**Our Chiropractic Office “Basics”**

1. The Credo is the principle belief of our Company. It must be known, owned and energized by all.
2. Our Motto is: “We are Ladies and Gentlemen serving Ladies and Gentlemen”

As service professionals, we treat our patients and each other with respect and dignity.

1. The Three Steps of Service are the foundations of Our Chiropractic Office philosophy. These steps must be used in every interaction to ensure satisfaction, retention and loyalty.
2. The Employee Promise is the basis for Our Chiropractic Office work environment. All employees will honor it.
3. All employees will attend all staff meetings throughout the year for self-improvement.
4. Company objectives are communicated to all employees. It is everyone’s responsibility to support him or her.
5. To create pride and joy in the workplace, all employees have the right to be involved in the planning of the work that affects them.
6. Each employee will continuously identify problems or “stops to the flow” within the office and come up with possible solutions.
7. It is the responsibility of each employee to create a work environment of teamwork and lateral service so that the needs of our patients and others are met.

1. Each employee is empowered. For example, when a patient has a problem or needs something special, you should break away from your regular duties, address and resolve the issue.

1. Uncompromising levels of cleanliness are the responsibilities of every employee.

1. To provide the finest personal service for our patients, each employee is responsible for identifying and recording all patient records.

1. Never lose a patient. Instant patient pacification is the responsibility of each employee. Whoever receives the complaint will own it, resolve it to the patients’ satisfaction and record it.
2. “Smile – We are on stage”. Always maintain positive eye contact. Use the proper vocabulary with our guests and each other. (Use words such as “Good Morning”, “Certainly”, “I’ll be happy to”, and “My pleasure”.

Do not use words such as “OK”, “Sure”, or “No Problem”.

1. Be an ambassador of Our Chiropractic Office and of chiropractic outside of the workplace. Always speak positively. Communicate any concerns to the appropriate person.
2. Direct patients on what to do, where to go. Do not leave them in limbo as to what is going on.
3. Use our office Telephone Etiquette. Answer within two rings and with a “smile”. Use the patient’s name whenever possible. When necessary, ask the caller, “May I place you on hold?”

1. Take pride in and care of your personal appearance. Everyone is responsible to convey a professional image by adhering to Our Chiropractic Office clothing and grooming standards.

1. Think safety first. Each employee is responsible for creating a safe, secure and accident-free environment for all guests and each other.
2. Protecting the assets of Our Chiropractic Office is the responsibility of every employee. Conserve energy, properly maintain our office and protect the environment. Act as if you own the place.