



Chiropractic Growth Management Ticket Manager Console

by Reuven Lirov, M.A.

First Impressions

Ben sat on the bench in the museum's Impressionists room, staring at a giant canvas. His wife and son were strolling around the room, talking about details in the other paintings, and he knew that Carmen was having to focus so much on Jonathan that she probably wasn't getting the full experience of being in an art museum.

But somehow he was having trouble getting out of his own thoughts enough to enjoy time with his family. Even surrounded by amazing works of art, he was thinking about work.

"Thinking about work?" Carmen asked, coming to a stop beside him. Jonathan climbed up on his lap. Ben had to laugh—it was uncanny how Carmen could read his thoughts sometimes.

Although it seemed as though he was always thinking about work lately.

"I guess," he admitted.

"I thought things were going well," Carmen said, sitting beside him.

"They were. They are," said Ben. "I just feel like every time I get my problems solved, they regroup and come back at me."

Carmen gazed at the flowers on the wall.

"Can I be perfectly honest?"

"Of course!" Ben was surprised. "Aren't you always perfectly honest with me?"

"I try to strike the balance between honest and supportive." Carmen darted a look at Ben. Jonathan, worn out from walking, was half asleep. "I think you don't know as much about running your practice as you need to. Maybe not as much as think you do, even."

Ben frowned. "That's honest, okay. Maybe not supportive."

"I'm not saying anything about how you treat your patients. I'm just saying it's not really scalable."



Ben looked inquiringly at his wife.

“Managing a small practice where you see a few patients a day is not the same as managing a growing practice. You want growth, of course, and you’re a great chiropractor, so you get more patients—and you have a crisis while you figure out how to serve them all. Then you add a partner or another staff member, and you have a crisis while you figure out how to pay for them and how to manage them. Then you get more patients so there’s enough money to go around, but then you have another crisis figuring out how to keep track of everything. Your practice grows, but you sort of go from crisis to crisis.”

Ben looked back at the peaceful flowers in the painting. From crisis to crisis was a pretty fair description of how he felt.

“We want growth,” he said. “We need it, even. We have to think about Jonathan’s future—lessons, sports, even college tuition. And we

have to think about our retirement, and let’s face it, we want and deserve a certain kind of lifestyle. I don’t think that going back to the way things were my first year in practice is the solution. You’re right, though—I felt a lot more competent back in those days.”

“What about the technology solutions we’ve talked about. Have you invested in them, yet?”

“We’ve done a few things,” Ben said slowly. Now that he thought of it, though, a lot of the new tools they’d talked about were still being talked about.

“I know I couldn’t have handled the growth of the pizzeria if I was trying to make all my pizzas with a bowl and a wooden spoon,” Carmen said. “You need good tools.” She stood and stretched.

Ben picked up his sleepy son and put an arm around his wife. “I think I’ve had enough of the Impressionists,” he said. “But what

you said definitely has made an impression on me.”

“Good,” Carmen smiled.

Does Dr. Ben really know how to run his growing practice?

Quacking Up

Ben smiled reassuringly at his patient, snapped the file closed, and headed to the office. “I think I might need a translator for this patient,” he said.

“Of course, Dr. Ben,” Pam assured him, picking up her phone.

Ben headed back down the hall with long strides, but when he had finished with the patient, he returned to talk with his office manager. “So, Pam,” he began—and then stopped while she answered a phone call and handed a clipboard of forms to a new patient.

“Sorry about that,” Pam smiled. “What can I do for you?”

Ben lowered his voice. “Would you say things are going smoothly in the office? I noticed that you were able to provide a translator immediately and it looks as though you have everything under control.”

“I pride myself on looking like I have everything under control,” Pam assured him. “And mostly I do, even if sometimes I’m like a duck.”



“A duck?”

“Gliding along the water on top and paddling like crazy underneath,” Pam laughed. “Seriously, I think things are going pretty well. We have issues. What practice doesn’t? But overall it’s good.”

“What issues do you see?” Ben pursued the question.

“Sometimes we have to search pretty hard to find the information we want,” Pam said promptly. “I’m still waiting for that new software we’ve been talking about.”

Ben nodded. “I just haven’t gotten around to it.”

“And it would help a lot if staff could really know what their daily workload was going to be. Everyone just comes in and waits for me to tell them what to do. If I don’t have time to tell them anything, they don’t do anything.” Pam’s eyes widened. “I think they’d rather be able to take ownership of their work and get the satisfaction of accomplishing things and being part of the team instead of just hanging around in case they’re needed, but the work just isn’t set up that way.”

“The work just doesn’t happen that way,” Ben said. Pam’s face alerted him that he had raised his voice and he lowered it again. “Like the translator—we don’t know ahead of time when we’re going to need him.”

Pam looked doubtful. “I’m not so sure that’s true. I mean, it’s not like Mrs. Vargas suddenly didn’t understand. Maybe we should have a note in her file. Maybe we should ask people when we make the appointment. Maybe we could even cluster the appointments of people who might need a particular translator.”

Ben frowned. “I feel like we’re getting off track here. Isn’t this just one little thing?”

“Yes,” Pam agreed, “but every day is made up of those little things. We do some stopgap thing to solve a problem and after a while it becomes what we do. It’s hard to hold people accountable when they never know what they’ll be accountable for.”

“I see your point,” Ben said. “It’s like what my wife calls ‘workflow.’ You’re telling me the work isn’t exactly flowing.”

Pam smiled. “I’m not sure that’s what workflow means, exactly, but yes, I guess that’s another way of saying we’re just paddling like crazy under the water.”

How can Dr. Ben improve workflow and accountability in his chiropractic practice?

Traffic Jams

“Mrs. Wilson!” Pam said, looking up as Carmen came through the door.

“Did I hear you talking about me?” Carmen asked her husband playfully. “I was hoping you could come to lunch with me.”

“Dr. Ben was talking about our workflow,” Pam put in.

“Workflow matters,” Carmen said. “And I think you also should be talking about scalability. Naturally you pay full attention to one patient at a time, but for the sake of the practice you have to be able to look at the big picture and identify the bottlenecks in your workflow.”

Pam was silent.

“We’re speechless,” Ben said. “I’m glad to see you, of course, but I have no idea what you’re talking about right now.”

Pam darted a glance at the patients around them and welcomed a new patient. “Should we be discussing these things in front of them?” she asked quietly when she was free again.

“It’s business,” Carmen shrugged. “Your practice is growing because you give your patients excellent care. So you want to continue doing that. How could they object?”

She stepped behind the desk and looked over Pam's shoulder. "For example, can you run a report that shows all the tasks that are coming up tomorrow and who is assigned to do them, and what tasks are still left from today?"

"Honey, I don't think you should be—" Ben began, but Pam stopped him.

"I'll just pull up the list of reports I can run," she offered. "There's no sensitive information there."

"There sure are a lot of reports!" Carmen said, her eyes widening. "New Patients, No Shows, No Future Appointments—"

"There are lots of patient reports," Pam agreed, scrolling down the page, "and then we also have things like Inventory, Billing, Patient Balances, Third Party Vendors..."

Ben joined them in staring at the screen. "Is that going to help us identify bottlenecks in our workflow?"

"I only run a few of them," Pam admitted. "Mostly, I don't really know how to set them up the way I want or how to use them once I run them. I think they're open to interpretation, too, because sometimes they make me think we should do something but the partners don't agree—sorry, Dr. Ben!"

"That's okay," he said. "I know what you mean. Often we partners don't agree with each other,

either. It's like we're all looking at different information."

"Reports like these are for analysts," Carmen said firmly, "not for doctors and nurses. You can't expect to look at a couple hundred lines of a Tasks and Events report and see what you need to do next."

"Plus," Pam added, "it's hard for me even to figure out which report to look at. If we're talking about how smoothly the work goes, I know that a lot of the tasks we do involve multiple aspects of the practice, not just one of the things listed on those pre-made reports."

Ben took his wife's arm. "We'll get out of your way now, Pam," he said, "but thank you for your help."

"How much time do you spend on those reports?" Carmen asked her husband as they walked.

"Hardly any," Ben shrugged. "As Pam said, I don't really understand how to use them. Plus, I don't exactly have lots of free time—and I'd rather have lunch with you."

Can running the right reports improve workflow bottlenecks in Dr. Ben's practice?

Ready to Order

"I don't get it." Carmen gazed at her husband across the table. "You find this software—what's it called?"

"Vericle." Ben looked up from the menu.



"Vericle, which will simplify your workflow, let Pam do her job better, and free up your time to concentrate on the patients, which is what you really care about—and you don't buy it.

"I haven't bought it yet," Ben corrected her. "I think the decision's pretty much made."

"It has a dashboard, right? I know that was something that you wanted in your practice management software."

"It does. It's awesome, too—easy access to current practice stats, month to date daily progress, all the patient information, and then it's easy to get from the data to the actions the team needs to take."

"From what you've told me about it, it seems as though Vericle really empowers the staff. They get to see their importance as partners in patient care."

"That's what the Vericle people tell us."

Carmen nodded. "I've seen the difference it makes when your team really feels like a team. You might



think you're giving away some of the power, but giving people responsibility and accountability and making sure everyone understands his or her place in the mission of your business—it's amazing how much difference that makes."

"I believe you," Ben said, "and it's certainly not a question of worrying about giving away power."

"What is it then?" Carmen leaned forward. "What's keeping you from taking that step?"

"There are costs involved," Ben said, "and change, and I've gotten

a lot of pushback from some of the partners."

"Tools cost money," Carmen agreed, "but they're an investment in your business. They pay off in the long run, if you choose the right tools. In this case, it seems like you'd see an increase in productivity."

"Maybe," said Ben, his eyes back on the menu. "But what if it doesn't work?"

"What if it does—and you don't try it?" Carmen waited for Ben to look up at her. "If you're going to do it eventually and you expect it to have a positive ROI, waiting

just means you're losing money and opportunity until you take action."

Ben thought about how much he'd already learned from the people at Genesis Chiropractic, and the changes he had already made in his practice—and the benefits he'd already seen. Why was he still waiting?

"You're right," he said. "I'll call them this afternoon."

"If it doesn't work out, you can blame me," said Carmen, "but I think Pam will be calling to thank me for helping you make the decision."

The waitress appeared. "Hi, folks. I didn't want to interrupt that intense conversation, but it looks like you've solved the problems of the world, so maybe you'd like to order now?"

"Maybe not all the problems of the world," Ben laughed, "but enough that we can concentrate on lunch."

Is Dr. Ben ready to take the plunge on practice management software?

Attend the webinar

Genesis offers a complete solution for fast and compliant notes.

Visit <http://genesischiropracticsoftware.com/chiropractic-office-workflow-improves-your-practice/> to view the recorded presentation or check out

<http://genesischiropracticsoftware.com> to view our other webinars.

