You could run another ad and get a couple of new patients OR you can take advantage of ACOM Health’s Physician Referral Program which will provide you a continuous stream of new patients.

With a systematic method that leverages the RAPID Documentation software you already own, you can tap into the best source for new patient acquisition: Physician Referrals.

Primary care physicians in your community can have a profound effect on your success: just two new referred patients per week can generate over $100,000 annually in new claims for your clinic, based on current estimates placing the average value of a new patient at $1,200 in billings.

*When chiropractic care is recommended, does your name come to the primary care physician’s mind?*

*...It should.*

**The ACOM Health Physician Referral Program**

The ACOM Health Physician Referral Program is a systematic method used in conjunction with the ACOM Health Documentation Software to deliver results.

Most of your patients have a primary care physician that they see when they are sick or hurt. Over time, trust develops between these patients and their doctors. But primary care physicians can’t successfully treat every problem, and they know it. Such situations represent an incredible source of new patients for your practice. But in order to be top-of-mind with the doctors in your community, you must know how to reach out in a powerful, professional manner.

**ONE CLINIC’S EXPERIENCE**

Doctors Gary Tennant, D.C. and his partner, Dr. David Tyssen D.C., operate seven-year-old Park Forest Chiropractic in South Suburban Chicago, Illinois. In 2008, Park Forest Chiropractic acquired ACOM Health’s RAPID Documentation software. Dr. Tennant used the sophisticated capabilities of the solution to put referral outreach into high gear.

Since acquiring the ACOM Health software, Dr. Tennant says, both the number of referring doctors and referred patients have grown by over 100 percent and are climbing. The clinic has a new goal of adding an additional referring physician every month. New patient count has increased by an estimated 30 percent.

*“Often, M.D.s in the community were totally unaware that we had mutual patients. One physician, initially disdainful of chiropractic, actually began referring patients after she had a chance to see how we had alleviated one of her patient’s back pain. Now she refers on a regular basis.”*
WHY ARE CHIROPRACTORS MISSING THE BOAT?

ACOM Health Senior Consultant Dr. Jeff Brown states, “Chiropractors simply don’t know how to approach primary care physicians to develop mutually beneficial referral relationships. What they need to understand is that by following the ACOM Health Physician Referral Program, they can gain the respect and professional recognition they seek and need, they can boost the presence of their practice in the community, and they can significantly increase their revenues.”

“All doctors work toward delivering better healthcare to their patients, and M.D.s know that there are some conditions that they can’t treat well. When these doctors can establish a positive, trusting professional relationship with a chiropractor in their community it benefits them, their patients and of course, the chiropractor. That is what this Physician Referral Program is about.”

THE PHYSICIAN REFERRAL PROGRAM

The Physician Referral Program is only available for customers with the RAPID Documentation Software. The program consists of a step-by-step guide, online training videos, and personalized one-on-one guidance from our on-staff Chiropractic consultants. The majority of our consultants are Doctors of Chiropractic who fully understand the ins-and-outs of the chiropractic profession and its place in the healthcare field. The consultants will hold your hand to make sure you properly implement the necessary steps for Referral Generation. Their goal is to help you to start increasing your patient population from the very first day.

ABOUT ACOM HEALTH

With ACOM Health, chiropractors enhance efficiency, cut costs, increase revenues and propel practice success. The ACOM Health solution suite includes Software and Services. ACOM Health’s Chiropractic Software Suite delivers Clinical Documentation and Notes; Patient Education; Home Exercises; and Practice Management for billing, scheduling, patient management and detailed reporting. ACOM Health’s Chiropractic Services team help practices ethically and legally maximize their billings and collections, while streamlining practice operations.

Sign up now!

Find out how the ACOM Health Physician Referral Program can benefit you.

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