

Hello and welcome to Pro Map by Dr. Pisciotano. This is Dr. Maurice Pisciotano and I'm the President and CEO of Pro-Solutions, the creator of the Pro-Adjuster and Pro-Soft. I graduated from the Palmer College of Chiropractic in 1989 and have practiced in Pittsburgh, Pennsylvania ever since. I will be your instructor in these lessons to insure your skills are enhanced. I have treated over 400,000 office visits and I have trained over 15,000 chiropractors and their staff. I'm absolutely honored to have your attention.

In this lesson we're going to discuss reactivation and recall. This is an intricate part of a chiropractic practice. It's not a long lesson but it's an important one. It's one that should be installed in your practice and consistent. Consistency is the key to success. I want to first talk with you about some definitions. First is recall. Recall is rescheduling an active current patient due to a recently missed appointment or set of appointments. Reactivation is different. Reactivation is recovering and rescheduling an inactive former patient who was on an active treatment program in the past greater than three months since their last adjustment. Most people who were on an active care plan, even if the care plan is wellness based, on the outside it's once every month or once every six weeks, maybe in some practices doctors will recommend every two months but it really is usually about once a month. Just think about it your self. How often would you get adjusted under ideal circumstances? It's probably going to be every week or two or maybe three. Therefore, reactivation is when you're getting people who haven't been in for a while to re-see the value of chiropractic care. Now an active patient, by definition, is one who is on a current treatment schedule. In other words, they are coming in regularly; they are once a week, twice a week, three times a week, etc. We have a policy in our facility and I have trained hundreds and hundreds and hundreds of chiropractors on this system, and that is that all patients should have appointments into the future. If they are an active patient they should have appointments. They should be on a schedule of whatever you recommend, they should have a minimum of three weeks worth of appointments or three appointments into the future. Let me explain what that means. If a person has three weeks worth of appointments it's because they are on active care. You know, they just recently hurt themselves or whatever the case might be so they are coming in two or three times a week. If they are coming in on an active schedule you should have them scheduled at least three weeks into the future. If they are three times a week and they are scheduled at least three weeks into the future, not counting the week we are in, they have nine appointments scheduled into the future plus a couple more in this week that we're in

right now. Why would we do that, because we know that's what's going to be necessary to help this patient. It's either medically necessary or it's clinically appropriate. That's why they need to be on the books. It also makes it easier to run your practice if you know who is coming in and you know when they are coming in and you know how far out they are scheduled to, etc. An active patient is one who follows that policy, they are either three weeks into the future or three appointments if they are on a wellness based schedule. Now an in-active patient, by definition, is one who has dropped out of being an active patient. In other words I thoroughly explained what an active patient is so in active is that they don't have that in place, they don't have future appointments. Then there is a schedule called PRN which is basically when a person needs care, they wake up in the morning, they have lower back, it's flared up, they come in for an adjustment and whatever you might do to help them with that particular problem and then they self-release and they don't come back again for six weeks or two weeks or a month or whatever it is. These are the couple of options. To properly put in a system for reactivation, your staff needs to understand these definitions. If they understand these definitions then we know what reactivation is about. Reactivation is about looking into that filing cabinet and scheduling people who haven't been in for three months or more. It's quite interesting because you'll have a patient who may have been under your care for a year or less and six months goes by or eight months goes by and they haven't been in your practice and one of your staff does reactivation, calls him up, sees how, you know see how they are doing basically, this is just I'm calling my friends up to see how they are doing, that's what reactivation is. Many times, it's interesting, the person hasn't been in in eight months and they say who, well I'm calling from Dr. Pisciotano's office, who, they don't even remember your name, it's so interesting. After eight months they don't remember your name so what's the chances of them continuing to refer to you when they are not currently active? Well if they don't remember your name, chances are good they are not on an active referral-based system for your practice. To properly reactivate patients, they must have had a favorable experience in your office for the most part and for some reason they suspended their relationship with our active care program because either they selected relief care or maybe something has interrupted their life or whatever the case might be but in either case they are not currently in your office. What we need to do is have a system. I recommend the system that you have is an ongoing and consistent system and not one that's overwhelming for your practice.

I'm going to give you several ways to do this but I want to try to make it simple. The simpler it is the more you'll be inclined to utilize it. There are two primary ways to do reactivation for your practice. Option number 1 is utilizing the direct touch marketing system that we've created for you. Option number 2 is that you do the mailings yourself.

We're going to take each one of these and talk about them just a little bit. Let's talk about direct touch first. In another lesson I'm going to spend time explaining the entire direct touch system. For our purposes here I'm not going to give you all the details. You can go listen to that lesson as part of this program. What I'd like you to do is see how direct touch directly integrates with reactivation. Direct touch is when our company sends out Pro-Solutions For Healthy Living, the magazine, to your people. You give us the list of who you want us to mail to and we will mail to them. They can be inactive former patients or they can be the mayor of your town. When we do direct touch we frankly don't care who you want us to mail to, we'll mail to anybody you want. I've recommended to doctors in my own practices we do this exact same thing, we mail to a minimum of 200 inactive patients every month directly out of our California facility. You don't have to touch the mailing labels, you don't have to touch the magazines, you don't have to stuff envelopes, you basically send us the list, we handle it from there. This is the one that I have found that works the best even in my own practices because things come up in a practice that cause you to not do a standardized system a CA quits, you don't have postage, you forget about it. There are all kind of little things that happen. What I'm saying with direct touch as it relates to reactivation is send us 100 names or 200 names just for reactivation, we send those people a very nice, high quality over 30 page magazine on wellness with a nice custom carrier sheet with your picture and a nice letter from you and a condition-based article connected to it. It goes out in an extremely high quality polybag. We put the postage on it, we mail it for you and all you have to do in your practice is wait for the phone to ring for people who are reactivating or, what I recommend, is give them a call and interview them and ask them what they thought of the magazine because that opens up dialogue. It might sound something like this. Hello is Bob there. Bob, how are you? John over at Dr. Pisciotano's office how are you? The reason I'm calling is the doctor had asked that we mail you a magazine, as well as a little introductory letter cause you haven't been in a while, we know you were living the chiropractic-wellness lifestyle for a little bit and since you haven't been in we just wanted to see how you were doing. Did you get the magazine? Oh, yeah as a matter of fact I did get it, what did you

think of it? Oh, I thought it was great, boy what a high quality magazine you guys have. Then they might go on to a few other accolades and you happen to have one of the magazines in front of you and you say, do you have the magazine with the (whatever the front cover is for that particular month) and they'll say yes and you say do me a favor, can you flip to page 14, there is an article that I want you to read if you haven't already and have them actually do it right on the spot and then see now you're into a nice little dialogue, little conversation and it's a perfect opportunity for you to say hey I'm really glad I spoke with you Bob. Now the doctor asked me to give you a call and see how you were doing. By the way it's been about six months since you were in, how are you doing? Well, you know to tell you the truth my lower back is starting to bug me a little bit about once a week now and I was doing great for a long, long time now boom, you're done. I'm not going to go into a bunch of dialogue here because in another lesson where I share with you how to use the New Patient for Today form, you would simply go right into the conversation because they are open to coming back in. The whole idea of reactivation is to re-open those cases that people that are suffering at home, forgot to come in, didn't mention it to you, didn't call you, etc. Keep in mind at any time of the day if you had 1,000 charts that were inactive patients in your practice, whether it was 1,000 or 100 or whether it was 100,000, there is a percentage of people, if you phone them today, they are having some sort of health problem, it's just probability and mathematics. If you phoned them all today, there is probability that probably half of them are having trouble of some sort. This is an ongoing process so that no one that is out there suffering doesn't have us touching them. We want people to know we care. We want people to know that even though they aren't currently active we're thinking of them. So maybe they don't come in from this first phone call, that's okay. Fill out a Potential Patient Tracking Form, which I taught you in another lesson, and the person say call me in a month, put their name down for a month and give them a ring and see how they are doing. Now I recommend that someone is doing this active system every single day. Now it doesn't have to be all day long but it has to be every single day someone has their focus on reactivation. That's the way (1) that I described using direct touch. Let me flip over and share with you how you can do this in your own office starting today as you listen to this lesson. Very simple, write up a nice little letter, a one page letter, very simple, you could even utilize the letter that's in the video program, the 13 minute lesson that I shared with you another time. In fact, I even, on that lesson, read the letter to you. Use a very similar letter and mail it out to 10 or 20 or 30 people a week

that are inactive. Have your CA follow-up by phone and actually do the exact same conversation I just did with you here. You're basically just trying to find out how they are doing so you could send them a letter, you could send them a magazine if you have the magazines coming directly to you. Maybe you spent some money and you hired a graphics person and you developed your own clinic brochure, send them one of those, that's fine too. Reactivation works best if you mail something first then follow-up by phone. Keep this in mind. Phoning is not as productive as mailing then phoning. Mailing is not as productive as mailing then phoning so when you combine these two, two forms of communication, you'll get the highest possible results. Now depending on your activity level, you may end up reactivating 2 or 3 or 5 or 6 or 10 people every week, depending on how old your practice is and how many inactive patients you have. This is a great system to help you take your practice to an entirely new level and simultaneously always, always keeping this number 1 is patient care. If patient care is first and foremost in your mind, and a person hasn't been in a year, what do you think the best thing is for them? If you believe in chiropractic the way I do then being away from a chiropractic adjustment for a year is a terrible thing. You know stress builds up in the body; you know it builds up in the nervous system. Why in the heck would we let them sit at home? Lets do something about it. Maybe we didn't do a great job the last time they were in, maybe we didn't educate them so that they would get onto a wellness based schedule well lets do it today, you have a new system, keep in mind. Perhaps you never had the Pro-Adjuster back when they came in. That might be the case as well. You might have not had the skills or you didn't have this program, the lessons to listen to so now you have them. It's okay, lets just start today with an ongoing system for reactivation so more people actually get back into our practice so that we can actually help them. If we can more consistently touch base with some of our inactive patients just because of the timing we will reactive people. Take a moment right now, make a decision do you want to use direct touch or do you want to mail from your own facility? If you want it to be more consistent, do direct touch. Call my office, ask for the person in charge of direct touch magazine program and lets get you set up. It's a very simple process. We have an internet website we take you to in the next five minutes, we'll get you signed up, we'll get your list, you download the list right onto the website and within weeks a mailing is going out to whatever number of people you want us to add to your reactivation program. All I'm saying to you is this, the more consistent you can be with this program, the more successful you will be. Make a decision, lets move forward and lets

have more people that haven't been under chiropractic care that once were come back in, lets get them on a wellness program, lets get them a proper set of orthotics, lets give them some nutritional counseling or some weight loss instructions or some energy and productivity enhancements or whatever they need, lets give them what they need and want and lets help them take their health care to an entirely new level. I'm confident if you install this system, like many of the other lessons I've shared with you, that you're practice will change, your lives will change and so will the patients who benefit from chiropractic. If we all take this particular lesson seriously there is no doubt in my mind and there certainly should be no doubt in yours we can and we will become the number one health care choice on Planet Earth.