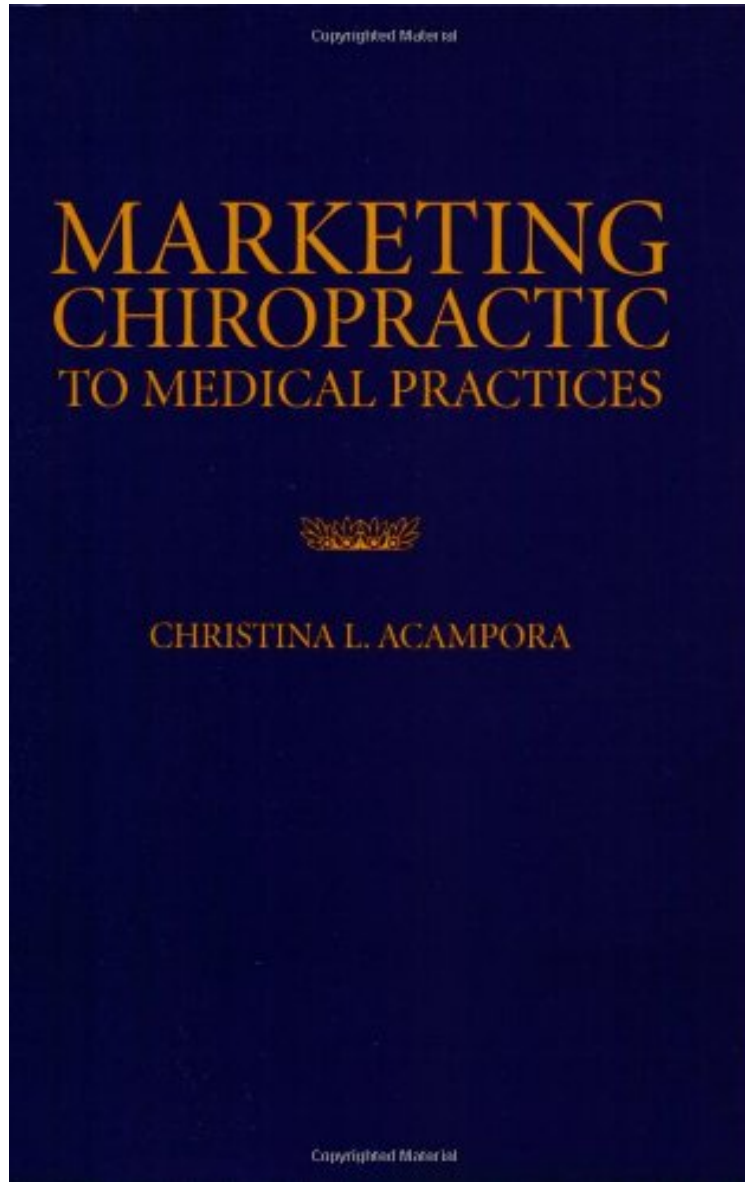


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# Marketing Chiropractic To Medical Practices

*Christina L. Acampora*

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**Christina L. Acampora : Marketing Chiropractic To Medical Practices** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Chiropractic To Medical Practices:

9 of 9 people found the following review helpful. Get over your fear of approaching MDs By R. Lloyd I bought this book pre-ordered before it came out. I have read it, but since then I have to admit that I haven't put the ideas into action. One of the reasons is that my practice partner was launching his own campaign to market to medical

doctors. The author of this book is a chiropractor who had a practice that did not thrive nor receive many referrals despite her being located surrounded by medical offices. She then took on a sales job for a pharmaceutical company where she was taught and became accustomed to making sales calls to medical practices. After a couple of years, she then went back into chiropractic practice armed with the knowledge and experience of selling directly to MDs. One of the challenges that many chiropractors face when approaching a medical practice is having the proper gambit to meet the doctor. This book shows you how to do that effectively. This book will also help you get over the initial fear of approaching a medical business by telling you exactly how solicitors are perceived by doctors and staff. Hint: It's different than with chiropractic doctors and staff. If you were looking to get over your apprehension of merely approaching a medical practice, get this book. Once you get into a medical office, do you have answers to objections from medical doctors? This book is packed full of answers to objections that are structured diplomatically and will serve to help educate the MD. The author of this book took pains to gather latest research on commonly treated conditions in the chiropractic practice. This book will not tell you how to spread the innate love to the community, or help you sigh in the comfort of some holistic, alternative philosophy. This book is about getting the bread and butter patients suffering from back pain, neck pain and headaches. And, you'll be getting them from the medical community.

3 of 3 people found the following review helpful. Professional Advice Worth Every Penny and More By A. Case For two years I've been meeting with MDs to bring them information about what we do at my company, Universal Health Institute. It's been a journey of success and failure, and we've clumsily worked to create a way to present ourselves that makes sense. Dr. Acampora's advice fills in a lot of the blank spots, particularly the recommended dialogue and its' context. I like the fact that she went out on a limb and identified different types of doctor personalities as well as an approach to communication for each one. I've met with about 60 doctors' offices (and about 125 doctors) over the last two years, and can tell that she's been there and done it. Her advice adds the necessary polish to our New Business Development department, and we are taking it seriously. The other unbelievable gift of this book is the references she recommends to bring to the physicians. There are several chapters full of relevant references on safety of chiropractic, success at treating low back pain, neck pain, headaches.... It's perfect. I am ordering three more books for other staff members and highly recommend you do the same. This is polished, professional and sincere work to help us chiropractic doctors communicate with our medical colleagues. The ultimate goal is to give the patients opportunities to get great chiropractic care. In fact, this book is one that ultimately helps the patient - if we use it. By the way, Dr. Acampora offers a research service [...] to keep DCs up-to-date on data that will continue to enrich our communications library. I am signing up for three months (300.00) to try it out. If the service is anything like the book I won't be disappointed; I'll be thrilled. In the meantime, I am going to meet with her to see if I can hire her to do some "Sales Training" with my staff! Thank you Dr. Acampora! Good Luck! Dr. Amelia Case Chicago

1 of 1 people found the following review helpful. THIS BOOK CONTAINS MORE THAN YOU WOULD EXPECT! By Gina This book poses a unique perspective that should be of interest not only to chiropractors but to health writers in general. Very well written and well documented. Now if chiropractors would just get the courage to carry out Christina's sage advice and see their practices skyrocket !

The first book of its kind, *Marketing Chiropractic to Medical Practices* targets chiropractors and leads them through a comprehensive sales model to demonstrate how they can educate the medical profession on how to utilize chiropractic practice for their patients. By implementing a gradual approach from the first office contact to presenting an effective and educational sales call, this text informs the chiropractor how to confidently access their greatest untapped new patient source. *Marketing Chiropractic to Medical Practices* offers a step-by-step approach to secure medical referrals and develop ongoing professional relationships between the chiropractic and medical worlds. Features: How to provide a pro-chiropractic message based on evidence based research How to access physicians Uncover patient needs and physician objections for chiropractic care Learn the most common physician objections and how to overcome them How to select research that addresses the needs and objections of a physician How to present research to support a MD/DC conversation