

HOW TO AVOID THE PE BEING THE FINISH LINE FOR YOUR PATIENTS – PART 1

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When patients come in, usually they have an immediate concern, such as a headache or lower back pain that needs attention. If you let that mindset, that default setting, stay as is, your patient will never see the bigger picture.

IF YOU DON'T GET IT RIGHT

You may be an awesome clinician, an outstanding adjuster and a kind and caring person, but when no or little attention is paid to stretching your patients' vision, this will be the result:

- Patients will leave when they feel better – ie symptoms gone or substantially reduced.
- Patients will leave when they are not feeling better – ie symptoms not changed as much or as quickly as they'd hoped for.
- Your patients will say things like, 'Are we nearly finished?' or 'at the end of this....' Indicating a short-term view of their care.
- You will never have the chance to make HUGE changes in their health and wellbeing, nor that of their friends and family.
- You will never develop the deep and close relationships with your patients that are not only satisfying, but allow you to be their trusted advisor through the ups and downs of their life.
- You will never be busy, with your creativity directed towards great excuses for why you are not successful (eg. too many chiropractors, this city not open to chiropractic, people here don't have enough money!)

IF YOU DON'T GET IT RIGHT

On the other hand, if you get this right, your practice will be more like this:

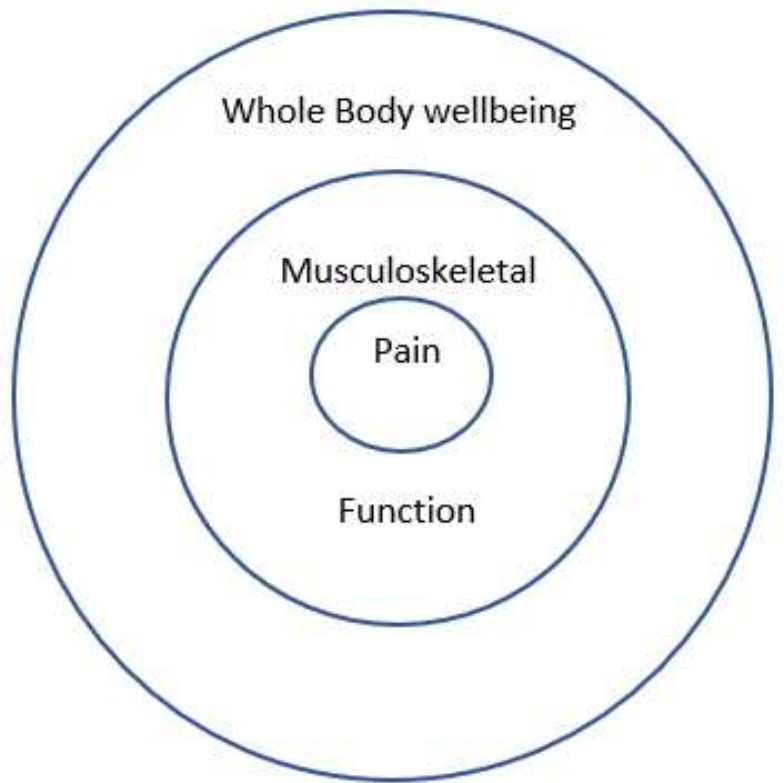
- FULL. Full of people you love and who love you.
- Each day you get to enjoy friends coming to visit who value your care and advice.
- Your time is spent maintaining people's health, with occasional attention to minor crises, as opposed to most of your patients in crisis.
- Your relationship with and knowledge of each patient is deep and satisfying, allowing you to be more effective and more influential.



THE BIGGER VISION

So let's get started. We first want to build a bigger vision of health. The first and smallest level is 'pain'. The next level is pain as well as whole body musculoskeletal function. The final level is both of the first two plus whole body wellbeing, which includes internal organ function (eg. digestion, heart, etc), hormonal balance, immune function and mental/emotional wellbeing.

When you help stretch your patient's vision to 'Whole Body Wellbeing', their reasons for being in the clinic and staying under your care become far broader and all-encompassing. They want their life expression to be as good as it can be, and they trust you as the person (or one of them) to help them get there and stay there.



THE 5 COMPONENTS TO CREATING LIFETIME CARE FOR YOUR PATIENTS

Along the pathway of your patient's care, there are certain points at which you need to do and say things to create a Bigger picture of their health. Here are the things you need to do:

1. Broaden their perspective

2. Give them a longer time line.

3. Give them a clear definition of great health.

4. Share with them your 'ultimate goal' for their health.

5. It's an on-going process, not a short period with finishing line.

INITIAL CONSULT AND EXAMINATION – BROADEN THEIR PERSPECTIVE.



- Essential to delve deeply into ‘how is it affecting your life’. This is one of the first steps in building a picture beyond pain. They are not there for pain. They are there for what they cannot do (or do so well, or what they fear they won’t be able to do in the future) because of their pain or lack of function (eg. poor movement, low energy).
- Explain the subluxation before proceeding with the examination. This helps them to understand the broader picture – ie loss of communication between the brain and body leading to overall (varied in quality, quantity and location) loss function.
- Explain that you will be examining ALL parts of the body, even if it’s a sore elbow or big toe they have come in with. The rationale is three-fold:
 - o Each part affects every other part from a mechanical point of view. Holistic approach will help their elbow/toe get better quicker and in a more long-lasting way.
 - o We want every aspect of their health (eg. circulation, digestion, immune) to work better so that they generally heal more quickly and completely.
 - o There will be other aspects of their health that are not working properly that we will identify, that we can improve, helping them feel better in a number of ways (eg. better energy, better posture, improved digestion).



- Touch-Tell-Ask-Teach as you examine their spine. Dig, get detail, and let them know what you’ve found, that it’s not normal, and that it’s related to their spine and nervous system.
- Show them all loss of function and make sure they see it and agree with you. This will allow them to begin to see the extent of their loss of health, or at least a truer picture of their health, as opposed to just where it hurts.



REPORT OF FINDINGS 1 – BROADEN, TIME-LINE, DEFINITION AND ULTIMATE GOAL.

BROADEN PERSPECTIVE

- Once again, explain the subluxation – essential for them to understand that it is the care of the nervous system (both adjustments and advice to prevent subluxations) that will be central to their change in health status.
- When explaining abnormal test results, make sure you let them know that it's not good.
- Ask questions to see that they understand (not just yacking at them!).
- Relate all tests and x-ray findings not only to what they are experiencing, but possible problems that they may not be aware of (when they start sleeping better, they will remember it was you who predicted this).
- When reviewing x-rays, it is always 'spine and nervous system', referring to nerve chart repeatedly to make the links between the spine and the nerves running the body. They should understand that it's not just a pile of bones, but a big influence on nervous system function.



TIME LINE, DEFINITION AND ULTIMATE GOAL

When setting out your big plan, you'll cover points 2, 3 and 4 above, together:

Timeline: So, John, for most people, it can take anywhere between 6 months to 2 years to get you as good as you can be.

Straight off the bat, give it to them in a way that is accurate without being too prescriptive. This sentence will hit them between the eyes and make them realise that health changes slowly in both directions. If they want great health (and now they are beginning to, as you've broadened their perspective), they know it will take time. If they were trying to kid themselves, you're not allowing that to happen.

Definition: However, once you are as good as you can be – feeling great, tests back to normal, and functioning well again, I'll recommend some things for you to do to help keep you in great shape.

Here's the definition of great health. You're giving it to them in three ways to give them the best chance of taking it in and understanding it.

Ultimate goal: John, my ultimate goal for you is to have you feeling fantastic, tests back to normal, and functioning well again, and keeping you in shape with a monthly adjustment. The purpose of that is to not only help maintain great health, but also to prevent you from going back to where you started in another few months or years.

This is the definition again, but I'm expressing it as my ultimate goal for them. I will repeat my 'ultimate goal' for my patient many times over throughout their journey.

Back to time line: Now, while I said it may take anywhere between 6 months to 2 years to get you as good as you can be, today is really just a trial adjustment. I want to see how you respond to your adjustment before I set out a plan to get you back in good shape.

Before we start the adjustment, we'll remind them (we said it 1 – 2 minutes prior) of the longer-term goal. We are making it SUPER clear that this adjustment is part of a long-term process. Don't worry about the repetition. You will repeat this many times over throughout their journey.

REPORT OF FINDINGS 2 – MORE OF THE ABOVE, BUT SPECIAL FOCUS ON LONGER TIME LINE AND ONGOING PROCESS.

Time Line and process: As I said on your last visit, most people take somewhere between 6 months to 2 years to get to be as good as they can be. It's a bit like getting your teeth straightened by an orthodontist, it doesn't happen immediately.

Repeating the message about the time frame. They are starting to get it.

I don't know exactly how long it will take for you. The process we use in this clinic is very successful for most of our patients. I will start you on a trial of care for 4/6 weeks. During that time, I will adjust your spine 3/2 times per week.

At the end of that 4/6 week period, we will do a progress examination. I will repeat all the tests that showed up as abnormal. You had abnormal tests in this examination - I'd expect between 25 - 50% of those to come back to normal at that point. At that point, my expectation is that you will feel much better. Some things will change dramatically, some things may only change a little, and some things may not change at all. You won't be perfect at the end of that 4/6 weeks - It's impossible to undo a lifetime of damage in that short time.

Giving them a realistic set of expectations for that initial care. Importantly, you are not talking about visit-to-visit changes, but grouping the first 12 visits as a single process. The word 'progress examination' implies that you are looking for progress. It's not an end point. Very important to place emphasis on this at this point.

On-going process: At the end of that 4/6 week period, I will recommend further care, based on how well you progress. For most people that means gradually reducing frequency of adjustments as you get better, with more emphasis placed on you looking after yourself.

An essential step. Again, hitting them between the eyes with the TRUTH. You WILL be recommending further care, based on a certain set of assumptions and results. Telling them before they embark on this journey (ie book the schedule) is honest. You are starting care with the same goal in mind, as opposed to you thinking one thing (life-time care) and them thinking another (I'll stop when I feel OK).

Again, the word 'progress'. You'll be using this many times to help them understand that it is an on-going process. The PE on the 12th visit is NOT an end point, merely a check-point along the way.



Ultimate goal: My ultimate goal for you is to have you feeling great, functioning really well, and having monthly adjustments to help keep you in great shape. Is that something you are prepared to do? (or if they are nodding and smiling in agreement because they are so keen and you already asked this on you last visit, 'does that make sense?')

We repeat this, and get agreement. This is MUCH more powerful than just telling them. Tell them, tell them again, then ask them and get them to tell YOU. When they say it, they are more likely to behave in a way that is consistent with what they've said.

REVIEWING THEIR HAND-OUT

Point to the chart on bottom of page 4 and reference the other types of care. I circle the area where great function has been reached and say 'these are the other types of ongoing care that you can choose when you get to this level'.

You are visually re-enforcing the message. This may help those whose brains take in the visual information better.

