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# Repeat Business

*The Second Simple Factor to  
Business Success  
Third in a Series on Practice Growth*

We're on a roll. We have been speaking about the importance of trading our minutes for significant return - loving God and loving people. We also touched on the four simple factors necessary to make a business grow, and discussed the first factor - New Business.

*Remember the four factors?*

- ☑ New business - attracting new patients.
- ☑ Repeat business - retaining existing patients for reasons that are in their best interest
- ☑ Increased back-door business - offering additional services that our patients want and need
- ☑ Internal controls - limiting expenses, without sacrificing quality, and training of ourselves and our staff

We discussed internal and external marketing - specific tools for attracting new patients to our offices. We also mentioned the importance of becoming experts in presenting these tools - communication, writing, networking, asking for referrals, and so on. Now let's dig into some ways to maximize repeat business. The key here is to meet our patients' need for ongoing care, and to do that requires mastery of two areas. One - we must understand, for ourselves, and at a deep level, why it is important to stay under maintenance care, and two - we must be expert in teaching them why they need care beyond the point at which they feel better.

We all know what drives 99% of our patients into our front door to begin with - pain. Usually back pain, headaches, neck pain, or some variation on these musculo-skeletal attention-getters. This is good and bad for us as business owners. Pain brings them to us, so we have an opportunity to educate them about the real meaning of health. Yet when the pain is gone - they are too, unless we have done a good job of communicating the truth to them.



The message we must get across... Health is made up of more than feeling good.

What is the message we must get across? That health is made up of more than feeling good. There is also functioning well - including motion, activities of daily living, good sleep, immune function, digestion, quality of life, and the rest of 100% function. And there is also degeneration - and making sure it doesn't happen any more than is absolutely necessary. Regular adjustments maximize

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*Repeat Business, concluded,*  
all of these factors, and  
there are a ton of research  
articles that support these  
claims.

Communicate to the  
extent that we get that truth  
into their heads and hearts;  
to that extent our patients  
will follow through with  
a maintenance adjustment  
plan. Plus, it is far more  
than business, it is life,  
both in length and quality.  
It is fulfilled purpose - do-  
ing all we were put here to  
do. It is healthy relation-  
ships - for lack of function  
saps emotions and energy  
right out of relationships.  
This is not kids' stuff, it is  
IMPORTANT!

Doctors - teach your  
patients how to be healthy.  
It is a major part of the  
mission of your life, given  
to you by God when He led  
you into our great profes-  
sion. Work out this mission  
with fear and trembling.  
Don't coast through it -  
reach as many people as  
you can, and as well as you  
can. Use all your skills,  
wisdom, discernment, and  
communication tools, and  
reach them. People are  
literally dying for lack of  
what we have to offer.

Every patient that  
leaves your practice just be-  
cause they are feeling bet-  
ter is walking deeper into  
degeneration, farther into  
assuming that the level of  
function they have is good  
enough, and farther down  
the slope of accepting that  
they will just continue get-  
ting weaker, stiffer, and  
will believe that they need  
more medications for every  
new malady they encounter  
until the day they die. That  
is just not good enough!

Next time we will discuss  
the third area of building a  
business - Back Door Busi-  
ness.