

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- Adjustor 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 am absolutely honored to have your attention.

In this lesson I'd like to review with you how to utilize the tools that you've been provided with from Pro Solutions to enhance the skill level of your team members. This particular program is designed to show you how to utilize the over 20 different lessons and enhance the skill level and coordination level of your team. You see it's critical that your team is coordinated on each of these items. You can't have a front desk person who does time management principles one way and an insurance person who does it another way. You also don't want to have a PR person in your clinic using one calendar system one way and the doctor using it another way. So coordination of effort is one of the key components to team training.

So in this particular topic what I'd like to share with you are the topics that we've designed that every single one of your team members should be involved with and should actually be required to learn the lesson about. I'm going to go through the entire list in just a few moments but what I wanted to tell you is that we've divided the topics up into sections so that you could utilize the training. Some of these lessons are 15 minutes long so they're short, they're sweet, they're concise, they're laser beam. So what you could do is spend 15 minutes listening and then 45 minutes applying it. Now some of the topics are longer, some are 45 minutes to an hour. Depending on what it takes me to share the information to get to the point where a person could be confident in using that information, it takes what it takes. Your job as the owner of the practice for the office manager is to insure that all four of your team members have gone through every lesson. If you have 12 team members than all 12 of them go through each particular lesson. I recommend that in order to do this and make it comfortable, make it concise and obviously get the best results possible, what I'd like to see you do is fit training in every single week. I mean I don't want to see you miss one week of training no matter what. Even if the doctor is on vacation the training should still occur. So the staff training should be held at least once per week for a minimum of one hour. If you're on a lesson that's 15 minutes it's okay, you're going to spend 45 minutes working on drilling it and applying it and how it's

positioned, etc. So this should be scheduled in your monthly calendar, by the way, and I mentioned that when I was doing the lesson on how to use the calendar. You should have a set day and time for this to occur, every Tuesday at 10:00, every Wednesday at noon or whatever the case might be. So you need to make these trainings mandatory for all staff members and, by the way, I don't really mind whether they are full-time or part-time, they are at the training. So the training has to happen even with a part-time staff member who's on your front desk from 4:00 to 7:00 at night because if they're not integrated with the program, they are not in the program. They have to be all in. What I want you to do is I want you to look at this from a very, very important viewpoint that look I know that the person is only working 12 or 15 hours a week but if they're only working 12 or 15 hours and they're not in, then lets hire somebody at 40 hours and get them all in, that's what I want. I want them engaged. The power of engagement comes from training. You need to make the trainings mandatory for all staff so that they benefit from each and every topic in these lessons.

You need also to understand that some of these topics are more important for different people on your staff than others for example, controlling your business cash is a topic that's not as important as the visit drop analysis for your front desk person. It doesn't mean it's not important, it just means if I had a choice between teaching my front desk person the business financial freedom or how to do a visit drop analysis, I want it to be the visit drop analysis. What I'd like you to do is I'd like you to understand the topics that are part of this mapping program.

Number one is the overview of the entire system; I call it the Pro Solutions map to the future. Then there's the in-office workshop, which is a whole other lesson. The third one is video consultations and by the way I'm not putting this in the order in which you should listen to it, I'm just going to give you an overview of all the lessons. There's the video consultations, the peak energy lectures, there's the team member that's in charge of promotion, there's re-activation, there's the direct touch marketing program, the gift of health, networking with professionals, the magazine consultation, how to use the book, Improve Your Health Pro-Actively, how to actually do team training, the visit drop analysis, the report of findings overview, the calendar, planning the future, documentation standards, the financial consultation, time management, the power of focus, the conversion of a manual adjusting practice to the Pro-Adjuster, handling missed appointments, the 5-step office visit, how to collect 100% of your collections, controlling your business cash, controlling your personal cash, the consultation, so

there's a series of different topics or lessons that each one of your team members should go through and, by the way, on the absolute outside they need to be able to get through all these lessons every quarter so that four times a year your front desk person is listening to the Gift of Health, at least by the way. Four times a year your front desk person is listening to the Power of Focus, four times a year your front desk person is listening to Collections 100%, etc. I think you get the point.

Now if you utilize the system that I've just shared with you and you actually, in fact, made it part of your training process I would highly recommend, let me tell you that I would enforce this, that if you hire a new staff member today and they start tomorrow the very first thing that they're going to do is they're going to listen to ever lesson in the Pro Solution Map by Dr. Pisciotano. Why not? This one's a no-brainer. You could hire a person and they come on the job on their first day when they actually arrive at the front desk and they know what direct touch marketing is, they know how to do the time management, they understand a financial consultation, they understood the credit card system for 100% of your cash collections because they know how to use the book, they know how to get the training in, they know re-activation and video consultations and in-office workshop and the report of findings and planning the future and what documentation standards are and the financial consultation and as it relates to the rest of the items in your practice. This one is such a phenomenal tool for you to have. Every one of your new team members go through this training program, this Pro Solutions map, you won't believe the benefits.

Now what I'd also like to have you know is that if you had a person listening to every one of these lessons it's going to take them at least a week to get through all of these because I want them to rewind, I want them to write notes, I want them to write essays on each one of these lessons and what they learned and what it means and how to apply it into a practice because I don't want them sitting there and listening to the Gift of Health and at the end of the Gift of Health they don't even know what the Gift of Health is, they have to write an essay. I'm going to ask them questions or you should ask your staff members questions. After they listen to the in-office workshop you should actually understand it yourself so you could say what day of the week does Dr. Pisciotano recommend we do the workshop? Good, that's why we do them on Tuesday. He has experience working with thousands and thousands and thousands of doctors, he has the ability to actually have a network of doctors to test something before we make a final

decision on it. So everything in the Pro Solutions Mapping Program has already been tested. We don't have to re-invent the wheel. That's what I want your team members to get the concept that this is standardized. You know an example of standardization is go get a job at McDonald's, go be the manager of McDonald's. They have a set system on how they do inventory so you want to be the manager there and you say well you know what, I've got a lot of business experience so I'm not going to use the form that they've created at corporate for McDonald's, I'm going to make my own. Let me tell you something, you're going to have a job for 24 hours and you're getting fired because a franchise is strictly dependent on standardization. Starbucks is another example. You go into Starbucks as a manager and tell the staff you know what I know that we have a triple vente latte and this is how we make it but I'm going to change all that, I think we should do it all in reverse, you're getting fired in 24 hours or less. You could not work in a business that's standardized if you aren't. So a chiropractic practice that gets standardized with this methodology, with this level of skill and this level of training has nowhere to go but straight up because you're putting everyone on the same page. It's a collective consciousness of everyone on your team. It will make a dramatic difference in your practice. Your staff members will notice the difference, your patients will notice the difference but most importantly you will notice the difference and what you will notice is that you put a team together that jells. You put a team together that has the same level of focus. You put a team together that really does care about the patients that are being treated. That gets communicated to your patients, your patients share that with other people, those other people come in as new patients. Your CA knows about all the different lessons so when someone says what do you do with the magazine they understand it. When a person says I don't know if I could pay by the visit, they understand the percentage of collections to be 100% with the credit card system. When a person says well, you know, I just don't know about whether or not we could schedule that they understand that we plan things using a calendar and it's one year in advance cause they listen to the lesson. We cannot expect people on our team to know what to do if we haven't shared with them what to do. So utilize this training tool so that you can consistently and ongoingly have your team on the same page. I'm confident that if you increase the competency of your team members through this training program and the other things you add to it you will find a well-trained staff saves you time and money. It frees you up to focus on strategic business planning when it's time for that and it frees you up mentally to be a better doctor and a better

chiropractor for your patients. You'll get a better result than ever before because you've created this team atmosphere. You've created this standardization so that there is no upset amongst the staff because they have an exact system and a map that they are following. It's all about being able to put this system in and keep it in consistently.

Now can you imagine, dream with me a little bit, what if we had 50,000 chiropractic offices all using the exact same standardization in these lessons. If every single office had a visit drop analysis done every Monday, if every single office had a three-day report of findings that follow the exact format that I went over in your lessons, if every practice used the calendar and planned out the future, if every practice had the proper documentation, if every practice used the \$100 a month or \$200 a month credit card program and they used a 5-step office visit and they had an exact system for handling missed appointments, and they had an exact system for handling their business cash and their personal cash and if they, on an ongoing basis, had an exact way to schedule lectures to show people how to increase energy and productivity and if there was an in-office workshop every Tuesday at 6:00 in 50,000 offices and people were used to every two months seeing the Gift of Health and having a party atmosphere that I taught you in that lesson and if you used the magazine consultations to generate more interest in what you do and you followed it to a T and you utilized the book, Improve Your Health Pro-Actively to generate more new patients and to educate the current ones and you had an exact team training, and this is in all 50,000 offices that were doing video consultations and everyone agreed that this was the standard, my friends there is no doubt if we could incorporate a system like this in 50,000 offices it would make a dramatic change. We can't do that all at once, we've got to start with your practice so let's start with yours today and let's move forward and add another office tomorrow and another one tomorrow afternoon and another one the day after that and I'm confident that eventually we'll achieve having thousands and thousands of offices doing it this way. Once we're at several thousand it will go to 5,000 and then 10,000 and then 20,000 and 30,000 and we will gradually and over time be able to put the standards in a practice just like McDonald's put in the hamburger shops, just like Starbuck's put in the coffee shops, just like Home Depot did with the hardware stores. So when you take a look at it, that's all we're really trying to do is expand so that we could become standardized. When we become standardized absolutely when we become standardized as an industry and you have standardized your practice that's the best shot we have, that we will ever have to allow us to move our profession to an

entirely new level. I'm confident if we make the changes in your practice and in mine and in all the other practices we work with and we move these practices towards a more standardized approach to team training, we can, and we will become, the number one health care choice on Planet Earth.