Transform Your Practice: From Sick-Care to Well-Care

Patient-Centered Functional Health Approach

The Patient Expectation Gap

Patients expect you to do something or give them something to get rid of their pain.

Reality

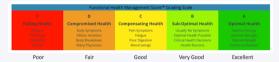
Patients have a functional problem, not just a pain problem. You are a functional expert.

They think they have a pain problem...

Sick-Care vs. Well-Care Model

Sick-Care Model Focus on eliminating pain symptoms Patient seen as having a 'pain problem' Technical jargon (subluxations) Generic 'Table Talk' Short-term thinking Provider-centered communication Well-Care Model Focus on improving functionality Patient seen as having a 'functional problem' Patient-friendly language Functional Health Management Score Long-term wellness thinking Patient-centered communication

Functional Health Management Score



Show patients their current level of function with this visual score. In two minutes time, they're now listening with different ears.

Now they see themselves in everything you are telling them.

Make It About THEM



Communication Opportunities

10 Minute Talks Lunch and Learns

Dinner with the Doc Treatment Room

Benefits of Patient-Centered Approach



How many of your patients would be more likely to follow your care recommendations if everything you said to them was about THEM? How about all of them?

Start Transforming Your Practice Today

