

Secrets of the \$1,250 Per Hour Chiropractic Practice.

Introduction

My name is Dr. Tom Necela of the Strategic Chiropractor and today I'd like to share with you some strategies on how to be a highly productive chiropractor without high volume.

Before we begin, let me just take a minute to tell you who I am and why I am the man that is going to deliver the presentation today and discuss this kind of material with you. Once again, my name is Dr. Tom Necela and I operate a chiropractic consulting firm known as The Strategic Chiropractor. And what we do is we try to help chiropractors maximize their reimbursements and minimize their audit risk, teaching them sound billing, coding, documentation and collection strategies. We wrap that all up into one big goal that I like to call working smarter, not harder.

So, in this book entitled *Secrets of the \$1,250 Per Hour Practice*, I am going to try and teach you one of the most critical things that we try to teach in terms of a concept to our clients. In other words, many chiropractors come out of school with a volume mindset. There's nothing wrong with high volume. But, you can be a highly productive and highly profitable chiropractor and run a great chiropractic practice without high volume if you set your mind to it; you have clear focus, clear goals, and clear strategies on which to do so. Because quite frankly, not everyone is set for high volume, or not everyone's practice should have high volume as the goal.

Let's begin with talking a little bit about how we get our dreams of a successful, profitable chiropractic practice to reality. After all, you dreamed of a successful practice all through chiropractic school. Once out with raw nerve endings and sweaty palms you opened your office to pursue your dream, but now, years later your dream has come true, right? Or has it? Some days, in fact, your dream seems more like a nightmare.

Yes, you're in practice for yourself, yes you are your own boss, self-employed. But lately you've noticed that the practice has taken on a new roll, almost a life of its own. The tail has started wagging the dog.

Some days you feel held hostage by staff that are chronically complaining, asking for raises, quitting, scheduling too many patients or too few. At times you feel that you're working to support them not that they are working to support you. Your hours have gotten longer, your paperwork piles up more. Patients want to be seen on your days off, and the money, your income, which grew slowly for awhile, seems to have stalled. Slowly the success of your practice has become a monster that is taking control of your life. The dream has not died, but it certainly appears to be suffering under the stranglehold of reality.

You now have many employees, many patients, more overhead, and yet you find yourself burdened by the very thing that you thought would make you successful. You feel trapped. You've tried various coaches, been to umpteen seminars, and still can't seem to find anyone or anything to help. You don't have time for your hobbies, your spouse, or your family, and you've noticed that you're continually working harder. Yet at this point in your career, you feel like you should be working smarter.

Well, I've been there too. I couldn't agree more with the way you feel. And it's time to get off this train of endless running and start working smarter, not harder. Start making more with less. Start working less and making more. Start getting your team onboard not bored with your team. Start being productive instead of busy. And it's time to start the \$1250 Per Hour Practice. Sound good?

Let's move on

The Question to Answer and the Answer to the Question

Over the years, I've written many articles for *Dynamic Chiropractic* magazine, and with each article I look forward to a flurry of interesting emails from around the country from chiropractors who have reacted strongly to my writings. Now I say strongly because that not all of them agree with what I have to say, but in fact most respondents seem to want "The" answer to the same question, expressed more or less in the same way by different chiropractors, and here it is:

"How can I change my professional life, which demands too much of me and leaves too little time to pursue other interests?"

And expressed in another way, many of these docs ask, "How can I improve my practice so that I can make equal or better money without spending as much or possibly spending less time doing so?"

Certainly, many factors are involved in attempting to answer a challenging question like this, including caring for your patients, your employees, maintaining the quality of your chiropractic care, supporting your lifestyle and even reducing your own debt service. And while there is no simple answer to this question and certainly no silver bullet that works well for everyone, the root of the problem goes back to an even more basic question. In fact, the problem reveals the most basic, perhaps even the most vital question for chiropractors: "Is my practice profitable enough to maintain the lifestyle I choose?" Here's that question once again: Is your practice profitable enough to maintain the lifestyle you choose?

Now, if you answer yes to this question, congratulations! You may not even need this book. But likely, like many successful people, you are a lifetime learner and I hope that you will come away enriched by the contents of this program.

For the vast majority of the rest of you listeners, your answer to this question is likely a negative response in one of two forms: no, my practice is not profitable to maintain the lifestyle I choose, and know that that "no" means "not yet". Or, no, as in not even close.

Well, my most basic response for either one of those no's is, "Why not?" Well, that's really too simplified, so let's explore a little further.

Let's start with, group number one of the no's: the "No, my practice is not yet profitable enough." You believe the heart of the answer to why your practice is not profitable enough to support your current lifestyle is time. In time, your practice will succeed. Maybe you're too young in practice or young in years to command the successful type of practice that can generate \$1250 per hour, or so you think. In time, your practice will succeed; you're just starting to pick up momentum so, surely the practice will turn a corner soon, or so you think.

In time, your practice will succeed, the economy is just not so good right now, or so you think.

In time, your practice will succeed, insurance reimbursements, or PI cases, or work-comp, whatever it is, they have been going down lately, or so you think.

In time your practice will succeed because your area is a bit oversaturated with chiropractors currently, or so you think.

In time your practice will succeed once you can devote more time to things like marketing or building your practice, or so you think.

In time, your practice will succeed when you move to a bigger facility, a better town, that can accommodate more growth, or so you think.

In time, your practice will succeed when you don't have so many family obligations, or so you think.

In time, your practice will succeed when you have a better staff that functions as a team, or so you think.

In time, your practice will succeed when the MD's or the media stop being so media stop being so negative about chiropractors, or so you think.

In time your practice will succeed when you learn that new technique that will help you get more people well, or so you think.

I think you get the idea of what I'm trying to convey here. If you are waiting for the universe to line up for you, for a certain achievement to be in place or for certain obstacles to be out of your way, you are guilty. You are guilty of letting yourself believe that given enough time you may succeed in making your practice produce enough income to suit your lifestyle. And there are many chiropractors that believe this. You could be one of them.

Well doc, I don't want to totally burst your bubble, because I have seen this scenario come true – this "In Time" scenario. But, unfortunately, it's the rare chiropractor who just needs more time to produce more or better profits.

News flash: the universe rarely lines up. Now, this may be not entirely accurate in terms of astronomy. I fully admit that I am one of the world's most ignorant people in terms of astronomical anything; in fact astronomy made me the proud owner of my very first "C" of my life back in undergraduate school. However, here on the sidewalks of planet earth, things rarely line up to create a trouble-free future once you have a certain special something in place.

In fact, take any one of the umpteen in-time scenarios I talked about previously and make them come true. Then what happens? Miracles? Streams of money flowing from the sky? I'll tell you exactly what happens when you achieve one of those in-time tidbits: anything.

Sorry to break it to you, doc, but let's say you're waiting until the economy gets better. Well, let's say it does and your staff all decide they're going to leave and take the economy's newly-produced, better-paying jobs somewhere else. Well, now you've got a great economy and no staff. Now, when you're talking to your chiropractic friends, I know what you say: you're in a re-building phase. But what happened to the fact that the practice would support your lifestyle "in time" when the economy improved?

The bottom line is: things change. Plan for your practice's success now, doctor. If you're currently in a mediocre practice that's not fully supporting your lifestyle, take steps now to discover why. Go back to the drawing board and then map out a plan to change what you're doing.

Because, you may just have the answer to the question right beneath you, if you only take the time to figure out what that is.

Here's an open letter I'd like to read for all of you who think that I'm kidding when I ask if your practice fully supports your lifestyle:

Dear Dr. Underbelly,

Let me first say how disappointed I am that you answered my simple but effective question so harshly in the negative. My intent was innocent enough: to see if your practice currently is supporting your lifestyle that you choose, and to ascertain what we can do to assist you in achieving this goal. Your exasperated response, however, indicates that you are currently nowhere near supporting your lifestyle that you choose, with your chiropractic business.

I know that you certainly will not give me a gaggle-full of excuses since I've heard them all before, mostly recently when I posed the question to some of your colleagues, therefore I must conclude that you simply have not strategically planned a roadmap for your success. I do understand that this task may be overwhelming since there are so many different ways to practice chiropractic and succeed. There are practices that run with different techniques. Some are heavy on cash, some personal injury, sports chiropractors, pediatrics, wellness centers, spinal decompression, light-force, and no-force. Yes, I admit there are so many choices that even pondering all the potential combinations can easily give one a migraine.

So, my dear friend let me simplify the process for you immensely. In fact I'll boil it all down to one easy-to-swallow statement that will help you solve your dilemmas and be able to answer my very important question in a satisfactory manner: let how you practice be dictated by your passion, and let how you profit be dictated by design. I'll say that again: let how you practice be dictated by your passion, and let how you profit be by design.

There you have it, my good friend. There's no extra charge for that little tidbit of wisdom and now, as to you're getting on and answering my question, I am certain that you're not an incorrigible procrastinator so I'll urge you to do so immediately and decide how you will practice according to your passion and how you will profit by designing your practice to be so.

Your Friend in Chiropractic,

Tom

P.S.: I'm certain you know where your passion lies in chiropractic: pediatric, sports, cash, whatever. If you do need help in the "technical" or business aspects, I suggest you keep reading.

[Get Tom Necela's best-selling guide to re-designing your business, life and practice, Secrets of the \\$1250 Per Hour Chiropractic Practice!](#)