

PREMIER PATIENT COMMUNICATION MATERIALS

BACKTalk
SYSTEMS INC

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www.backtalksystems.com

Note: Due to recent brochure revisions, minor differences in content may exist. Actual product samples are available for your review when you call Back Talk Systems toll free (800) 937-3113.

Give Patients Reason To Continue

Photo: Cover of Six Reasons To Continue Brochure

This brochure is designed to give patients tangible reasons for continuing with rehabilitative and maintenance/wellness chiropractic care once they've shown some symptomatic improvement.

Implementation:

Approach #1. Present to patients at your first progress examination report (6th, 12th, or 15th visit), reviewing the major point on each page in your own words.

Approach #2. Place in your brochure rack for patients who want to know the value of continued care and take if interested.

Approach #3. Include with reactivation letters to encourage renewed interest in chiropractic care:

Dear Patient,

I noticed it's been a while since you've been in the office, and I'm writing for several reasons.

First, how are you doing? A recent chiropractic research project in Britain discovered that the results of chiropractic care were longer lasting than traditional approaches. I hope that has been your experience too. If not, we would be honored by being selected to help you in any way that we can.

Secondly, we've made some exciting changes to the office since your last visit. (Briefly outline recent seminars you've attended, changes in staff, services, hours, fee policies, office environment, etc.) As a practice member who is on an inactive basis, I thought you'd be interested in these enhancements. Why not stop by sometime and see what we're doing?

My other concern is about the future. Many of our patients get great results and immediately discontinue their care, setting themselves up for a needless relapse. I would guess that you haven't discontinued your regular dental checkups, eye exams, exercising, or eating healthy foods!

In other words, it's time for your chiropractic checkup. Let's catch those little aches or pains before they become serious. A chiropractic "tune-up" is the perfect way to pamper yourself, while taking action to help stay healthy. Give our office a call at 000-0000 to schedule your visit.

Thanks again for the opportunity to participate with you in the recovery and maintenance of your health.

Warmest regards,

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A slightly different approach gives patients a financial incentive to return to your office:

Dear patient,

It's time for your annual chiropractic checkup.

Each year about this time we send a friendly reminder to patients who we haven't seen in awhile. That's the purpose of my letter today.

Regular preventive chiropractic checkups can help detect pre-symptomatic spinal conditions before they become full blown problems. A quick check of your reflexes, ability to turn and bend, and other orthopedic, neurological, and chiropractic tests can help avoid a relapse.

As a courtesy to our previously active patients, we offer our brief exam, record update, and necessary chiropractic adjustments for \$XX. That's a savings of \$YY.

This would be a great time to get reacquainted and take care of those little "aches and pains" before they turn into more serious (and expensive) problems. Our \$XX offer lasts through (__date__) so please call to schedule your appointment today!

Sincerely

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