



INSiGHT Communication Guide

Communication Strategy 1 - Teamwork is the Key

When you speak to the coaches and masters of practice development, they always focus on the sharing the duties between the, “stay in your lane doctor” and ultra trained staff who build remarkable relationships with patients. This is teamwork.

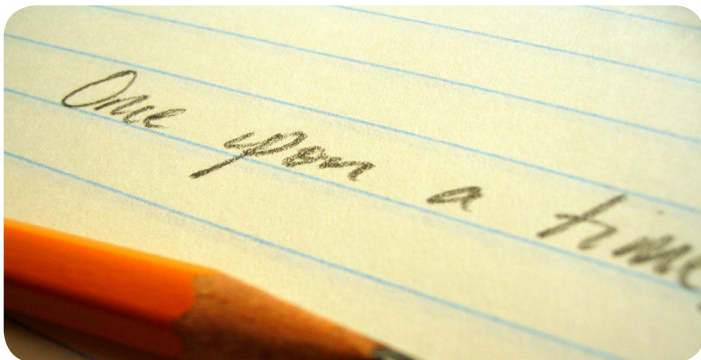


Staying in your lane means knowing what you want to deliver and say while being efficient, inspired and focused. Every successful DC knows that the scope of

their care plan and the magic of retention begin when the patient understands the depth of their problems and the importance of wellness. It's a big story that can get derailed by symptoms, finances, insurance etc. The communication has to be to the point and has to be supported by the team. This is why CLA developed the INSIGHT scanning systems that produce incredible images and reports, which help the patient, see their stress and help them make decisions. Using this technology means that the staff can easily become involved in the consultation, examination and reporting procedures, making relationship building a breeze. The doctor can focus on the clinical measurements, which can now be condensed to reporting a single number known as the CORESCORE™! The staff can continue to ease and encourage the patient with their confident approach to communicating stress and health from the scanning perspective. Twice the encouragement and twice the certainty lead to incredible retention and patient satisfaction. That's teamwork!

Communication Strategy 2 - Be the Storyteller

“A picture is worth a thousand words”. The super successful DC's know how to paint pictures for the patients with inspiring stories and visual comparisons. Health, wellness and human potential are hard concepts for some patients to grasp. They are sort of like electricity. We can see it working but what's it really look like? Stories need to inspire. Thankfully, “Aware Care” has replaced the days of “Scare Care”. Showing a patient their x-rays outside of the



proper context can be confusing and frightening. This is why analogies of wear and tear patterns, poor alignment and “as the twig is bent, so grows the tree” conversations have been the mainstay within chiropractic offices.

The message is changing. Although all those spine-based stories have their place, the new storytelling centers around unmanaged stress and its impact it has on the nervous system. Patients need to become aware of how their bodies, not just their spines, work. That story is all about lifestyle, posture, fitness and the power of chiropractic adjustments balancing and restoring NERVE function. CLA developed the INSIGHT™ spine, nerve and stress scanning technologies so that chiropractors could tell the story that changes lives and not just spines. Precision sensors detect unhealthy stress patterns and provide reports and scores that inspire rather than confuse or scare patients. Inspire your patients and their families into making wellness decisions by telling today's stories with today's technologies.

Communication Strategy 3 - Simplify

An insidious condition, known as MEGO, has overtaken patients in chiropractic offices around the world. It isn't contagious but it is debilitating. My Eyes Glaze Over, MEGO, happens far too often as doctors deliver long and confusing reports that focus on the symptoms rather than the outcomes. What patients need is a plan that makes sense and an inspiring path to get there. They need to be "coached" to become great chiropractic patients by keeping the message simple and the care plan organized.

The important message that needs to be delivered is that we are all designed to thrive and to take on the challenges and experiences that life throws at us, recovering naturally when we over-stress our system. This is a reality IF the foundation to our wellness is a healthy functioning, well adjusted and adaptive nervous system. That's chiropractic and we can deliver those results, but can the patient see their improvements beyond their symptoms? That is why CLA created the spine, nerve and stress scanning system known as the INSIGHTTM Technology. Using precise sensors, spinal stress and nerve tension can be instantly measured and reported. Scanning allows the doctor to become the trusted advisor for stress, health and wellness management over the entire life of a patient! Advanced calculations and reporting known as the CORESCORE™ provides a single number that scores a patient's CORE stress. It's the ideal way to simplify the big message of wellness and keep the patient engaged, inspired and committed to staying well instead of simply feeling better.



Bonus 1 - Communicate with Style

We have all heard that 80% of communication is tone and the other 20% is content. Being present and matching the behavioral style of the patient is what makes for masterful communication. What is the personality style of your patient?

- **On one end of the scale are the Drivers.** They just want the facts with no fluff. Task and outcome oriented communication is ideal for the this patient
- **On the other end of the spectrum are the outgoing,** people pleasing Expressives. They are there for the experience and want to soak it all in with flowery anecdotes and far-reaching wellness goals.
- **In the middle are the steady,** organized folks who want to know and be part of the plan. They are the soccer Moms and Dads who have time to look to the future but want the plan in place. These are the heart and soul of any practice.
- **Finally we have the Analyticals.** These patients just can't get enough of the data. They love the scanning technologies and the reports they produce.



CLA recognized all of these behaviors when it was developing the CORESCORE™ report. Fast and outcome focused for the Drivers; colorful and easy to understand for the Expressives; Goal driven and sensible for the Steadies and tons of data and clinical solutions for the Analyticals. Get a feel for the behavioral mix in your practice and begin to fine-tune the way you tell your stories and get your commitments. One thing is for sure. Using the [CORESCORE™](#) matches all the behaviors and sets the tone for success in any practice.

Bonus 2 - Invade their space

There is a famous photograph of Winston Churchill almost lunging out of his seat. He is the image of determination. To get this, Karsh, the legendary portrait photographer, reached from his seat and grabbed a cigar from Churchill's mouth. To get the outcome you want and the experience you are aiming for, you have to get knee to knee with your patients. Karsh couldn't capture the intensity of the moment if he was separated and across the desk from him.

During the consultation or in a ROF or re-exam report tableside, invade some of the patients' space. Be respectful, but don't position yourself in a detached manner. Chiropractic is a hands-on affair and communication has to be handled in a similar fashion. Sit knee to knee without a desk between you. Look into their eyes as you communicate. Empathize with their situation. Help them feel your certainty and your



caring presence with each communication you get to have with them. A chiropractic practice is a special place to go to and it's where healing relationships flourish when caring and communication come together.



Contact an INSiGHT Advisor today
to discuss how CLA scanning technologies can make
a difference in your practice.

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