**52 Weeks to Success**

**Chiropractic Assistant Program**

**Benchmark 7 The Financial Consultation**

**Core Objective:**

The Financial Consultation is typically done on the second visit. When patients review their care recommendations with the doctor, they want and need to be clear about their financial responsibility and your policies for payment. When you are clear and upfront about what your fees are and make it easy for them to receive the care, you create trust and confidence in your doctor and your practice.

Developing your communication skills in this area will help you remove barriers by helping them understand and be clear about your charges for care. As you grow in your confidence in creating value and discussing fees, you will begin to see your practice grow and prosper.

Doing things in a certain way EVERY TIME builds confidence and eliminates any confusion of what is to be expected from you, and from the patient during their care in your office. Having your system in place and practicing the communication during the Financial Consultation will enable you to get the necessary information you need in a timely, pleasant and efficient manner. It also lets the patient know that they are in a place that will confidently take care of not only their chiropractic needs, but their paperwork and financial commitments as well.

**The objective of this benchmark is to:**

1. **Create ease in discussing patient finances. Keep it simple.**
2. **Increase retention.**
3. **Clarity for the patient and the office.**
4. **Eliminate/minimize collections issues.**
5. **Always do what is in the patient’s best interest.**

**Key Takeaways:**

* Gather all necessary forms and information.
* Establish form of payment of fees.
* Be clear about what is expected in form of payment(s).
* Know how to handle financial questions/concerns.

**Questions for Team Discussion:**

1. How consistent are we with New Patients accepting our care recommendations?
2. How consistent are we at understanding payment options for the patient?
3. How can we build value for the care they receive?
4. How can we be more efficient with our bookkeeping/collections?
5. Are we giving our new patient an exceptional experience?
6. What are some changes that we can implement to begin improving in this area?

**Resources:** Benchmark 7 (Powerpoint/Worksheets/Team Discussion); Procedures; Benchmark 6 The Second Visit Procedure, Benchmark 5 New Patient 1st Visit.