***The Use of Scripts ***

It is very important that all members of Chiropractic teams learn and use the scripts (memorized lines to say to patients) they have been given. These scripts have evolved over the past 20+ years of hard work and study. They cover all the aspects of your practice and, because of the way they are worded, prevent many problems from occurring.

Every successful small business uses scripts. Go through any McDonald’s and you will be asked, “Do you want fries or apple pie with that?” That little scripted questions results in millions of dollars for McDonalds.

When used right, your scripts will make your job a lot easier. But when used wrong, halfway, or not at all… you will run into trouble. What most people do not realize is that there are learning levels that you must go through to achieve the results you desire. We have broken these steps down so that you can master the process. Keep in mind that if you stop anywhere along the line before getting through Level 6, you probably will not achieve the results you desire.

1. Understand and know the steps of your scripts in the right order – COLD.

2. Know the purpose of each step – COLD.

3. Know your format and dialogue – COLD.

That done, you must:

4. Practice the steps with other team members until you have unshakable confidence in your ability to do them. Constantly record yourself so that you can listen and correct yourself as you go along. Make sure all the words are committed to memory.

5. After mastering them with co-workers and trainers, begin with patients. If something does not go right, find out what you did wrong and practice the steps more until you are completely confident you can do them correctly. Tape yourself so that you can hear what you sound like and make corrections.

6. Keep doing the steps on patients, correcting yourself if and when necessary. Make it as natural as you can. Regularly tape yourself to make sure it sounds right. Review your script manuals often to make sure you are correct.

The script will not begin to feel natural until after Level 4.

Learning and using a script is like an actor learning lines. Have you ever seen an actor deliver lines he/she was not sure of? The result is usually not desirable. That is not how you want to sound. Contrary to popular belief, using scripts does not make you “stiff” or “robotic”. This only happens when you do not know your lines. If you feel this way, it is only because you do not know your lines well enough. Keep practicing. Once you know your lines, then your job becomes much easier. You do not have to worry about getting all the information out because it is already there in the lines. You can concentrate on other things, like how the patient is taking in your information, or watching how they react to you. Most unsuccessful practices never get past Level 1. They totally underestimate the amount of practice it takes to master a script. Doctors and CAs who do master their scripts have always had the best and busiest practices. It is like clockwork, everybody knows what the other is saying and doing. The patients are pointed in the right direction, they get there with no problems because the problems were prevented in the first place. Everybody is happy.

Know your lines. Know your job better than anyone else does. Be a true pro at what you do. You are helping many people get healthy. Take pride in that fact.