

CHIROSECURE™

MALPRACTICE INSURANCE • RISK MANAGEMENT SERVICES

Supporting the profession by Educating DCs & Sponsoring Cutting Edge Research!

CHIROSECURE™ FACEBOOK LIVE



MEET THE EXPERT NICOLE LINDSEY, DC

Helping You Elevate Yourself, Elevate Your Practice, & Taking You to a Higher Level

ChiroSecure Malpractice Insurance

Providing protection since 1991

866-802-4476

www.chirosecure.com



(866) 802-4476

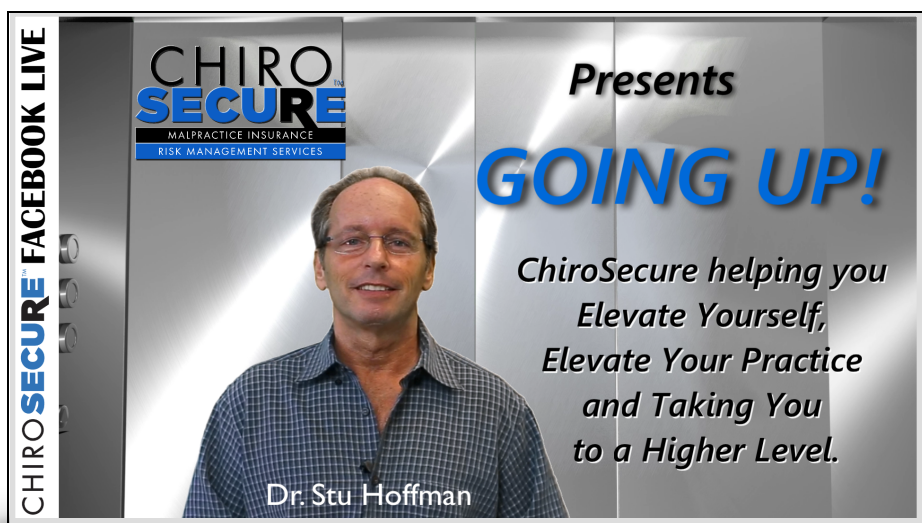
Get Your Quick Quote

Electronic Application

The following is an actual transcript of the ChiroSecure Going Up Live Event. We do our best to make sure the transcript is as accurate as possible, however, it may contain spelling or grammatical errors. If you have any questions about the transcript or would like to request any transcripts from our previous shows, feel free to contact us at 866-802-4476.

Also note, opinions expressed during these shows are not necessarily those of ChiroSecure. ChiroSecure makes no claims and accepts no responsibility for the legality or enforceability of the contents of this document. It is your responsibility to make sure that the any recommendations by the hosts or their guests are solely theirs and it is your responsibility to make sure your office and staff is in compliance with your state board rules and regulations, and any and all other governing boards, national organizations on the state and federal level you must comply with.

Click the image below to watch any past Going Up Experts you may have missed.



Your transcript will begin on the next page.

Dr. Lindsey:

Hi, This is Dr. Nicole Lindsey. I'm one of the hosts for ChiroSecure's Empowering Women in Chiropractic, and I wanna thank ChiroSecure for giving us the opportunity to do this show and to bring the screen information to you all.

I wanna talk to you today about Dominate ChiroMarketing. I am the founder of Dominate ChiroMarketing and I think it's time for you to know more about what this is all about. If you are not marketing and building relationships and connecting with MDs in your community, then you are missing out on what could be one of the biggest streams of new patient referrals coming into your office.

I know that we've been taught and told and brainwashed that marketing to MDs and building relationships with them is taboo, that they won't refer, that it'll give you a bad name, give chiropractic a bad name. But I'm here to tell you that's simply not true.

I've been doing this for over 10 years and have built a very solid practice doing this. And it's time for you to know how to do this as well.

Do you know the number two reason that patients come into our office in the first place? Well actually, the number two reason they go into the MDs office in the first place, it's pain. It's pain. And a lot of these patients, they need our help. And MDs really don't know what to do with these patients. And right now, with the opioid crisis upon us, they are looking for solutions. In fact, there are some states, like West Virginia, that recently passed a law, a bill, that's stating that MDs have to refer out for either acupuncture or chiropractic or some other forms of pain management to help the patient deal with the pain before they can prescribe opioids.

This is happening in your state as well. So. This is the time to knock on the MD's door. Let them know that you're an option. That you can help those patients. And once the patients start coming into your office, you can then educate those patients. You can get them out of pain first of all, but then you can educate them about chiropractic, about living a healthy lifestyle and turn them onto chiropractic the right way. So now is the time to make this happen.

And not only is marketing to MDs ... [phone rings] ... erm, sorry about that.

Not only is ... this is real time folks! Not only is marketing to MDs one of the best streams of marketing for bringing in new patients, but from a financial standpoint it can be an incredible source of income and gives you one of the best return on investments that I've seen. I have been running a practice for almost 18 years now, and of all the marketing strategies that I've done, I can't tell you how this one has, by far, been the best return on investment.

Once you've built a relationship with a medical doctor, they are going to continue as long as you keep that relationship strong and healthy. Just like anybody in your life, they're going to keep referring you patients. Over and over and over again. And yes, you may send them a gift or thank them, or take them out to lunch just to build that relationship deeper. Those referrals are going to

keep coming. So you don't have to spend the money on ads. You don't have to spend the time away from your family on marketing events.

So building relationships with MDs will not only help bring a ton of referrals into your practice, but helps you save marketing time and marketing money.

So, marketing to MDs. How do you do it? Well, my program is one of the best out there, and I hold your hand, I show you all the steps, I give you all the 'how-to'. And what I do, is I teach you the four strategies that I did, that I figured out over years and years of doing many things wrong and many things right, and those four strategies are setting up lunch alerts in the MDs offices. Ten minute meet-and-greets. Sending notes and using those as a strategy to build a relationship. And the fourth is faxing referral requests and branding yourself in your community as the chiropractor that all MDs and healthcare providers want to know and want to refer their patients to.

So this is an on-demand course. When you're ready, you simply register and you can start going through this course material at your own pace. Some people do it all in one or two days. Some people take their time, but in addition to the strategies which is packed full with content, you're going to get downloadable material that you can edit as just right for you.

So you'll get the paperwork where you can capture the MD's names, prescription pads. You can put your logo on there. PowerPoint presentations you can edit. Studies, all the research that I've done for you so that you can simply show up at the MD's office and start connecting.

I'm also going to give you the secret sauce, how to communicate. Because this is the thing. I know that what stops a lot of chiropractors and other practitioners, whether it be massage therapists or acupuncturists, from building relationships and stepping into an MD's office, is that fear. It's that fear that they don't know what to say. They don't really know what how to communicate with the MD. And I understand this because I was there too.

But I figured this out, and this is precisely the secret sauce. And I give you these communication strategies. Not only that. Not only am I going to give you that but we're going to role play that. And we're going to deal with objection management. And I'm going to throw you every curve ball that I've seen over the past decade and make sure that you know how to handle the communication that's going to take place when you finally get face-to-face with the MD.

So these are live webinars that come along with your program. You can come on, your staff can come on, so not only am I going to teach you but I'm going to teach your staff, so they can help you. So you can delegate and make sure that you are getting this accomplished. Right?

So that's part of the program as well. Live webinars that you can attend so we can hash out role play, set goals and hold you accountable to making this happen.

Let me tell you, there is no other program like this. Nobody else is teaching chiropractors how to build these relationships like I am. I have clients all over the world. And I'm teaching chiropractors how to do exactly what I did. And now it's time for you to do that too. No longer do you have to fear making this connection. No longer do you have to wonder what to say to the medical doctor. No longer do you have to imagine where your next new patient is going to come from.

So if you're ready to make that connection, if you're ready to start learning these protocols, these strategies, contact me. My email is dominatechiromarketing@gmail.com. You can call me. My personal cellphone. 828-279-1975. Call me, text me. My website is www.dominatchiromarketing.com. If you're looking to make this happen and build your presence in your community, your credibility and make these connections, reach out to me. I'm here to help you. There's no other program doing what I do. And I look forward to meeting you.

Thank you ChiroSecure for giving me this opportunity to share this awesome message with my chiro brothers and sisters and I look forward to working with you soon.

announcer:

This has been a ChiroSecure Production.