

10 points for getting maximum value from **Your Chiropractor** newsletter

1. **Personally hand out the newsletters to your patients:**

- Hand out a newsletter at the end of a consultation
- Ask reception staff to hand out the newsletters

This encourages patients to take the newsletter home for reading at leisure, for future reference, to take advantage of any reader competition on offer, and for sharing among friends and relatives. It is less effective if the newsletters are left in the waiting room to be picked up at random.

2. **At no additional charge, we will tri-fold the newsletters so that you can:**

- Mail the newsletters to your patient base
- Include the newsletters with your invoices

3. **Ensure that your practice newsletter communicates important information, such as:**

- Names and qualifications of the professionals involved in the practice
- Names of the staff who interact with the public
- Hours and after-hours contact information
- Areas of specialty that makes you different from the competition
- Fees, billing and payment methods
- Your web site address, for more information
- Practice updates to keep your patients informed

4. **Ask our designers (no additional cost) to include a section in your personalised area to remind patients of important dates, such as:**

- The date of their next appointment
- The date of an important test (or test result)

You can manually add this information at the end of the consultation. Your patients will appreciate your thoughtfulness.

5. **Publicise and promote your services:**

A regular newsletter communicates with your patients to provide timely information and reminders about:

- Check-ups and upcoming appointments
- Special or extra services. Generate additional business by advertising other services that your patients may not be aware that you provide

6. **Use Your Chiropractor as a cost-effective means of marketing your business:**

In these tough economic times, you need to use your advertising dollars to promote and market your practice vigorously and effectively. Your Chiropractor can provide a regular, cost-effective, personalised newsletter that communicates directly with your patients.

- Have a targeted individual piece of marketing material directed at each patient group
- Remember, you control the number of copies you receive
- You control the text and information in your personalised panels - to be changed per issue if you wish (no additional cost)

7. **Get the competitive advantage:**

In a competitive environment, a personalised newsletter will separate you from competition:

- A professional newsletter adds credibility to your practice
- It allows you to communicate timely information to your patients
- A personalised newsletter shows that you care – you are serious about your patients and are willing to do more than what is expected

8. **Become accredited:**

Along with accreditation, Your Chiropractor newsletter will add to your practice's credibility.

9. **Enhance your chiropractor/patient communication:**

Your personalised newsletter gives you a starting point to discuss additional areas of interest with your patient.

10. **Be rewarded for your efforts:**

A newsletter will help you to build a caring and trusting relationship with your patients. You will be rewarded with their loyalty.