

STEPPING UP TO THE CHALLENGE - EASIER THAN YOU THINK

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Some thoughts from my meeting with Bobby today. We discussed ways to influence those major markers of practice health and success - PVA, int NP% and canc%

HERE ARE BOBBY'S RECENT NUMBERS - WEEKLY AVERAGE:

NP int%	10% (ie 0.5 NP per week)
NP av/wk	5
PVA	11
Total pvs	55

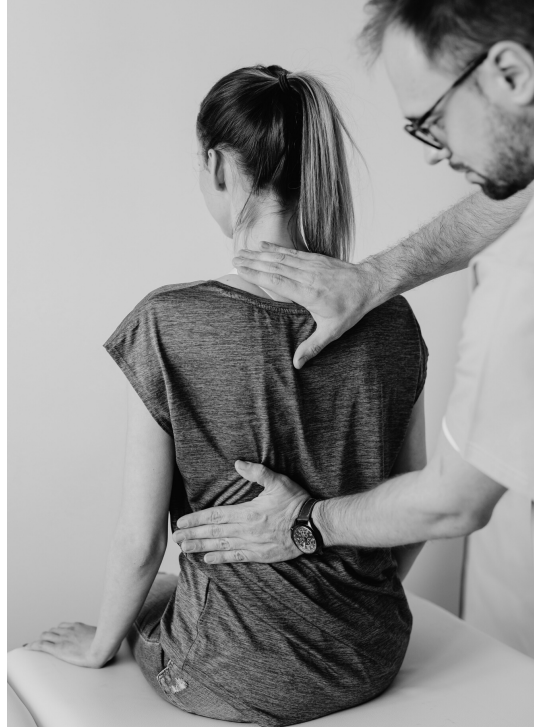
HERE IS WHAT'S EASILY POSSIBLE WITH THE RIGHT WORK:

NP int%	50% (ie 4 NP per week)
NP av/wk	8
PVA	12
Total pvs	96 (80 is the target for challenge - 33% increase)

Let's look at the ways he can influence those numbers:

PVA

This is about 2 main things - communicating the bigger vision of chiropractic; and providing the quality of care that will create the change. In fact, these will both influence and build on each other.



THE BENEFIT OF INCREASED PVA:

- Less reliance on NPs
- Longer time with you means you will be creating truly life-changing results, not just less aches and pains.
- Deeper relationships and more enjoyment.
- More chance to influence your patient's family, friends, community.

THE BENEFIT OF INCREASED INTERNAL NP%:

- You become busier - choose your level of practice success/busyness.
- You choose your patients - referrers send you more of the type of patients you love.
- People who are referred come in already 'warmed up' - they already have confidence in you and feel that they know and trust you (thank you, referrer!)

INTERNAL NP:

I'VE BROKEN IT DOWN INTO 4 MAIN CATEGORIES:

- **1. Broaden their horizon.**
 - If they think chiropractic care is for headaches, they'll only refer people suffering with headaches. If they understand the whole body influence of a properly functioning nervous system, they'll refer a wider section of their community.
- **2. Tune into and enliven conversations about other people.**
 - I couldn't make it the other day because..... was sick' This is a golden opportunity to find out if someone else needs help - maybe you can help them become well again.
- **3. Celebrate & ask**
 - Celebrating and sharing the changes in your patients and then asking for referrals.
- **4. Community engagement**
 - eg. BNI, alliances (gym, ballet, footy club, other practitioners, vets...), fetes/fairs/shows, and public talks both regular and one-off.

