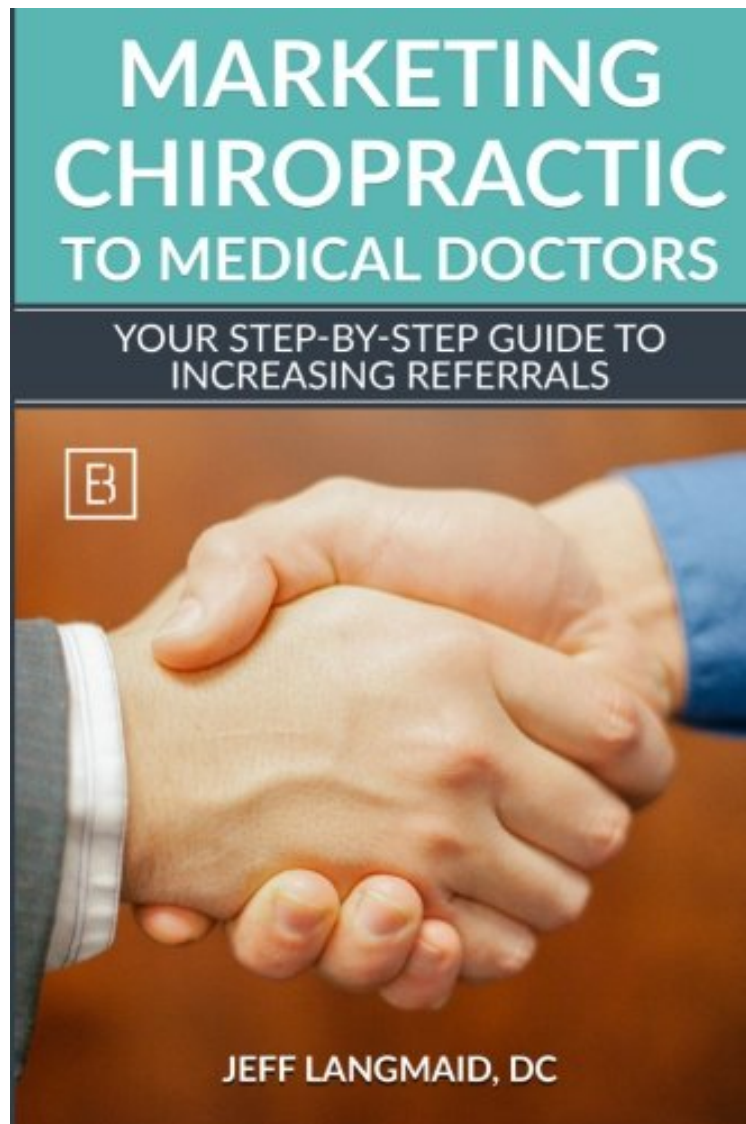


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Marketing Chiropractic to Medical Doctors: Your Step-by-Step Guide to Increasing Referrals

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If you have been frustrated by a lack of referrals, looking for a systematic way to approach MD's and build relationships, or have a desire to learn the "what", "when", and "how", of creating a practice that thrives on interdisciplinary cooperation, then this book is for you! In this game-changing book you will learn- proven, step-by-step protocols to gain interdisciplinary referrals strategies to increase the effectiveness of your marketing how to position yourself as the logical referral choice how to address the "big 3" hindrances to chiropractic referrals how to schedule and execute a successful md meeting and much more! "This book provides step-by-step instructions on how to become integrated in your local healthcare community and organically tap into the enormous amount of referrals that can come with those relationships. This is something every chiropractor should do for their practice. It will elevate your practice, but on a grand scale, the profession" - Chris Holloway, DC "I am pleased to announce that we have doubled our direct MD referrals since implementing your plan." - Goldi Jacques-Maynes, DC

About the Author Dr. Jeff Langmaid is an internationally recognized author, speaker, and chiropractor. He is the founder of The Evidence Based Chiropractor LLC, an organization dedicated to increasing chiropractic utilization. A thought- leader regarding interdisciplinary communication, practice, and marketing; he has been heralded as one of chiropractic's new innovators. He has been featured on Yahoo Health, Prevention, and by CBS News. You can find him where chiropractic care, creative design, and Healthcare 2.0 meet.