

WHO IS YOUR PERFECT PATIENT?



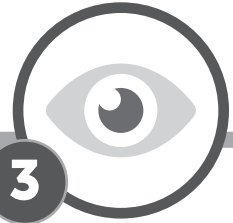
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Do they pay with cash or insurance?



2

Are they seeking symptomatic treatment or wellness care?



3

Are they teachable and willing to follow directions or a skeptic?



5

Are they new to chiropractic or have they seen a chiropractor before?



4

Do they prefer appointments in the morning, afternoon, or evening?



6

On a scale of 1 to 10, what value do they place on their health?



7

What is their particular health focus? (headaches, fertility, low back pain, pediatrics, athletics, etc.)



Description of your Perfect Patient:

Example: My perfect patient is a cash patient with morning appointments seeking symptomatic treatment for chronic pain who has never been to a chiropractor. They are a bit skeptical, but are starting to place more value on their health and are willing to give it a try.



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