It comes as no surprise that the more on purpose you are with your "ticcing", the better the retention, the better the referrals, the more on purpose you become. Over the last two years I have been monitoring and researching my ticcing with regards to which tics are most effective and what tics produce the desired response for patient care. For example, many of your first month tics should be dedicated towards understanding what symptoms are, tics from three to six months should be more corrective based while tics from six to twelve months should be more wellness and long term benefit based.

I have attached a one hundred tic list that you can use on your Platinum system or on your travel cards. I have meticulously structured this to educate patient from pain to correction to wellness. You will also notice that at the 1st, 12th, 24th, 36th, 60th, 84th tic that I have the words "brochure". I am currently developing six new brochures that are handed out to patients at these adjustments for on going education and retention. You will notice if you follow your drop out stats, patients are leaving your practice at the 1st, 3rd, 6th, and 12th months. These correspond to the times above at which we will hand out brochures to re-anchor patient's commitments to care.

You will also notice in the handouts that we are planting seeds for referrals, long term wellness care, family and even Socratic questioning to test your patients knowledge and understanding of the Chiropractic principles. I have attached sample statements for each tic. The intensity of each tic can vary depending on your conviction of Chiropractic to every patient. For example "as the twig is bent so grows the tree". You may be more comfortable stating that "we haven't seen your kids for a spinal check up" to "it's our office policy that all kids get checked" to "why would you leave your kids subluxated to suffer the same problems that you're suffering from today". I've also added lots of "success stories". These are just amazing miracles or testimonials that you enthusiastically want to share with your patients.