

Subject: Worried about your new patient retention rate?

Old. Worn out. Outdated. If your patients use any of those adjectives to describe your chiropractic office, they're probably not planning a second visit.

In a perfect world, you'd be judged only on your skills and expertise, but patients don't just form impressions based on the level of the care they receive. As soon as they enter your office, they begin consulting their mental checklists. Is the receptionist friendly, the magazine selection current, the waiting room chairs comfortable?

Their evaluation doesn't stop at the waiting room. Once your new patient enters your exam room, he or she turns a critical eye to the furnishings and equipment.

As far as you're concerned, the table you inherited from the previous owner of the practice works just fine, even if it's a little banged up. And sure, your TENS unit may require a little coaxing from time to time, but it eventually turns on.

Your patients may not be quite as generous with their opinions. In fact, some of them may consider your old, worn equipment a sign that you may not keep up with the latest chiropractic technology and trends. They're the patients you'll never see again.

Although it may not be possible to retain every new patient, you can boost your retention rate simply by replacing a few pieces of equipment. In addition to impressing your patients, you'll make your life easier when you buy a lift table with automatic and manual flexion or an all-in-one muscle stimulator, ultrasound and TENS unit.

Equipment replacement doesn't have to break your budget. Our gently used tables and chiropractic equipment are reasonably priced and available for sale or lease. We even offer free service calls for two years, whether you buy or lease. After all, you have better things to do than troubleshoot malfunctioning equipment.

Why give your patients another reason to visit your competitors? Improving your retention rate can be as simple as outfitting your chiropractic office with the latest technology. Not sure what type of equipment could help your practice grow? Give us a call or shoot us an email, and we'll set up a no-obligation consultation *and* give you 10 percent off your first order.