Chiropractic Offices Facing Challenges
How Your Business Can Get In The Way Of Your Practice

A REPORT PREPARED BY BACKBONE

Based on our research, these are 5 critical roadblocks chiropractors are facing as they run their practices.

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<th>PROBLEM</th>
<th>SOLUTION</th>
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<td><strong>Stiff Competition With Doctors</strong></td>
<td><strong>Less Time Managing, More Time Treating</strong></td>
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<td>According to Miami Chiropractor, Most chiropractors have to jump through hoops to earn loyal patients. “Chiropractors face stiff competition from doctors. This means that [they] have to work very hard [to get] recognized.” Unlike doctors, who receive a constant flow of patients from insurance companies, chiropractors have to focus on providing exceptional care and building relationships with their patients. The pressures and responsibilities of running a business can leave little time for patients. Feeling unvalued and uncared for, patients leave and don’t come back.</td>
<td>Change is possible. Backbone delivers a system to help free up more time so you can focus on what you do best: patient care. You will have real-time access to information on how your business is running, a dashboard view of key metrics and performance of each employee. You will also be notified when a specific measure is trending down. Quick and easy access anytime, anywhere, gives you freedom to focus more on practicing medicine, while your staff does the rest.</td>
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<td><strong>Unmotivated and Unproductive Staff</strong></td>
<td><strong>Your Staff Works Like A Well-Oiled Machine</strong></td>
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<td>In many practices, a lack of employee accountability leads to uncontrolled performance and productivity. Without clearly defined and measured expectations, employees aren’t able to take ownership of their responsibilities. Chiropractors don’t have enough hours in a day to personally monitor, train and mentor staff. Most days they don’t know what has or hasn’t been done. Employees aren’t motivated to excel when they’re not accountable.</td>
<td>What would it be like if your staff worked together harmoniously, each person owning and understanding their individual responsibilities? Backbone can make it happen by delivering tools to help you manage your team, track their progress, and help them set goals. With real-time reporting, they will be accountable to you. As a result your staff’s performance will be self-sustaining--stepping up to the plate and managing themselves.</td>
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Not Enough Data For Accounts Receivable
For many practices, it’s difficult to stay on top of collections and receivables. Many chiropractors don’t have a system in place to show them what’s going on with billing on a daily basis. In a recent article from Physicians Practice, a doctor was asked, “What’s going on with your billing?” He answered, “I don’t know. I don’t have any way of knowing.”

Stay a Step Ahead With Your Billing
With Backbone doctors will have a quick and timely view of what’s happening in billing as they monitor their staff’s progress in bringing the level of collections and receivables down. This type of accountability produces action, which action produces results.

Too Many Cancellations
Cancellations happen. It’s costly when there’s too many and open appointment slots are not filled quickly. Filling empty slots can be challenging if there isn’t an organized system that accurately measures the ratio of appointments kept and trains staff on how to help patients keep appointments.

Minimal Cancellations
In a perfect world, every appointment slot is filled and every patient shows up on-time. Backbone helps doctors have instant access to timely reports, showing daily office visits, as well as, cancellations. Since office personnel know they are being measured, they work diligently to fill empty slots and track appointments. Beyond accountability, Backbone helps train staff on techniques to help patients keep their scheduled time.

Marketing? What’s That?
Aside from treating patients and managing the day-to-day operations of their practices, most doctors don’t have time for marketing. Typically, the office manager is in charge of alerting patients to new locations and services, tracking referrals, emailing, and developing campaigns and business strategies. However, many practices don’t have a marketing plan, because they don’t have enough information showing how their business is trending. How can they fix a problem if they don’t know what it is until it’s too late?

My Practice Is A Thriving Machine
Do you know how well your practice is running or how your business did this month vs. last month? Do you have a strategy to increase revenue? Many chiropractors don’t. With Backbone, chiropractors can closely monitor business performance and growth as their staff takes command of marketing and business strategy. As practices grow and revenue increases, chiropractors will find that the stress of “running” their business is gone. With confidence they can check in and out of their Backbone accounts knowing their staff is well trained and performing at their full potential.
Backbone has the tools and expertise to help your practice run more smoothly, while improving your quality of life, boosting revenue, empowering staff, and keeping your patients happy.

How Healthy Is Your Practice?
Track your practice’s vital signs and make corrections to stay on target all on a single dashboard. Know instantly what assignments or training is needed to improve performance.

Real-Time Information
See exactly how your business and employees are performing at any moment. Track how many new patients you need to meet your marketing goal.

Employee Accountability
With Backbone, employees hold themselves accountable for clearly defined goals and assignments.

Available Anytime, Anywhere
Whether you’re in the office, at home or on a beach, you will have all the information you need in one place accessible on any device.

Learn more at www.backbonepro.com/chiropractic

Contact us today.
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