



**Patient
Communication Kit**

7 Patient Conversations Worth Getting Right

A resource by
INSiGHT CLA

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A Quick Note from Dr. David Fletcher



I've learned that some of the best patient conversations aren't complicated. They just help a patient understand where they are, what we're looking at, and why it matters. The right words can make a good conversation a little easier and sometimes a lot more meaningful.

So we've put together seven simple conversations that come up in almost every practice. Take the ones that feel useful to you, make them your own, and give them a try. And remember, you don't have to say everything. Sometimes a simple question or a well-placed sentence is all it takes to move the conversation forward.

Here are some simple lines you can use to make the patient journey clearer from day one.

Your patients don't need more terminology.

They need to understand what you're looking for, what you found, why it matters, and what happens next.

Here are 7 lines worth stealing.

David.



1 The First Visit

When the patient is focused on what hurts...



What you're feeling is important. We're also going to look at how your body and nervous system are functioning so we can get a more complete picture.



The Goal:

Hear the symptom. Broaden the conversation. Move the focus towards the nervous system.



2 The Exam

When the exam starts to feel like a collection of unrelated tests...

Each part of today's exam gives us another piece of the picture. When we put those pieces together, we'll have a clearer understanding of how your body and nervous system are functioning.” This exam looks deeper than how you feel and focuses on the cause of your problem.

The Goal:

Give every part of the exam a purpose.



3 The Report of Findings

When you're ready to explain what you found...



"Let's connect the results from the tests we ran. You came in because of _____. During your examination, we found that deeper patterns of stress on your nerves have started to affect how you feel and how your health is performing. Let's take a look at the results and based on those findings, I'll be recommending the appropriate care plan with regular progress exams "



Keep the story simple:

What brought you in → What we found → What I recommend → What we'll measure

4 The Care Plan

When the patient hears a number of visits instead of a strategy...

“This plan is based on what you told me, what we found in your examination, and the changes we want to make. We'll check your progress along the way so we can compare where you started with where you are then.”

The Goal:

Connect the schedule to a reason.



5 The Re-Exam

When “How do you feel?” isn't enough...

Today is about comparing where you started with where you are now. We'll look at what you've noticed, what's changed in your examination, and what that tells us about what makes sense next.

If they say, “But I feel better...”

That's great, and how you're feeling is an important part of your progress. Now let's look at what else has changed and what your body is telling us.

The Goal:

Make progress a comparison, not just a symptom check.

6 Ongoing Care

When the patient asks, “Why would I keep coming if I feel good?”...

“You've made great progress. Now the conversation changes from where you started to how we can keep you improving and strengthen those changes over time.”

Then bring it back to their goals, their lifestyle and what matters to them.

The Goal:

Give the next phase of care a clear purpose.



7 The Referral

When a satisfied patient wants to tell someone about their experience...

You don't have to explain chiropractic for us. If someone you care about is curious, let them know we'd be happy to hear what's going on and help them understand their own starting point.

The Goal:

Don't turn your patients into salespeople.
Give them an easy story to share.



One Last Thought

You don't need to memorize these lines. Just use the ones that feel natural. Change the words so they sound like you. The goal isn't to have a perfect script. It's to make sure your patients understand what you're doing, why you're doing it, and how you're going to know if things are changing.

And sometimes, having something objective to show them makes that conversation even easier. That's one of the reasons we believe INSIGHT Scanning can be such a valuable addition to the patient experience. With INSIGHT Scans and Reports, objective neurological scan data is visually shown to a patient to ensure they have a clear understanding of their examination results and future care plan.

**Better conversations. Clearer understanding.
More meaningful progress.**

If you'd like to see how INSIGHT Scanning could fit into your practice, an INSIGHT Advisor would be happy to have a conversation with you.



**Schedule a complimentary INSIGHT
Strategy Session: insightcla.com/book-a-demo/**

