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## Marketing Chiropractic To Medical Doctors Your Step By Step Guide To Increasing Referrals

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to Doctors: Last Week Tonight with John  
Oliver (HBO) Online Chiropractic  
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Today we are going to break the tips,  
tactics, and strategies you can use to

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successfully market your practice to medical doctors in your community and make a massive impact on the health of your friends and neighbors. The opportunity to speak with, and get referrals from, medical doctors have never been better.

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Marketing Chiropractic to Medical Doctors by Jeff Langmaid. **MARKETING CHIROPRACTIC TO MEDICAL**

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“ THE EVIDENCE BASED  
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Dr. Jeff Langmaid is a author, speaker, blogger, and practicing chiropractor. He is the founder of The Evidence Based Chiropractor LLC, an organization dedicated to increasing chiropractic utilization.

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chiropractic services for their patients the  
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## Referrals

IF YOU HAVE BEEN FRUSTRATED  
BY A LACK OF REFERRALS,  
LOOKING FOR A SYSTEMATIC  
WAY TO APPROACH MD'S AND  
BUILD RELATIONSHIPS, OR HAVE  
A DESIRE TO LEARN THE "WHAT",  
"WHEN", AND "HOW", OF  
CREATING A PRACTICE THAT  
THRIVES ON INTERDISCIPLINARY  
COOPERATION, THEN THIS BOOK  
IS FOR YOU! IN THIS GAME-  
CHANGING BOOK YOU WILL  
LEARN- \* Proven, Step-by-Step Protocols  
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Doctors Your Best Referral Choice \*  
How to Address the "Big 3" Hindrances to  
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BECOME INTEGRATED IN YOUR  
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AMOUNT OF REFERRALS THAT  
CAN COME WITH THOSE  
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SOMETHING EVERY  
CHIROPRACTOR SHOULD DO FOR  
THEIR PRACTICE. IT WILL  
ELEVATE YOUR PRACTICE, BUT  
ON A GRAND SCALE, THE  
PROFESSION" - CHRIS HOLLOWAY,  
DC "I AM PLEASED TO ANNOUNCE  
THAT WE HAVE DOUBLED OUR

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DIRECT MD REFERRALS SINCE  
IMPLEMENTING YOUR PLAN." -  
GOLDI JACQUES-MAYNES, DC

The first book of its kind, Marketing Chiropractic to Medical Practices targets chiropractors and leads them through a comprehensive sales model to demonstrate how they can educate the medical profession on how to utilize chiropractic practice for their patients. By implementing a gradual approach from the first office contact to presenting an effective and educational sales call, this text informs the chiropractor how to confidently access their greatest untapped new patient source. Marketing Chiropractic to Medical Practices offers a step-by-step approach to secure medical referrals and develop ongoing professional relationships between the chiropractic and medical worlds. Features: How to provide

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Doctor Your Step By Step  
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Referrals

a pro-chiropractic message based on evidence based research How to access physicians Uncover patient needs and physician objections for chiropractic care Learn the most common physician objections and how to overcome them How to select research that addresses the needs and objections of a physician How to present research to support a MD/DC conversation

Whether you have been a practicing doctor for many years or you have just recently opened your doors for the very first time, it is imperative that you learn how to package and present your professional service to potential patients in an intelligent manner. In this book, best selling chiropractic author, Dr. John Reizer provides a step-by-step guide for readers on how to successfully implement the most cost effective marketing tools in

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the modern chiropractic office.

## By Step Guide To Increasing Referrals

15 Secrets is an enjoyable and practical guide designed to help those special doctors who are interested in attaining the highest level of success possible within the chiropractic profession. Veteran chiropractor, author and College lecturer, Dr. John Reizer reveals to readers his very own private formula for personal and professional success.

"Up and Running" is a tremendous tool for the "soon to be" or new chiropractor. Easy to read, honest, and right to the point, this book will take you through the necessary steps of opening a successful chiropractic office. Everything from picking a practice location and negotiating an office lease, to the preparation of office forms and patient management is covered in this very informative book.

# Download Ebook Marketing Chiropractic To Medical Doctors Your Step By Step

Just Tell Me Where to Start is a quick hitting guide for individuals wishing to begin or grow their chiropractic practice. Based on the actual activities and results of Dr. Lona Cook DC during her first two years as a new chiropractor starting a practice from scratch, this "how to" guide tells you exactly what she did to build a successful practice in a short amount of time and experience real results. Not only did she grow her patient base and develop a busy practice, but she also earned enough to pay off \$150,000 of student loans in the first two years of practice. The information contained in this edition is useful for students who are considering entering chiropractic school, soon-to-be graduates, recent graduates, chiropractors working in other practices, and those who own their own practice but are struggling to create a successful practice. The advice

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is practical, realistic and proven and could be utilized by nearly any professional in the service business. Specific topics covered in this edition include preparations to make during college, identifying and working with mentors, planning for opening countdowns, leases, equipment, insurance, student loans, bookkeeping, banking, branding, techniques, coaching, marketing, employee pay, self care, personal affairs, goal setting, and management.

Too many doctors spend their careers dedicated to building a busy practice at the expense of their own health, happiness, marriage, or children. What they don't realize is that they've built a job instead of a business, and now, that job owns them. This book is the blueprint for chiropractors who want to create a Remarkable Practice as part of a

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Remarkable Life--not instead of one. It's for the chiropractor who wants to make a bigger impact (and a bigger income) through leverage, not brute force. Inside you'll discover the proven Remarkable Systems for the core four functions of the chiropractic business: Attraction (marketing), Conversion (sales), Retention (service), and Team Building. If you're ready to turn your practice into a business and transform yourself from Owner Operator to CEO, this book is for you.

In this well-researched and fully documented analysis of the claims and benefits of chiropractic, Magner, with significant input from scientifically oriented chiropractors, measures the profession against the careful scientific standards and consumer protection



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requirements. This devastating critique lays bare the quackery and incompetence that are rampant within chiropractic's mainstream. No one should visit a chiropractor without reading it! -American Health

A shocking report that is a must read for every patient and a wake-up call to the chiropractic profession. -Charles E. DuVall, Jr. D.C., President, National Association for Chiropractic Medicine

This extensive critique of the chiropractic profession brings to the public an awareness of the shortcomings, risks and incompetence in the field of manipulative therapy; at the same time, it provides the information needed to receive high-quality health care an expectation of all health care consumers. -Healthline

Chiropractic can be recommended to physicians who desire a more in-depth understanding of the field. I found the information about the highly differing philosophies among

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chiropractic professional organizations to be of great interest. . . . A potential consumer of chiropractic care may also find this book to be highly informative, and it may help protect the uninformed consumer from questionable practices.

-Journal of the American Medical Association. . . a devastating critique of chiropractic. . . This book is sure to be read by patients, perspective as well as present; attorneys; physicians; managed care gatekeepers; and legislators, among others whose reactions may well impact the chiropractic profession and its' marketplace credibility. Distasteful though it may be, read Chiropractic.

-Chiropractic Economics

http:

//www.DoubleYourChiroPatients.com

(The book also includes \$210 worth of Bonuses) In today's economy, being a

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business owner is tough. This book will help your business thrive, instead of survive. The focus of the book is getting more patients. The strategies include ideas and simple 'tweaks' to your offline advertising like phone books and direct mail. You will also discover how to effectively use online marketing, social media and video marketing to get new patients and to establish rapport with your current ones. The book is written in an easy to understand format. Included for the very first time is the strategy I used to take a chiropractor from page 12 of Google to Page 1 in 45 days. This strategy can be implemented in as little as 17 minutes per day with zero technical experience necessary. Whether you have been in business for a while, or you are just starting out- Chiropractor Marketing Secrets will give you the advantage your practice needs to thrive in today's

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economy. You will also learn... \*How to avoid being 'scammed' by so called 'Internet Marketing Experts.' \* The one thing that EVERY Chiropractor should have in their waiting room. \* Effective Email Marketing. \* How to Use YouTube to get more patients. \*Simple 'Tweaks' to your website to Optimize if for Maximum patient acquisition. \* MUCH MORE.

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