

# 300 NEW PATIENTS

By William D. Esteb



**PerfectPatients**  
New Patient Website Service

# INTRODUCTION

The overwhelming majority of chiropractic patients love their chiropractor, love the practice and love the all-natural results they obtain.

Thankfully, there is only a small minority of patients who find fault with their chiropractic experience. Because it is such a small number, their perceptions can be ignored. And in many practices, are.

“We just don’t get patient complaints,” some chiropractors might observe.

However, that doesn’t mean there aren’t any! It just means they can’t hear them, they aren’t open to them or they don’t have a way of collecting them. For every patient that complains there can be a half dozen or more who don’t complain but simply take their business elsewhere.

On the pages that follow, you’ll be reading the actual words of patients sharing their impressions after their first visit to a chiropractor. I hope you mine them for insights, opportunities and communication strategies that can enhance the referral process and take your practice to the next level.

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Perfect Patients

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## How This Data Was Obtained

These patient comments were obtained via a 10-question online survey completed by 11,672 new patients who visited the websites of Perfect Patients clients between March 26, 2013 and December 13, 2013 in the United States, Canada, United Kingdom, Australia and New Zealand.

The link to the survey was included in a welcome email sent to the patient the evening of their first visit, or within a day or two afterwards.

After rating various aspects of their first visit experience, patients were invited to leave a comment. About 36% of the patients did (4,281 respondents). These comments ranged from “You rock!” and “Amazing” to gushing testimonials, angry diatribes and everything in between. The 300 comments that follow are derived from this list.

Besides providing valuable feedback for Perfect Patients clients and their support team, the New Patient Survey is just one of many website features designed to help produce more new patients. Patients who write positive reviews are asked for permission to allow us to post their review on the client’s website, providing “social proof” and inspiring the next wave of new patients. Further, while they are in a positive mindset, they are encouraged to post their review on Yelp, Google+ and other relevant review sites.



Granted, surveys are not perfect. It's well known they are largely completed by two types of customers (patients):

## The Very Happy



That's what we found here. Most chiropractic patients are incredibly delighted with their experience. Many confessing they wished they'd tried chiropractic sooner.

## The Very Unhappy



Perhaps the most valuable and instructional feedback comes from those who are motivated to tell the chiropractor how disappointed they were. They contain valuable lessons and reminders.

Unfortunately, the majority of ambivalent or mildly disappointed patients say nothing. Why bother? Instead, they simply vote with their feet, sulking away without a goodbye and, when the occasion arises, issue a less than enthusiastic testimonial about you and your practice.

If you're not getting the referrals you deserve, you may be unknowingly creating a wake of unhappy patients who steer their friends and family away from your practice.

## The Power of Online Reviews

It used to be that a three-ring binder of patient testimonials in the reception room entitled “Our Patients Speak” was the extent of formal patient feedback.

The Internet has changed that.

These days, more and more people are using review sites—not only to share their experiences with various businesses, but to read what others are saying. More and more travelers will not book a hotel without first consulting [www.tripadvisor.com](http://www.tripadvisor.com). Similarly, many will read the reviews on [www.zagat.com](http://www.zagat.com) before making a dinner reservation at a new restaurant.

Research indicates that 84% of consumers research products and services online and 70% of those depend upon reviews before making a purchase decision. The Internet, including review sites and social media, have put the word of mouth process on steroids.

While your private practice may not produce sufficient angst from disgruntled patients to prompt a [www.ihatedell.net](http://www.ihatedell.net) or [www.hatewalmart.com](http://www.hatewalmart.com) website, such sites have spawned an entire industry called “reputation management.”

As with our health, prevention is worth a pound of cure. To insure that an unhappy patient doesn't besmirch your reputation, it is absolutely critical that you constantly take a sounding of your newest patients—especially the ones who don't return for their report or discontinue after only a visit or two.



## A Complaint is a Gift!

If you don't tend to get complaints, does that mean every patient is delighted? Of course not. These unreported disappointments, frustrations and missed opportunities affect the word of mouth process on which all successful businesses and practices are based.

The media and newsgathering organizations know how to attract eyeballs by using fear, anger, lurid details and gossip. We may say that we prefer good news rather than the conflict, strife and mayhem that usually make the headlines, but clashes, tension and disagreements attract larger audiences.

Apparently, a negative experience can generate a similar amount of attention. According to Harvard Business Review:



23% of customers who had a positive service experience told 10 or more people.



48% of customers who had negative experiences told 10 or more people.

In other words, negative word of mouth travels faster than positive word of mouth. Thus, you may be raising people from the dead in your adjusting room, but if your front desk CA is perceived as rude or arrogant, you will have an under performing practice. Similarly, you may be an adjusting room savant, but if your financial policies produce misunderstanding or you're perceived as aloof or emotionally distant, patients quietly vote against you.



Granted, some patients have an exaggerated sense of importance or have turned being offended into a high art. But remember, new patients are often in pain, running out of hope and often depressed by their circumstances. This can make uncovering and managing expectations challenging.

When someone makes the effort to complain, they are helping you see your practice from the patient's point of view. It provides the opportunity to correct a shortcoming, institute better training, set a clearer policy, improve your procedure and eliminate misunderstandings from occurring in the future.

Even more exciting, research shows that by acknowledging the shortcoming and fixing it, you can actually improve patient perceptions, deepening their loyalty and turning a negative experience into a positive one.

## You Can't Please Everyone!



09

What you're likely to discover is that the very thing that one patient likes, another dislikes!

Who's right?

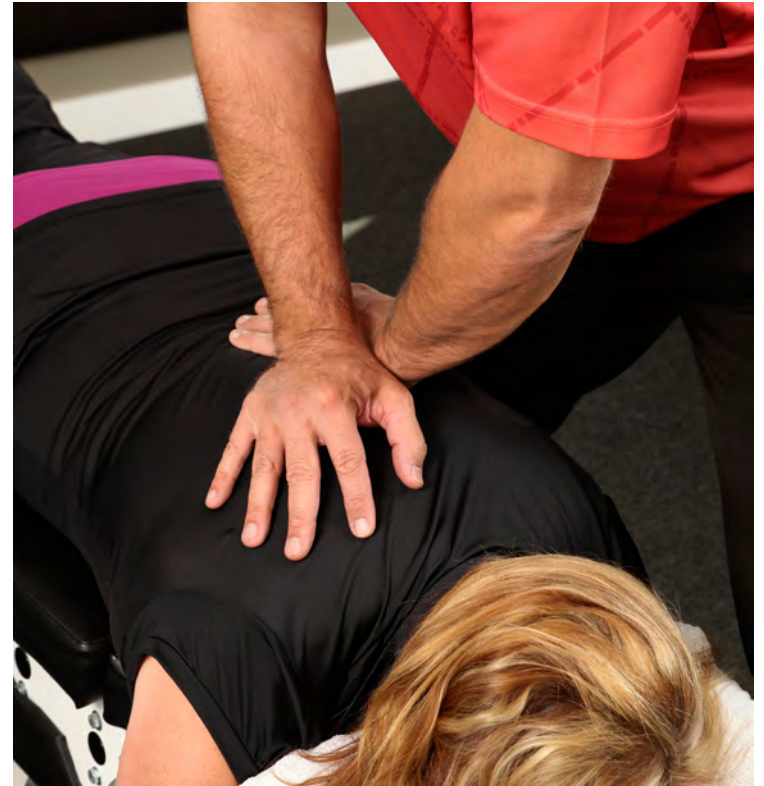
They both are. The question is, which patient are you hoping to attract?

Because you can't please everyone, your mission should be to identify your ideal patient and attract your own particular tribe that resonates with you, your procedures and your clinical objectives.

Another contributing factor is the simple fact that chiropractic is different from the medical treatment most patients are familiar with. That doesn't make one "better" than the other, merely different. When patients enter your practice with medical expectations, disappointment is waiting in the wings.

Chiropractic care doesn't treat pain or anything else. Instead, it produces results by reducing nerve interference and reviving the patient's ability to self heal. Which happens at a pace outside the control of the chiropractor. Thus, chiropractic care is much more of a partnership and with it, has a greater communication burden than say, getting a prescription for some high powered pain reliever which is fast and almost 100% effective. You'll see evidence of this in the patient comments that follow.

Patients who have had a chiropractic experience in the past represent still another challenge. Here, you must attempt to manage the expectations of patients who have been to chiropractors who used different techniques or different office procedures. Many patients will expect you to replicate their previous experience. You'll see this show up in the patient comments that follow as well.



## How to Use This eBook

Use the content that follows to enhance the new patient “attractability” of your practice and enhance the referral process:

- 1 Distribute copies to your team and use these patient comments to stimulate discussions at your next staff meeting. Use this eBook to effectively train your team to help avoid the misunderstandings and assumptions documented here.
- 2 Use the patient feedback captured here to formalize your first visit new patient procedure, outlining everything from setting first visit expectations to the communication strategies to employ with patients who have been to chiropractors before.
- 3 Get onboard with a website provider dedicated to helping you get and keep more new patients. If you're not already a Perfect Patients client, learn more by watching the 5-minute video and understanding the distinction between a website “product” and a website “service” here: [www.perfectpatients.com](http://www.perfectpatients.com)

## 300 New Patients Speak

- 1) I would like more current magazines and a wider variety, such as People Magazine.
- 2) I was so impressed that Dr. X spent so much time listening... really listening! That means SO much to a patient. The staff was very friendly and helpful. This was a great experience... now I hope the treatment works as well as I expect it to.
- 3) I would like a little more information of what the practitioner will be doing before starting the treatment.
- 4) I have the feeling that the doctor is looking at my case as unique and the therapeutic approach is not one size fits all.
- 5) It was great to be able to call on Monday, and be seen on Tuesday.
- 6) I appreciate that my first appointment was scheduled so quickly. Dr. X listened attentively to my symptoms and concerns. He explained the process in great detail and inspired confidence. I found him to be considerate, thorough and knowledgeable.
- 7) I was pleasantly surprised with how educational my first visit was. Dr. X was very informative; he explained things in a way that I could understand. He took his time and asked quite frequently if I understood what he was saying. I look forward to my upcoming sessions with him.
- 8) Like the way the office is set up for walk in visits and pay arrangements work well for me.

9) Comforting to know my practitioner has international standing and excellent communication skills to convey information in an available way.

10) The staff is always friendly and helpful. Everyone exhibits a very positive and caring attitude. Questions are encouraged and the doctors and staff members are always willing to respond. The waiting room video is very informative.

11) The staff is personable, professional, friendly and make you feel like you are part of their family. The facility is clean, comfortable, spacious and modern. When I arrived to schedule my first appointment, I was really impressed by the staff. During my tour, everyone I was introduced to along the way stopped what they were doing, came over and shook my hand. What a great first impression. The only comment I have is that once you get placed into an exam room, it takes longer than expected for a doctor or a nurse to come in and start the treatment.

12) My first visit I was taken in pretty much on time, but when I came back for my X-rays to be read, I waited about 30 minutes! The entire appointment with adjustment and meeting to explain X-rays (including waiting time, in between things and that 30 minutes) was 2 hours!

13) I like the people who work at your office and they explained things well so even though I was pretty upset about the wait and overall amount of time that day, I decided to go ahead with the treatment.

14) The music in your place would be perfect if I was going to have my hair or nails done or some fashion event. One of the reasons I come for a massage after chiropractic hours is to have a stress-free atmosphere.

**15)** Felt a high-pressure sale pitch, impersonal atmosphere although the people were cheerful. Technician did not show good sense when applying EMS, blamed it on the machine instead of listening to me tell her I was not feeling anything. Did not listen to me. Misinformation about when I could meet with one of the doctors. Seemed like a small factory instead of a place where I could develop a doctor-patient relationship.

**16)** Very happy, was greeted by name on my second visit and things we discussed were recalled. Good not to feel like a number!



**17)** At my first visit, I was seen by the doctor 1/2 hour late. Since then, appointments have run very much on time. The staff did not explain my insurance coverage to me prior to my being seen by the doctor at my first visit.

**18)** I am very impressed! It is refreshing to find a medical professional that focuses on determining the cause of health issues rather than just treating symptoms. Thank you so much for the thorough and informative initial visit. I look forward to working with you going forward to resolve my particular challenges.

**19)** It was nice to have everything explained so well. I've not had that experience with other chiropractors.

**20)** Thank you for your service. Just one point. My first name is Sally not Sammy. I look forward to my next appointment.

**21)** I liked what I read on the website regarding the doctor's treatment approach and focus on the patient.

**22)** I was very disappointed that I was told there was no charge for consultation and that I would ONLY have to pay for X-rays. Which is fine. I get there and had X-rays taken and the total came out to \$270 for EXAM and X-rays. I was not given the courtesy of being told that the exam wasn't apart of the consultation. I was required to pay it before they submitted it to my insurance and if my insurance covered it there will be a credit on my account. I only paid \$100 but I'm disappointed that I was misled. I'm really disappointed. I'm only going back because the staff was EXTREMELY nice and I really want my money's worth since \$270 may or may not be coming out my account.

**23)** Great visit and great service. Just want to highlight that my visit was scheduled for 1 hour, but took nearly two with all the waiting.

**24)** It took a reeeeeeealy long time. I was there 2.5 hours. I'm hoping my follow up visit will be faster :)

**25)** I have never had any doctor ask me what my problem is every time I go in the office three times a week. I told him what my problem is but yet every visit I was asked about what my problem is. I had high hopes when I was referred to him but to me it was a waste of my time. I have heard the same from another patient. Also religion should not be brought up on a visit. I will not go back.

**26)** Very informative and FLEXIBLE! I also appreciate the Christian and embracing environment.

**27)** The staff was very friendly. I only wished the doctor ran a little more on time.

**28)** You are the most expensive clinic, and I have a feeling that you don't do the full service so you want another appointment and cost is essential with me. Two visits and \$244.00 later and I am still in pain.

**29)** I was really anxious and Dr. X immediately made me laugh which helped me to relax. He was incredible and he explained everything he was doing and the reasoning behind it without making me feel stupid or intimidated. It was a really positive experience and I am confident that Dr. X will help to solve the problems, which have been severely affecting my everyday life for so long. Couldn't have hoped for a better first session, thanks!

**30)** I was amazed that the chiropractor was picking up on a number of health issues I had that I didn't tell him about. I didn't know how much a chiropractor could help me. I wish I had come ages ago!

**31)** I have worked in the healthcare industry for over 20 years. I am familiar with Dr.'s offices and scheduling. I just have to say that while I had to wait, initially, at my first appointment it did not upset me. When I met with my Dr. he took time and sat down with me and asked me questions and explained everything to me. I knew that I mattered, and I knew that he took the same time with patients before me as well.

**32)** Dr. X is a jewel. I am very happy to make his acquaintance. He is thorough and has a hands-on technique that only the truly versed possess. Having lived in Asia and Hawaii for decades, I am also most impressed that he traveled to China for acupuncture training. (I found the Chinese art on the certificates comforting, perhaps a personal response).

**33)** This was the first time I had been to a chiropractor and I received excellent service and felt my concerns were taken care of. However I don't have a lot of time so sometimes I feel that the discussion is a bit too long and my treatment is cut short. I also felt pressured when I told the receptionist that I could not make a seminar, as I'm a mother of two children under the age of two. I don't think I should have to justify myself or how I use my time.

**34)** YOU ARE BEYOND HAPPY DESCRIPTION! YOU ARE LIKE A WONDERFULLY, WELL OILED MACHINE, SENDING OUT SMILES AND HEALING AND JOY, JOY, JOY!!! YOU ARE MORE THAN AHHHHHMAZING, INCREDIBLE, BEAUTIFUL BEYOND COMPARE! TRULY, YOU EVEN SURPASSED MY JOYOUS ANTICIPATION AND EXPECTATIONS AND I AM STILL IN THE JOY HANGOVER MODE BECAUSE OF YOU!! GOD BLESS AND REWARD YOU ROYALLY, FOR TREATING ME AND ALL OF US SO ROYALLY! IT WILL ALL COME BACK TO YOU, GOOD MEASURE, SHAKEN TOGETHER, PRESSED DOWN AND RUNNING OVER BLESSINGS SO THAT YOU CANNOT EVEN CONTAIN IT ALL!!

**35)** The only complaint I have is that the results of the testing were difficult to understand and retain. The printed materials of the test results were also not organized in a way that would help me with this.

**36)** My first visit with Dr. X was mind-blowing. Never has a wellness practitioner taken the time to ensure that I understand the cause and effect of the trauma and stresses causing my pain. It was extremely helpful for me to learn about my dysfunctions during the examination process, to better understand where I need to go from here. For the first time I feel confident that this not only needs to be taken seriously, but also in the support and positivity to put my all into my wellness.

**37)** The emphasis on the importance of continuing the treatments for the long term became 'preachy' and to some degree makes me question the reason. I understand that these treatments are not 'silver bullets' and as any more natural remedies they take time and consistency. Hearing it over and over seems very unnecessary and somewhat annoying.



**38)** Use larger type in your info forms.

**39)** The chiropractor assumed that I did not know anything about the spine, wellness, energy, chiropractic, etc. As someone who is a nurse and has spent most of my life with back problems, I feel there should have been some place in the interview for me to share that information.

**40)** I honestly felt like I was sitting through a time-share presentation. And unfortunately I think the cost of the program they set up for me is a little steep.

**41)** If a practitioner is running very late (I understand sometimes that's unavoidable) it's the norm to phone patients and let them know before they arrive. I was disappointed that didn't happen and sat waiting for 50 minutes after my appointment time with no explanation from the receptionist until I asked what was happening.

**42)** Suggestion: talking a bit slower to a non-native English conversation partner would be helpful, because it seems very important to me that the patient understands all information.

**43)** Videos at first session were a turn off.

**44)** I liked being shown what the cost of any X-rays would be at the beginning so I would know what I would owe if I had them.

**45)** My back hurts and all I got done was X-rays taken. And now I have to wait another four days to hear my results. No work done on me yet and I am out \$100 already. This is not a good start for me.

- 46)** Very comprehensive initial meeting. Listening skills excellent. Felt that a very thorough investigation was actioned and the results, including X-rays, were explained simply but comprehensively so I left the clinic knowing exactly my current situation and how this was to be treated going forward. Very positive appointment.
- 47)** Dr. X was wonderful. Once I filled out the initial paperwork I was seen by the doctor immediately. He was very kind and professional. I felt right at home and even began treatment the same day.
- 48)** Very impressed with my first visit. The initial consultation and examination were very thorough. I felt supported and reassured at each stage of the examination and had faith in Dr. X's knowledge and skills.
- 49)** I would like to address the level of professionalism, it was impeccable. The staff was very friendly. The chiropractor was very attentive, understanding and went above and beyond to ensure I felt comfortable and cared for.
- 50)** I had a great first visit. I was impressed by the amount of time and thought that went into the evaluation. The only recommendation I can think of is to perhaps mention to folks ahead of time that they may want to wear loose clothing due to the stretches, exercises, etc.
- 51)** I enjoy the Christian atmosphere in your office.
- 52)** Website says first visit would take up to one hour. My visit was almost 1.5 hour.
- 53)** Everyone in the office was very upbeat and happy. I felt they were genuinely concerned about my care and wanted to provide me with the best experience possible.

**54)** Great and friendly service, everything was explained to me before each procedure and what I could expect.

**55)** I have more problems now than I had before my visits, due to the fact that the chiropractor has not listened enough to my personal unique requirements and my fears, which I repeated to him every time! Every human is different, and a professional chiropractor should look at the overall personal picture first, instead of performing his skills in a general way. Or state in the beginning that he cannot help. He tried to help me carefully in the beginning, but he should have stopped there. Yet he continued. When I told him of my ailments due to the treatments, I felt I was being told that it was all my own responsibility; there was no compassion or empathy. It all felt like I was a number, not a person.

**56)** I will try this for the six visits and see what happens.

**57)** Can't figure out your charges. Your half an hour session is 15 minutes!

**58)** I was impressed that Dr. X explained I did NOT have to have my neck manually adjusted if I didn't want to. We both agreed that he would try it and if it hurt or I didn't like it, he would not do it again. Other than being scary, it did not hurt.

**59)** Great to know the kids will have somewhere to play when I have them with me at my appointment.



**60)** Not what I expected after a visit from a different chiropractor from the Gonstead school. The treatment from an activator is very similar to the treatment I am getting now. Different results? It will take a few more treatments to see if there is any change.

**61)** Dr. X speaks very quickly and has lots of information to share, sometimes making it hard to fully grasp everything or even know what to ask.

**62)** It was a very pleasant experience to be in your office today. I felt like I belonged there from the minute I walked in. (Previously, I felt I belonged there when I read your web site---which is very warm and real.)

**63)** I was a bit disappointed as I will have to wait for my next visit to get feedback from the assessment and X-ray results but I understand it takes time.

**64)** I was skeptical at first because sometimes you hear negative comments about different chiropractic procedures but after listening to Dr. X I felt confident and assured that he will be able to help me where I seem to have problems.

**65)** I noticed books/DVDs in the waiting room by L. Ron Hubbard, father of Scientology. I nearly ran out the door and never came back. That stuff is insane.

**66)** I'm impressed by your marketing email skills and website.

**67)** I was pleased with my visit and the fact Dr. X followed up my visit with a personal telephone call.

**68)** Would have preferred to have headphones to watch the DVD.

**69)** Need to concentrate more on the backroom operation or improve training to new staff members.

**70)** I love the fact that you have an easy-to-read website and that I was able to download the forms prior to my appointment. I am very happy with the service and glad that I am now one of your patients. Thank you!

**71)** I'm so happy that I finally found a doctor who is not only knowledgeable but is humble and caring. The staff is super friendly and is always there to help. I can actually say I enjoy and look forward to every visit. Thanks for being the way you are. Blessings!

**72)** I always love when a receptionist is friendly because I believe it is one of the most important positions in running a business successfully! First impressions mean a lot and your receptionist was very friendly and helpful on the phone and meeting me at the first appointment.

**73)** I was so happy to be adjusted on my first visit and skip over all the unnecessary consultation business! I was really "out" in my neck and shoulders and it was a relief to be able to have some instant relief! Thank you so much and I look forward to seeing you again next week!

**74)** The only thing that worries me is that I have been told by a few people that you are expected to sign up to a monthly direct debit amount that seems to be ongoing. How come everyone seems to need treatment indefinitely? I hope you can clear up this worry for me on my next visit.

**75)** Because it was my first appointment and there will be a lot to do over a period of time, there was a lot buzzing around in my mind. As a result, when I thought about it afterwards, I was unclear about, or couldn't remember some of the things I had to do.

**76)** I found Dr. X to be a great listener, compassionate about truly helping people not just with back issues but overall good health. He is patient and wants his patients to feel at ease with the treatment they receive. His bedside manners are top notch and you can feel that he sincerely cares. The staff is extremely friendly and made me feel so at home on my first and all visits. The office is clean and neat with comfortable seating as well as a nice selection of magazines. I love the music as it relaxes me prior to my treatment.

**77)** My name is Susan (emails say Sandra).

**78)** The sales pitch night needs to be shorter. It's excellent information but after 45 minutes people lose interest. You had us sold at the beginning. The only part that should be in the sales pitch is that chiropractic care should start from infancy. ;)

**79)** All staff were very welcoming and professional. I feel like I have been attending sessions for years after only a few visits. They know you by name and really make you feel at home :)

**80)** I was confused about my fees. I was charged my co-pay plus additional fees for certain procedures. I've never been charged like that before.



**81)** The staff was extremely knowledgeable and professional. They explained everything they were going to do and why, and kept me well informed of what was going on with my body.

**82)** I did have some more questions that were not addressed because I felt I was being rushed out. The doctor and staff were very nice but maybe stopping to ask if the patient has more questions would be helpful.

**83)** My first visit was with Dr. X on Monday. My first impression was he was a very high-pressure salesman. All I wanted was an adjustment so my leg and small of my back would quit hurting and I could have some relief. After at least 10 minutes of arguing with me over me not wanting X-rays I received what I came for. An adjustment and relief.

**84)** Very friendly and accommodating staff. Explanations were sometimes given in medical terminology that can be difficult to understand by the ordinary day-to-day person.

**85)** Felt a bit pressured on the orthotics.

**86)** The excellent professional ambiance in reception was marred by the appearance of a caller whose 'business' was of a personal nature. (One of the practitioners was late for lunch with her.) The receptionist dealt with this discreetly and calmly, but it was clearly an inappropriate intrusion for both the receptionist and the waiting clients.

**87)** I really appreciate the follow up phone call after the first visit. Things like that are no longer done in this day.

**88)** This chiropractic experience is very different than the ones I've had in the past at other clinics. With all the tests and X-rays that were done during the initial visit, I feel Dr. X has a thorough understanding of what is going on internally and can then effectively administer the appropriate treatment. By showing me the test results, explaining everything in detail and allowing for questions, I understand why he is doing what he's doing.

**89)** I expected an interpretation of the X-rays but now I have to go back again for it.

**90)** Kind of pushed to buy things.

**91)** I tend to be reluctant to go to a doctor of any kind, but knew I needed the help of a chiropractor for my lasting back pain. Your website is really informative and very nicely put together.

**92)** Every treatment was explained, choices of treatment given, no pressure/forcing of the chiropractor's opinion onto myself.

**93)** I am a very busy mum of two little ones and am finding it very tiring waiting so long for my appointments. Whilst I appreciate that some days and times are busy, my time is precious too.

**94)** Everyone was very helpful and you did not feel like you were rushed through the appointment.

**95)** I was kept well informed as to what was happening, DVD and visual equipment assisted well to gain greater understanding.

**96)** When I inquired as to the start-up cost, I had the impression it would be around \$200.00, then \$50.00 for each visit after that. I expected my first visit to include some treatment so I was surprised when I had to pay an additional \$50.00 for that. I expected to receive instructions for exercises to do at home between visits. Had I known in the beginning that it would take an initial investment of closer to \$400 - \$500 to get started, I may have sought other options. My only complaint is not having full disclosure of the start-up expense.

**97)** My only complaint is that I was not aware of the \$80 charge until services had already been rendered.

**98)** The entire staff made me feel welcomed as a new patient and they demonstrated the utmost professionalism. Dr. X has very impressive diagnostic skills and offers a pleasing bedside manner. His knowledgeable answers to my medical questions were enlightening and help put me at ease. Great customer service!

**99)** I'm a tough sell. Your presentation was outstanding and the information you provided was invaluable. Thank you for your dedication to helping people live full lives.

**100)** I was very impressed by the service and initial consultation and am similarly impressed with the very informative website which is why I selected this practice.

**101)** I appreciate how he takes the time to explain things to be. This is my first ever visit to a chiropractor and it made me nervous but he takes the time to explain it and it made the experience less nerve inducing.



**102)** I really loved the cleanliness of your facility and the way staff was welcoming, personable and considerate of the pain I was in when I arrived.

**103)** Dr. X is very knowledgeable and very good with kids. I really liked how he used scans and equipment to determine the problem and not just going by what he thought was the problem. I look forward to having my children treated and helped by him.

**104)** Dr. X seemed a little rushed. Talked so fast it was difficult to keep up with him.

**105)** No manipulation was done on my first visit, had to come back the following morning. Discounted rate of 27 Euros didn't include a treatment, just a scan.

**106)** The only problem we had was we were seen 45 minutes after our scheduled appointment. My other concern is cost. If it works we will keep coming but our copay is very high and to pay that much multiple times a week to be seen for 5 or so minutes feels difficult.

**107)** Ability to treat patients in a timelier manner. I have to wait a week to get my first treatment; meanwhile I am in quite a lot of pain.

**108)** It would be nice to have a bit more time to get all my queries answered.

**109)** I've been to two appointments now and they have both felt a bit rushed.

**110)** Everyone is so kind and attentive! I was scared and unsure about a chiropractor.

**111)** Never have to wait at appointments and always left feeling confident if not 'better.'

**112)** You are not the typical bone cruncher and you are very detail oriented and provide great explanation and hopeful resolution!

**113)** We were very impressed with Dr. X's professionalism. Also, the fact that he was able to do the X-rays at his premises himself was an extra bonus as we did not have to go to the hospital or anywhere else to get these done. Awesome!!

**114)** Courtesy follow up call after first treatment was an excellent touch.

**115)** There is only one thing I don't absolutely love: the tedious form I have to fill out on every visit.

**116)** I find it very disappointing when a session takes less than 5 minutes considering the cost per session. Makes it harder to justify the cost and any further visits. There should be more (hands on patient) time and less time talking to make it feel worthwhile.

**117)** The experience was amazing. I have never had so thorough an examination.

**118)** When I booked my appointment, I was advised of the price of the initial consultation, however I wasn't informed that X-rays are usually taken on the first visit and how much they would cost. I also wasn't made aware that there would be no treatment on the first visit. So I left feeling quite dismayed that I had just paid a considerable sum of money without any resolution of my pain.

**119)** Your receptionist is just FANTASTIC so welcoming and put me at my ease. Dr. X was very thorough and achieved a lot in just over 30 minutes.

**120)** Dr. X provided great explanations during the evaluation and adjustment that made me feel confident and comfortable in what he was doing and the adjustment was very effective.

**121)** I have been to other chiropractors in the area and NONE have given me the treatment and overall reception as your office.

**122)** I was amazed at how kind and personal everyone was. I felt like everyone actually cared about me and my health, asking questions and listening, and then remembering things I had told them a week later at my next check-up. I didn't feel like just another patient to them. You guys are great! :)

**123)** I appreciate how willing everyone in the clinic was to help me. I also liked that I was told I was on a recovery plan. It made me feel like I was part of the process and not just another patient.

**124)** As I have allergies to perfumes/aftershave and cleaning solutions, I request that the strong cleaning products not be used just before my adjustments. Also, Dr. X needs to wash his hands in between patients as he transferred either his or the previous patient's aftershave to my neck at my last adjustment. As you can imagine, my husband does not wish to smell someone's aftershave on me but more importantly, I have to wash again as the smell sets off my allergies and I do not want to smell of aftershave.



**125)** My only issue was I felt like I was rushed into making a decision about using your offices. I know I need the services, but probably should have gotten a second opinion before signing everything.

**126)** The first visit was life changing for me. Almost a year of seeing many doctors and specialists and not one of them even properly saw me like Dr. X. I felt instant trust and confidence.

**127)** Office was clean and welcoming. Dr. X was attentive and did not seem to be rushing through the appointment and listened to my symptoms. Never been to a chiropractor before but looking forward to my next visit.

**128)** Dr. X is an AMAZING chiropractor (and I've had a lot of them in my life)! Knew exactly what I was going through and how to fix it. Great listener and really knows his stuff. Don't think I've ever been sent home with a goodie bag from a doctor's office before! I keep telling my friends it was like the Disneyland of chiropractic!

**129)** I was mildly put off by the scent of cigarettes on my first visit on the doctor. The second visit was better.

**130)** I was impressed with the after hours phone call follow-up, after the first visit.

**131)** I give you and your staff an A+ in customer care and education. Knowledge is power and I firmly believe empowerment is an excellent motivator.

**132)** This is the first time in my life that I have seen a doctor or chiropractor and he was really listening. Plus, spent time to explain my issues. I honestly felt he is there for my issues and not the money.

**133)** I did not know what to expect on my first visit. Perhaps when making a booking by telephone, I could have been referred to the website and a section describing what happens on a first visit.

**134)** Your office waiting space is a bit small (but darling, AND you have tea), but then you don't keep people waiting, so size is not at all important. Not keeping people waiting is such an endearing quality in a health provider!

**135)** Apart from the visit feeling a little rushed, as the explanations referring to the science of chiropractic and the benefits were delivered very quickly by the doctor.

**136)** I loved the fact that Dr. X was so unashamedly Christian. Well-done, doctor!

**137)** There is a LOT of information provided on the first visit: explanations, tours, instructions and testimonials. Although I appreciated that all the staff took time to review this info with me it was rather overwhelming! It is very clear that all staff are passionate about chiropractic AND wellness, which is reassuring and refreshing to see.

**138)** VERY PLEASED WITH STAFF AND TREATMENT TO DATE. ALSO APPRECIATE THE EVENING LECTURES.

**139)** It was beneficial to me to be told what MAY happen to me with some possible bruising from the first treatment.

**140)** This was the best, most patient-focused, helpful, informative, friendly first visit to a health care provider I've ever received. Very professional, efficient, with a clear, easy to understand baseline exam and preliminary results. Well worth the time and the special fee.

**141)** Being my first time, I'm still skeptical and learning what makes a good chiropractor. I was turned off by the attempt to sell a cooling gel.

**142)** Was very pleased by the care and even had a call by Dr. X that night asking how I was feeling. Very impressive for my first chiropractic visit.

**143)** I was blown away by the high level of customer service I received! Especially by your welcoming reception staff. It was like talking to an old friend.

**144)** Dr. X and Dr. Y listen well to their patients, are gentle, respectful, and keep good track of each patient's personal health situation. They follow up on previous discussions to make sure they are doing their best to ease your discomfort. Their staff is warm and the atmosphere as a whole is very welcoming.

**145)** From my first phone call to make an appointment for my baby, I was made to feel very welcome.

**146)** Dr. X spent a great deal of time with me and I feel like she really LISTENS, then plans treatment accordingly, which I am really thankful for.

**147)** Service and the employee's personality are excellent.

**148)** The whole operation seems to be organized and sparkling clean.



**149)** I was pleasantly surprised at how well equipped, clean and modern the office is. Each staff member greeted me with a smile...that was nice. Dr. X treated me with the utmost respect, kindness and professionalism.

**150)** I would like to have known where I stood with my insurance seeing as I had given my details in advance. This is very important to my family and me as we pay a lot for insurance and cannot afford to not use it.

**151)** There is so much information that it is hard to remember it all. I should've taken notes! I absolutely appreciate all of the information; I just can't remember it all :)

**152)** I was put-off by the doctors continually telling me how I wasn't healing and I thought I had healed pretty well. He kept telling me how sick I was and then his suggested therapy was so much more expensive than I expected that I was frightened that one false move would make me totally dependent.

**153)** You did more extensive X-rays than the other chiropractor that I went to previously and for that I am thankful even though my insurance didn't cover the cost. It was worth it.

**154)** I was disappointed that I did not get a full report which apparently requires an X-ray costing €75. This should have been made clear when I booked the initial appointment.

**155)** I really liked how the initial exam involved showing me where I have interference in nerve function simply by testing reflexes, strength and sensation. I haven't had a chiropractor do this before and it was enlightening.

**156)** Limited hours make appointments very difficult to accommodate.

**157)** Dr. X is very knowledgeable and takes the time to explain the rationale behind the plan of care. He has a great energy and enthusiasm while providing treatment. It is clear that he knows what he is doing and is invested in getting his patients back to their pre-injury baseline. His bedside manner is attentive and fun spirited which makes the whole experience pleasant and stress free.

**158)** Thank you for the welcoming first visit, both the chiropractor and receptionist were friendly and welcoming. The chiropractor took the time to explain the procedure to my son and myself and always ensured that we were comfortable with the proceedings.

**159)** Dr. X was extremely helpful and explained everything to me. I can tell that he really wants to help me and doesn't want to hurt my wallet. ;) I truly appreciate his honest and to-the-point approach.

**160)** Loved that there was no pressure to sign up for a long-term plan.

**161)** Great first consultation. Dr. X took his time explaining my diagnosis, my options and made sure that I understood everything. He answered all my questions professionally and made me feel confident in the care and treatment I would be receiving.

**162)** I have used chiropractic care for the last 20 years. The previous chiropractors in other states I've seen have treated the whole body. Making sure all body parts including legs, arms, hands and feet were all correctly aligned. I was disappointed this was not done at your office.

**163)** The traction table was not working correctly. A makeshift method was improvised by the operator although it really didn't work well. I was amazed that the procedure wasn't stopped and a solution found, then restarted from the beginning.

**164)** After the initial wait of 40 minutes, I was not happy.

**165)** I was not prepared for the type of treatment I received. Perhaps because I told Dr. X that I have been treated by a chiropractor before for the same problem, he may have presumed that the treatments I've had prior were the same as what he administered. I wasn't prepared with an explanation as to what was going to happen. I was quite startled and a bit uncomfortable with my treatment.

**166)** The office is very cheerful and homey. I was greeted immediately by name by the front office staff. I have never felt that welcome at any doctors office EVER. Dr. X took the time to explain everything he was going to do. It was a very positive experience.



**167)** Everybody was extremely friendly, professional but fun at the same time.

**168)** Dr. X is very warm and personable. He takes the time to explain everything in detail so I'm informed and educated about my healing process. Truly a rare gem in the health care profession.

**169)** Dr. X takes time with his patients to really figure out the cause of the pain by asking a lot questions, listening and thorough examination.

**170)** My surname is Macleod, you have it as Macload.

**171)** I was recommended by the hotel concierge just a block away where you might leave some business cards for guests.

**172)** I just think licenses should be on display. Especially when the doctor looks 18 years old.

**173)** As I informed your office staff, I prefer to be called Bud. However my true first name is CARL, not CAROL, as you have addressed both e-mails. This is one reason that I request to be called Bud.

**174)** The pre-appointment paperwork asked for the same information as the forms I filled out at the office. I was asked to provide the same information repeatedly, sometimes three times!

**175)** I greatly appreciate how detailed Dr. X is in his explanations - in the initial exam, the follow-up report of findings appointment, and treatment appointments. Very thorough and complete. The videos are also wonderful in providing additional information.

**176)** It's was very refreshing being treated like a person and not just a patient seeking care. It was nice not feeling like I was intruding on your time.

**177)** Dr. X is awesome, he doesn't jump on you to adjust your back, he is very gentle and he really listens to his patients, he explains things so you can understand. His office personnel is just as wonderful and helpful.

**178)** I was very impressed with the time that was taken to examine me and explain what was going on. I also really liked the fact that a nerve scan was done. It showed problem areas I had not even mentioned yet, but the nerves lead to areas I knew had been issues in the past.

**179)** Your receptionist was not accurate in my profile and I had to direct her to double check everything: that undermines my confidence in the overall experience and deflates my expectations.

**180)** Your receptionist is an absolute gem - very patient, very helpful and answers the phone in a very professional manner. She is a delight to see each time I come in.

**181)** I was very impressed with my first visit - everything from the courtesy of the ladies at the front desk, to the cleanliness of the clinic, to Dr. X's professional yet personable interactions with me.

**182)** It's kind of spooky what Dr. X knows about my body just from the exam.

**183)** I am really pleased to have found Dr. X and look forward to ongoing treatments, even though it sometimes seems like a pneumatic drill and stapler helping fix my body - neither of which I have experienced before.

**184)** Your staff was the nicest in the country! I have never experienced customer service like that before! Was really shocked to have the front receptionist shake my hand. Weird, (I know she felt weird doing it) but it was neat to do.

**185)** I like that adjustments are done on tables in a semi-private area. (My previous chiropractor's office had a completely open environment - a bit uncomfortable to be worked on where an entire room of people can observe.)

**186)** Appointment times need to be adhered to or an explanation and apology should be given to waiting customers within an established time.

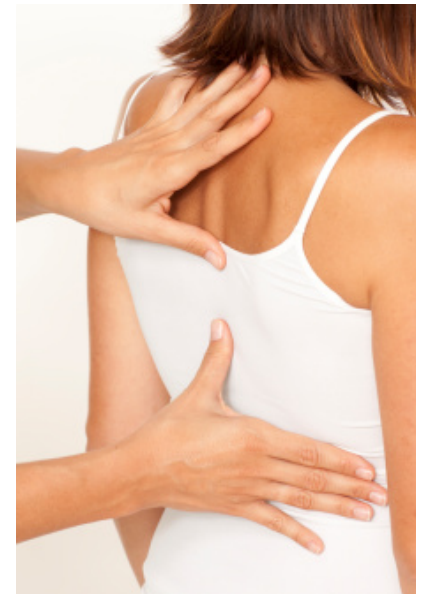
**187)** I have heard staff complaining about their day or bickering at each other in front of patients. I know they're working very hard and I don't take much offense to this, however, it does show a slight lack of professionalism that could potentially reflect poorly on the practice.

**188)** Was not clearly spelled out just what the program would consist of and number of visits it would include until after second visit.

**189)** It cost \$199 and then was told Medicare doesn't always cover entire program.

**190)** I don't think it is smart that you take patients back without them knowing in advance what insurance will cover or if not using insurance giving them some type of estimate. They might not have the money and you might not get paid. I would just make sure my staff was being a bit more cautious about that for your own sake. It was very hard for me to concentrate on my visit and enjoy it because I was so frightened at how much I might have to pay.

**191)** Really appreciated the education I received from Dr. X about my spine and its connection to all my organs. Additionally, I valued the explanation of what was going to happen before it happened and as it happened, as the adjustment to my back was done. I had never been to a chiropractor before so I was a little apprehensive.



**192)** Have some reading material not related to chiropractic issues available.

**193)** I like the modern, open concept aesthetics of the office; however, depending on my day, that open concept doesn't always work for me!

**194)** It might be nice to have soft music playing during the massage sessions. It would help to block out the other sounds from outside and make the experience more beneficial.

**195)** Although my leg hurt like crazy, whatever he did elsewhere worked. I am very encouraged my legs will improve faster than I had hoped (if I keep doing my exercises) and who knows, maybe I will get rid of the ringing in my ears permanently, but I still won't eat vegetables!

**196)** As I explained to Dr. X, I was putting off seeing a chiropractor because of a past family experience, through a close friend he encouraged me to go for my neck issue. Dr. X gave me a great explanation of what was going on with me. The fact that X-rays were taken right away made me feel very comfortable. The front desk was extremely helpful with checking out and payment options. I was treated with kindness.

**197)** Being new to the area, I was happy after searching for chiropractors to find Dr. X. She uses some of the same procedures my previous chiropractor used and also some different ones. I have been seeing chiropractors for many years and feel after just a few visits that I will continue seeing her. The office staff is great too!

**198)** Best chiropractor I have ever been to. They're not just into it for the money. You get the feeling they really care!

**199)** Dr. X is amazing. She listens and DOES NOT judge. It was nice not to feel like I was being scolded. She was very informative and gave me facts and insights, not a lecture, on taking better care of myself. :)

**200)** My first impression is that it seems like a moneymaking scam. Both times I've gone for appointments I waited in the small, overcrowded waiting room for longer than my appointment lasted! So many people are being whipped in and out...must be making money hand over fist for doing very little.

**201)** I am still paying and will be for a long time on expenses I did not expect! I will never be back or recommend this place again!

**202)** The worst excuse for medical treatment I have ever received. I left stunned and shaken by the extravagantly poor and bewildering experience.

**203)** It's great you have hours on Saturday. There are only so many hours during the week when it's possible for me to get away from work for a doctors' appointment.

**204)** My last visit was more of a sales pitch rather than heart-to-heart patient conversation. No eye contact. I left very disappointed.

**205)** I went there on my lunch hour and told them I would need to get in and out, and was told that would be no problem. I was there for 30 minutes before they even called me back for X-rays. I meet the doctor and then was moved back to the waiting area for another 30 minutes. I told your receptionist I needed to leave and get back to work, but was told it would only be a few moments more. After being there for TWO hours the only thing they did was make me miss two hours of work and I still had a headache. Then I received a bill for \$1400 for the X-rays! Are you kidding—they did nothing for me! I thought the first visit was free. I have told a lot of people about my experience and I will continue to do so. This place is a waste of time. NEVER AGAIN.

**206)** My experience was marred by the miscommunication I received when initially booking my appointment. I booked the appointment after seeing the advert in local press offering a full examination for £20. It was not explained that the X-ray was not included. I was therefore stunned when charged £100 for an appointment, which I thought, would only be costing £20. On this basis alone, I have decided to take my business elsewhere.



**207)** My first visit, I was taken back 23 minutes after my appointment time and that was pretty frustrating. I decided then that if the doctor didn't completely impress me, I wouldn't be back.

**208)** Thanks for calling on my first visit. It feels a bit rushed in the open room format. I had concerns about the cause of my issues not just the treatment.

**209)** Lovely office, I like the open concept. I look forward to seeing what the clinic can do for me.

**210)** Second appointment was also late by 15-20 minutes, even though I called 15 minutes before the appointed time to check if doctor was running on time and supposedly was.

**211)** Could we subdue the music?

**212)** Overall great service. There was, however, inconsistency of knowledge and attention to detail among the staff concerning treatment, techniques and care to properly perform. It seemed rushed.

**213)** The staff work well together and make clients feel welcome. The clinic has a cheerful atmosphere and the doctor is both informative and empathic.

**214)** I loved the fact that you read what I wrote out. You took time to hear my comments and that you never rushed me. Everyone took interest in my case and remained well informed.

**215)** Although we discussed that it may become expensive for the amount of treatments that I may require, I was not made aware of the cost of the X-rays until I went to book the next session and was unprepared to have to pay £80 at that stage.

**216)** A tiny bit disappointed I didn't get to experience the actual bone twisting/cracking manipulation. :) But the machines were nice.

**217)** I just felt a bit rushed through the process. I also wish someone had told me before the end that the electrode treatment I got would be \$23 more as I am on a tight budget. No one mentioned this to me before or during the treatment. Unfortunately my neck felt more tense after leaving than when I arrived.

**218)** Please correct the spelling of my first name. It's spelled Kimberley, not Kimberly.

**219)** I believe that if I arrive on time for an appointment, and there are no extenuating circumstances, then I should be seen on time. I arrived 5 minutes early with my daughter knowing I would need to do paperwork. And yet the staff told me the reason I had to wait 45 minutes was because it takes time to do the paperwork for a new client. The staff told me that while they were processing the paperwork, they allowed people to go in before me, even though their appointment time was after mine.

**220)** Dr. X's follow up (phone and subsequent emails) was the best I have ever received from any practitioner I have ever seen.

**221)** Putting people ahead of me who have appointments after me, is unacceptable.

**222)** Also the fact that prayer was introduced at a session has made me feel that this is a very positive experience.

**223)** Would have preferred to be adjusted during my first visit, so I wouldn't have to come back another day.

**224)** Thank you for your attentive care. You make me feel like I'm your only patient. I feel comfortable asking questions, but most of all, I appreciate the fact that you pray for guidance while formulating a plan for my wellness. This gives me comfort.

**225)** I was blindsided with the not taking insurance thing and how much it cost. It was a little misleading on the paperwork since it asked for the insurance information.

**226)** I am a bit sensitive to air fresheners and feel that they are harmful for the health of your clients. So, if the freshener strength was reduced, or replaced with natural aromatherapy, I would appreciate the session more.

**227)** I was thoroughly impressed with the session and surprised that it actually included a treatment, which was fabulous! I was also impressed that the treatment is well rounded in that it includes supplements that will aid in the healing process.

**228)** Felt like I was being told I was 'broken and needed fixing' when I was only seeking pain management. Felt like the proposed course of treatment was without a definitive endpoint and that it would take a lot of time and money especially if I didn't follow through with it. Felt there were 'fear based' sales techniques being used on me by all members of the staff I spoke with to get me to continue treatments. Too much pressure for the first visit.

**229)** I appreciate the time the doctor spent explaining what he was going to do and not making me feel as if I am being rushed out the door.

**230)** Thought the marketing of chiropractic was over the top, in not a good way.

**231)** First impressions - very clean practice and friendly receptionist!

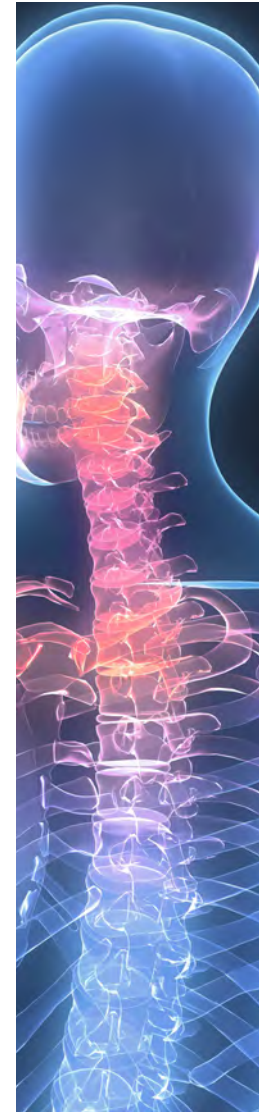
**232)** I didn't know it would take two hours. If that were explained before hand it would be appreciated.

**233)** There was no privacy when treated.

**234)** Would have liked something in writing from the doctor summarizing my condition.

**235)** The hard sell to bring in family members was a little disconcerting.

**236)** The office could use a good cleaning.



**237)** While getting my massage I could hear Dr. X's consultation with the patient before me. It was concerning when I heard him start to tell me the same story and made the appointment feel less personal.

**238)** I was so surprised at the interest and concern of the staff.

**239)** Everyone is very attentive and are great listeners. I really like how patient centric you all are - even getting a chance to ask questions after the visit.

**240)** The video was very informative.

**241)** I've had other chiropractic appointments in the past, which left a bad taste, as they were overtly sales driven and I felt I was being fleeced.

**242)** The wait time was my only concern; I had an appointment for 9:30 AM and wasn't seen until after 10.

**243)** Saw Dr. X. He thought I had a Groupon so I had to wait an hour and 15 minutes to be seen—30 minutes at the front desk and 45 minutes in a small room. Just as I was going to walk out, he came in and did some back assessment. Then told me he has to see me another day. I started crying from frustration and pain and he explained that's how the Groupon works. I didn't have a Groupon, but it's good to know if I did have one I would be treated like crap!

**244)** When told that my insurance is accepted and then given a bill for \$80 on the first visit (a visit that gave me no relief/results) and given no explanation as to why my visit was \$80 except, "The insurance specialist is out today, she will call you later." I still haven't received a phone call from her explaining my bill. I am very disappointed and will not return.

**245)** I was under the impression the cost of an adjustment was \$35. That is just for a back adjustment, if you're having a problem with an extremity there is an additional charge. This is really too bad, I enjoyed the staff. I can barely afford \$35, let alone \$77.

**246)** My initial appointment was at 3:00 PM and I thought I would be done by 3:45 or 4:00 PM. However, when I left it was 5:00 PM.

**247)** I'd prefer it if the consultation room was more private so the waiting room can't hear the conversations in the room and vice versa.

**248)** I was disappointed to not have had prices mentioned to me before any treatments. And then even more disappointed in receiving an offer two weeks after my initial assessment for a friend at £20 that I had paid £39 (via Groupon) and then an extra £80 for X-rays. I felt pressured to buy the X-ray there and then. Overall pretty disappointed and not really made clear what was being done and why.

**249)** A little worried that my insurance will not cover the X-rays that were taken. The nurse said I would be reimbursed by my insurance but I am not sure that will happen.

**250)** The front desk girls need to know what they're doing. I've had a few appointments messed up from their end but had the card they had written the appointment on correctly.

**251)** I was very impressed by the knowledge of the staff and by how friendly everyone was. I felt like I was truly being taken care of. I don't think I have ever had a better doctor office experience.



**252)** I wish my regular doctor was as interested, caring, compassionate and helpful as my chiropractor!

**253)** The atmosphere is very welcoming and makes you feel comfortable immediately.

**254)** Too much information, nearly information overload in the first few appointments. Such as trying to figure payment plans, office routine, how many sessions required, etc. Information package very overwhelming.

**255)** I wish your program was more about me and less about my insurance! One almost feels defensive!

**256)** The only negative aspect of my first visit was the delay in being seen. I waited for so long that I actually asked the receptionist if I had the wrong appointment time in my calendar.

**257)** Some initial recommendations for what I can do to help myself get better would be great. I suppose tips on posture or something would make me feel more in control.

**258)** The only thing I wish could happen is a larger, more open building. There is absolutely no privacy at the office nor does it set any sort of relaxing feel to the space, as you have to interrupt other clients to get to the chiropractic beds. I wish it had single beds in their own separate alcoves.

**259)** Time management is a problem. I have had two appointments so far. The first appointment I filled out paperwork for 15 to 20 minutes and was not told to arrive early so my appointment was delayed. I expected it to be a long one since it was the first consult. Total was ~1.5 hours. The second appointment, I was on time but sat in the waiting room for at least 25 minutes before I was seen. My expectation since I work is that I be serviced on time.

**260)** My insurance was taken, but not billed. I expected to be billed after insurance processed my claim. However, I was expected to pay \$370 out of pocket, right then. It appears I will not receive any beneficial treatments for at least another week. I left feeling disappointed.

**261)** The X-ray technician never explained how many X-rays she was going to take... just kept snapping. I feel like I was over X-rayed. I was extremely disappointed that I was not able to go over my X-rays on the first visit. Instead, I was told that I need help, but that I have to return to a class before I would get my information. The personal care does not seem to be there. I will come to your class so I can get my information, but I am still undecided whether this is for me.

**262)** After spending so much time writing down everything about me and my condition in several pages of initial paperwork, you hardly glanced at them, and instead just asked questions. I thought, so... why did I just spend all that time writing it down?

**263)** You have the best receptionist in the world!

**264)** The place is amazing, clean and well equipped. The staff is very polite and very concerned for the well being of the patients. Doctors are extremely knowledgeable and professional and are not trying to trick you into signing up for anything, and give you tons of options to choose from pressure-free!

**265)** I don't really see why the office does not accept credit cards for payments less than \$30. My copay is only \$15 and all of my other physicians accept it without protest. Using a credit card is my preferred method of payment for many reasons, and I don't understand why there is a minimum charge.

**266)** Although the treatment areas are screened off, I do feel it's a little too open, putting us the clients on view. If a client is self conscious of this then it can contribute to stress when absolute relaxation is preferred.

**267)** Brilliant website good job and well done. Looking forward to the quizzes!!?!!

**268)** There was a lot of good educational information throughout the session, however; at times it came off as a sales pitch. I did feel a little sticker shock as cost was left until the end.

**269)** Not a big fan of the group slide shows. While efficient, it still seems like health related topics should be more private.

**270)** It wasn't clear that I'd be spending an evening at an orientation. I'm glad it was part of the overall plan but I would have liked to have had a better heads up for planning for that. I also want to say that education about processes is a great beginning. There were small moments where the education portion bordered on a sales pitch. I would have preferred that it stay purely educational.

**271)** I think that overall I had an excellent experience. I feel like everything was explained well for me and I knew what was going on.

**272)** After my appointment, it wasn't really explained what my insurance was paying and what I was paying. I was given a paper with a total of \$700+ dollars that I could pay in full or I could pay \$35, which was more than my copay. After a few appointments I asked the lady at the desk why I was paying \$35 when my copay was 30. She credited me the ten extra dollars I spent previously. It was just odd and not comforting.

**273)** I was very impressed with my consultation, which was very thorough, informative and professional.

**274)** For older patients try to talk slower we find you go too fast which would be your normal.

**275)** It was a very professional but still very friendly environment. The turnover of patients was like a well-oiled machine.

**276)** Correct first name is Christine, not Christina.

**277)** I was very impressed by the fact that Dr. X called my home the evening of my first treatment to see how I was doing and to offer suggestions if I was in pain.

**278)** Although the staff was nice... I felt like the whole thing was a joke and nothing was being taken seriously and felt overall like I was being sold something. I was given something to read and then questioned about it like I was in school. The worst part was that when she was asking me the questions, she didn't know the answers herself or where to find them. If your staff doesn't take it seriously should I? Overall, I didn't have a good experience and it felt like I was being sold something.



**279)** I felt very welcomed and comfortable with the lady who did all the tests, she was very friendly, helpful and did all the talking. However, it all went wrong for me when the chiropractor entered the room without saying hello or introducing himself. He barely asked me any questions, and when he did, he asked his wife and not me. He simply left the room when he had finished treatment without saying anything, which left me feeling quite confused as to whether he had finished or not. I had no advice on what I could do at home to help myself between appointments, despite asking, and was told unless I came for appointments twice a week then I wouldn't get better. Overall I left feeling extremely disappointed and frustrated with the chiropractors attitude and total lack of 'bedside manner.' The only thing I learnt from the experience was from the computer, which said my back was a mess, and this I already know. It cost £85 and I don't feel any enthusiasm to return.

**280)** Listen more and be more thorough in treatment...not a quick once over and done.

**281)** Superb website. Receptionist was lovely, welcoming and very helpful. Appointment with the chiropractor was excellent, learned a lot and felt reassured about my condition and that it can be helped with more treatment.

**282)** This place is fantastic. Everyone is incredibly nice and genuinely cares about how you are doing. The staff is personable and remembers everyone by name. It is very welcoming.

**283)** Deal breaker is the group event on Tuesday nights. My time is limited to begin with, let alone sit through a group session like an AA meeting.

**284)** I was impressed by the follow up phone call after the first treatment.

**285)** It must have been the day I was there but the girl at the front did not seem like she wanted to be there. The girl who set my stem pads also did not seem like she wanted to be there either.

**286)** Why is it necessary to pay any cash up front if my insurance is going to cover the majority of the visits?

**287)** I have been particularly pleased by the staff's efforts in advocating for me and taking time to explain how insurance payment works.

**288)** I appreciate the hardship offer given. If this is not given to all patients, it would be helpful to tell people up front that their insurance doesn't cover the services. I waited in the waiting room about 20 minutes past my appointment time and had provided all my insurance information on the phone before my appointment. If I had been told when I arrived of the initial cost that might have been incurred, Dr. X could have made the decision to offer the hardship right away, thus saving the practice a 45 minute appointment slot, or I could have declined right away and saved some time.

**289)** I appreciate that there is no pressure to purchase a package plan that many chiropractors try to talk you into.

**290)** The beds should be cleaned between clients and doorframe near handle in room one is dirty.

**291)** The open concept is a little creepy other than that I had a wonderful time. Dr. X and staff were fantastic.

**292)** I was told about the doctors report program, I think that's what it was called, where new patients come in on a Monday evening to learn more about the practice, to view their X-ray with the doctor, to go over their care plan and to review the financials towards the end of my second visit. I think it would've been more beneficial for me to hear about this at the beginning because I was kind of confused about my care plan, why I was having a massage, why I needed to be seen twice on my first day, etc.

**293)** It would have been nice to know the full cost of my first consultation including the X-rays I was required to have.

**294)** About the doctor's report. The talk was excellent and informative. The rest felt kind of rushed - I thought there would be more time individually with the doctor to not only look at the X-ray but discuss some questions about working towards improved health.

**295)** Never want to visit this office again, as staff and doctor were very rude and I was overcharged for the visit. I continue to share my experience with everyone.

**296)** My name is Donnie, not Donna. I still have reservations of manipulation vs. mobilization therapy. Damage to the vertebral artery/stroke is still a concern.

**297)** No one asked which doctor I am here to see. I was referred to see Dr. X but instead assigned to an unknown doctor. A bunch of X-rays were taken but no explanation of what was observed other than it did not show anything since I took Aleve yesterday. I had told the doctor I had taken Aleve yesterday and yet if that was an issue tainting the X-rays as explained, which is very strange; the doctor should have waited till next visit to take the X-rays. The attempt at explanations was rushed and meaningless.



**298)** I wish that I had had the opportunity to have a closed room one on one time allotted for discussion with the doctor for my first visit/consultation. I don't feel that I got enough time (without feeling rushed) to talk thoroughly with the doctor before he started to actively treat me. I was also very surprised that he did not want to review my MRI prior to starting to treat me. It lowered my trust level a little bit as to whether or not I should pursue chiropractic care as opposed to surgery for my current condition.

**299)** Although apprehensive at first, I found my first chiropractic visit to be a very reassuring and educational experience. The personal attention and care by the staff and Dr. X made the visit a breeze. They answered every question I had (which were many) and explained everything they were doing to keep me informed and aware of what was being done.

**300)** God must have a special place in Heaven for chiropractors.



## The Take Aways

Based on these patient comments, here are some of the more important take aways and reminders for giving your practice greater new patient attractability.

**{ 1 }** Take heart in the fact that most patients are overwhelmingly delighted with their chiropractic experience.

**{ 2 }** Most new patients enter your practice and are wary and a little apprehensive. A key part of the communication burden is to volunteer information and over communicate.

**{ 3 }** Those new to chiropractic bring their medical experience and expectations with them, producing a greater burden to anticipate concerns and neutralize potential upsets.

**{ 4 }** The attitude, people skills and compassion of your front desk talent can make or break a new patient's first visit experience, affect referrals and create lasting impressions about your practice.

**{ 5 }** Your financial policy and its administration appears to be the topic with the greatest potential for confusion, miscommunication and negativity.





**{ 6 }** Over communicate, avoid assumptions and make sure patients understand what's going on and why.

**{ 7 }** Set appropriate expectations, especially about your practice procedures, how much time to reserve and that patients are buying your talent, not your time.

All of us at **Perfect Patients** hope these new patient revelations will serve to enhance your practice, inspire more referrals and help you be the natural health care authority in your community!

## About Perfect Patients



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William Esteb and Steve Anson founded Perfect Patients in 2004 to help chiropractors get and keep more new patients. Today, they proudly lead a team of 50 dedicated professionals located around the world who create and manage the online presence for licensed professionals around the world.

Innovators in the pursuit of using technology to help bring hope and healing, Perfect Patients is the premier website service for chiropractors, producing 92,282 new patients last year. Find out how to get your share!

Learn more at [www.perfectpatients.com](http://www.perfectpatients.com)