**52 Weeks to Success C.A. Program**

**Benchmark 11 Helping Build Your Doctor’s Practice**

**Worksheet**

Answer the following questions:

1. How confident am I at talking about Chiropractic?
2. Can I explain what we do in 60 seconds or less?
3. How often do I participate in outside events/screenings?
4. Have we practiced the scripts for doing a spinal screening?
5. How often are we doing internal events that create New Patients?
6. Have I ever given the New Patient Health Talk/Doctors Report?
   1. If no, would you like to learn how to do it?
7. Have I ever set up outside events?
   1. If no, would you like to learn how to do it?
8. What is our goal for Internal and External Marketing?

Practice the scripts for the 4 E’s.

Practice giving the Health Talk/Doctor’s Report

Review the dialogue and communication strategies discussed in the PowerPoint presentation and in your materials.

Make sure all team members are on board with how to build the practice.

ROLE PLAY communication!

Keep track of patients you generate from screenings and outside event opportunities.

Resources: CA Benchmark 11 – Building Your Doctor’s Practice; CA Benchmark 10 – The Referral Generation System.