

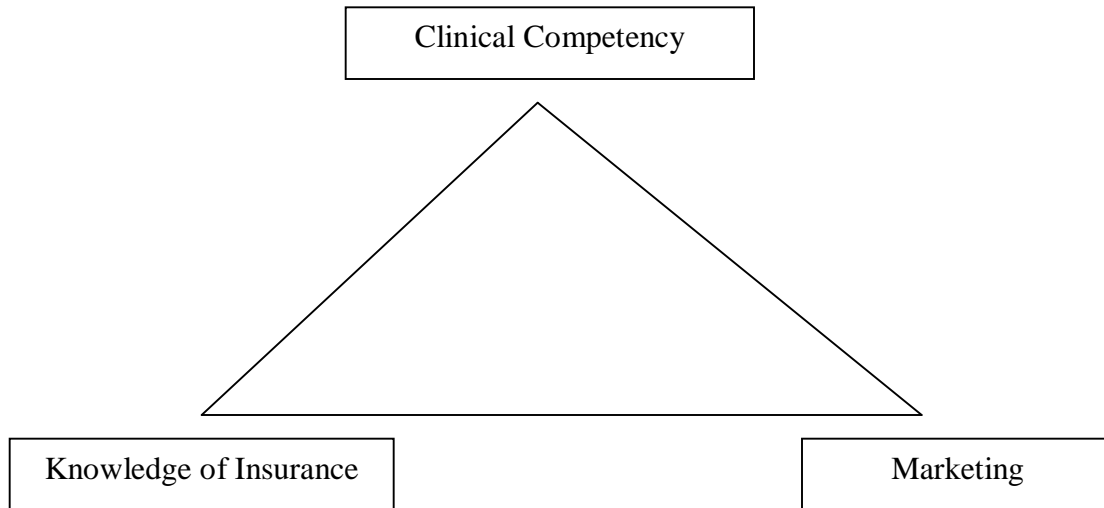
# The Three Things You Must Understand As the Owner of an Independent Clinic That Treats Spinal Injuries

There are only three things that you need to know, and a lot to know about those three things;

1. You have got to know your stuff clinically. You have got to stay very current with injury documentation, diagnostics, treatment approaches, co-treating referral networks. You have got to be able to get injured patients well as effectively, efficiently and as economically as possible. I will also venture out to say that you must upgrade your technique to include treating spinal ligament injuries, both with good sound passive and active care procedures.
2. You need to understand the insurance companies that you are working with. I say this not so that you can manipulate in anyway the insurance company, Fraud is fraud and if you are close to committing fraud you will be caught. No you need to understand the insurance company so that you and your staff can provide better service to your patient. For example you need to know that the P& C Property and Casualty Insurance, which is what auto insurance is, uses ICD-9 Code to describe the severity of injuries. So if you are only sending in four ICD-9 codes with the initial claim you are seriously under-reporting your patients injuries, especially if they are serious. This will cause much more staff time handling insurance denials, can cause upset to the patient and can make it harder for the patient to settle their own claim. If the patient has retained an attorney it will make it more difficult for the attorney to arrive at a good settlement for your patient.
3. You have got to know how to market your practice. You can be the best clinician out there, and you should be serving hundreds of people every week, yet that is not the case. It is fortunate that the majority are independent business owners. This however makes you very different from doctors who are not, who go to work for larger clinics, hospitals if they are MD's etc. For these doctors someone else is doing the marketing. For you this is probably different so you need to get real good at marketing.

These three things form a triangle in your injury practice, or for that matter in any chiropractic practice. The nice thing is as you enhance any one side of the triangle that other two sides will increase as well. Better insurance knowledge, say, knowledge, improves certainty that insurance is and claim information are being presented correctly and for optimal re-imburement taking pressure off of the patient by avoiding the stress of denials. This improves patient compliance with your treatment protocol, allowing the full benefit of the program to be experienced, which of course will make you want to put a lot more patients through your procedures and so you improve your marketing.

Any side that you look at you will see that improving it can improve the other two sides, and all that I am trying to stress is that all three sides are equally important.



Now that being said and if you agree with it you must then take time to educate on these three things. Many of you are very strong clinically but you are weak in insurance knowledge and also marketing or you are strong clinically, and marketing, however you are shooting the whole system in the foot because you do not understand the policies, procedures and programs that the insurance industry has in place for all claims. Not knowing the truth about insurance will yield higher patient dissatisfaction and in turn will affect you results, through possible non-compliance which will over the long run, affect you desire to market to this public.

For information regarding marketing or insurance seminars, you need to take the time to personally call me and I will tell you some of the best sources of both. Call me Dr Cronk, at 715-833-8533.

For insurance information you need to look at Mathis Seminars. Jim Mathis was an Ex-State Farm and Allstate executive who regularly teaches about how The Personal Injury Insurance industry works. You have an ex-executive of the largest insurance company in the world teaching you how to navigate these waters. He is truly one of the best in the business. He has been slow to get to the Midwest however you can see his seminar schedule at <http://www.sequoiavisions.com/index-2.html> This is James Mathis company web-site and is a place where you can review when he will be close in your area. We highly recommend that you look into one of his seminars, especially if you want to grow a large injury practice.

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