chiropractic care.

We believe we can achieve our goals.

INSERT Impact goals, community goals and monthly goals and CA Affirmations? Or calendar opportunities.