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**Dr. Michelle Wendling DC**  
Practice Enhancement Expert

# Kick A\$\$ Customer Service

Creating a Stellar Patient Experience

# Session Goals

- Know the advantages of having a stellar patient experience
- Understand what creates a stellar experience for your patients
- Learn how a patient's experience affects your practice and their health
- Get clarity on what you want your patients to experience in your practice
- Identify where you could improve the patient experience in your practice
- Tips to customize a stellar patient experience in your practice

# Who Am I?

Dr. Michelle Wendling DC

- Owned Chiropractic Office in Denver for 15 years
  - 100% referral based, wellness based, cash practice
- Prior to Chiropractic: Worked in PT clinics, had a massage practice and personal training business for 10+ years.
- Current President of Women Chiropractors-
  - A non-profit dedicated to connecting, empowering and educating women chiropractors.
- Served on the Colorado Board of Chiropractic Examiners for 8 years
- Owner of [BetheBestChiropractor.com](http://BetheBestChiropractor.com)
  - Coaching Chiropractors to their chosen level of success since 2009

# What Is A Stellar Customer Experience?

**Can you think of a time you were blown away by your experience at a business?**





Gordon Ramsay

# Benefits of a Stellar Patient Experience

# Increased Value

Increased revenue, get paid more for the service, no discounts

# Good Press

Great reviews, increased referrals, high demand, worth the wait

# Delighted Customers

Repeat business, increased retention, expecting great things, no  
winners



# Happier Team

High staff retention, more joy in the practice, coveted work place, added value over salary

# Improved Patient Outcomes

Elevated Feel Good Chemicals speed healing, elevated mood,  
reduced stress

# Increased Retention, Referrals, Revenue & Results!

# How Do You Create A Stellar Patient Experience?

# Have a Clear Vision

What do you WANT your patients to feel? (3 words)

- relaxed, taken care of, heard
- Energized, full of potential, empowered
- Healthy, vibrant, capable
- Part of the family, celebrated, well for life

**Be sure your vision is Authentic to YOU!**

When you are yourself, you'll draw those to you who want what you offer and celebrate your individuality!

Life's better when you can be YOU!



# Understand The Truth About People

(Yes, your patients too)

1. People like to know what to expect
2. People like to be guided, not directed
3. People will notice/experience what you set the stage for them to notice
4. People have their own priorities (not the same as yours)
5. People want to know how much you care

# Create Systems to Enhance the Patient Experience Based on Your Vision & The Truth About People -

# 1. People like to know what to expect

Studies show that humans will take the known PAINFUL or unpleasant experience over an UNKNOWN experience  
(which may not be painful at all)

Be your patient's GPS as they go through treatment in your office

- This is where you are (current issue)
- This is where you WANT to go (health goal)
- This is how we will get you there (recommended treatment)
- This is what you can expect from treatment now and in the future (Short term and life results with care)

Remember that an effective GPS has

- a.) the *MOST* direct route to the chosen destination(goal) and
- b.) frequent reminders of what step is next.

Don't assume they remember what  
you said on the 1st or 2nd visit.  
Remind them on every visit what to  
expect and create value for the care.



## 2. People like to be guided (but not directed)

Studies show that people have a better experience when that don't have to make decisions.

- We also know that, in general, humans don't like to be told what to do.

So how do you guide them with out asking them too many questions or telling them what to do?

Telling! ————★———— Asking?

The Magical Power of “Let’s”

# “Let’s” Feels like you are walking with them, in it together, part of a team...

- Let’s get you scheduled out so you have the times that work for you
- Let’s add some acupuncture treatments next week to enhance your healing
- Let’s Get you that supplement on your way out so you’ll sleep better tonight
- Let’s get a card on file so it saves time when you check out next time ect.

**\*\*When you add a desired result, it amplifies your recommendation**

### 3. People will experience/notice what they are “told” to

“Please direct your attention to...”

- Much of the value of care comes from the perceived results
- Do patients always know what is a result of care?
- What you tell them to notice is what they will notice
- What they notice they will share with others (referrals)

**\*\* What do you ask your patients to focus on at the start of the visit? Is THAT what you want their attention on?**

# 4. People Have Their Own Priorities

Patients trust you hear them, believe them, and to use your expertise to help them reach their goals

Don't assume they won't want, can't afford, don't have time for or aren't interested in what you recommend

Please DON'T water down your treatment recommendations so they are more “palatable.”

DO offer them the BEST recommendations for care that will get them to their goals!

**Offer them the BEST, most direct path.  
Which may include additional services, other  
practitioners, support products, and a series  
of visits. No matter the path they choose,  
they will appreciate having all the options!**

# 5. People Want to Know How Much You Care

Little things can make a BIG impact

- Listen to your patients
- Acknowledge their struggles and give hope where you can
- Send handwritten thank you cards
- Remember conversation pieces, special days... (make notes)
- Tell them how much you appreciate them/ enjoy seeing them
- Share the best path to their goals because you DO care

# Part of caring for people is taking care of them

So, Don't require them to be the one to initiate  
actions (keep the ball in your court)

“Come back when you need me”

“I'll just call to schedule- or schedule online”

“Let me know when you want x, y, z...”



The more you can take off your patient's plate, the better. The fewer decisions, the less stress, and the more energy they will have to heal and get back into their life!

# A Stellar Patient Experience Leads to

- Better Patient Retention
- More Patient Referrals
- Improved Patient Results
- Increased Revenue
- A LOT More Fun!!

My wish for all of you  
is that you have plenty  
of profit, practice as  
you choose, and with  
patients that you  
LOVE!

# Thank YOU!

Email Me [info@BetheBestChiropractor.com](mailto:info@BetheBestChiropractor.com)  
Or Visit [BetheBestChiropractor.com](http://BetheBestChiropractor.com)

I'd love to hear about your results  
from implementing the ideas that  
resonate with you!

