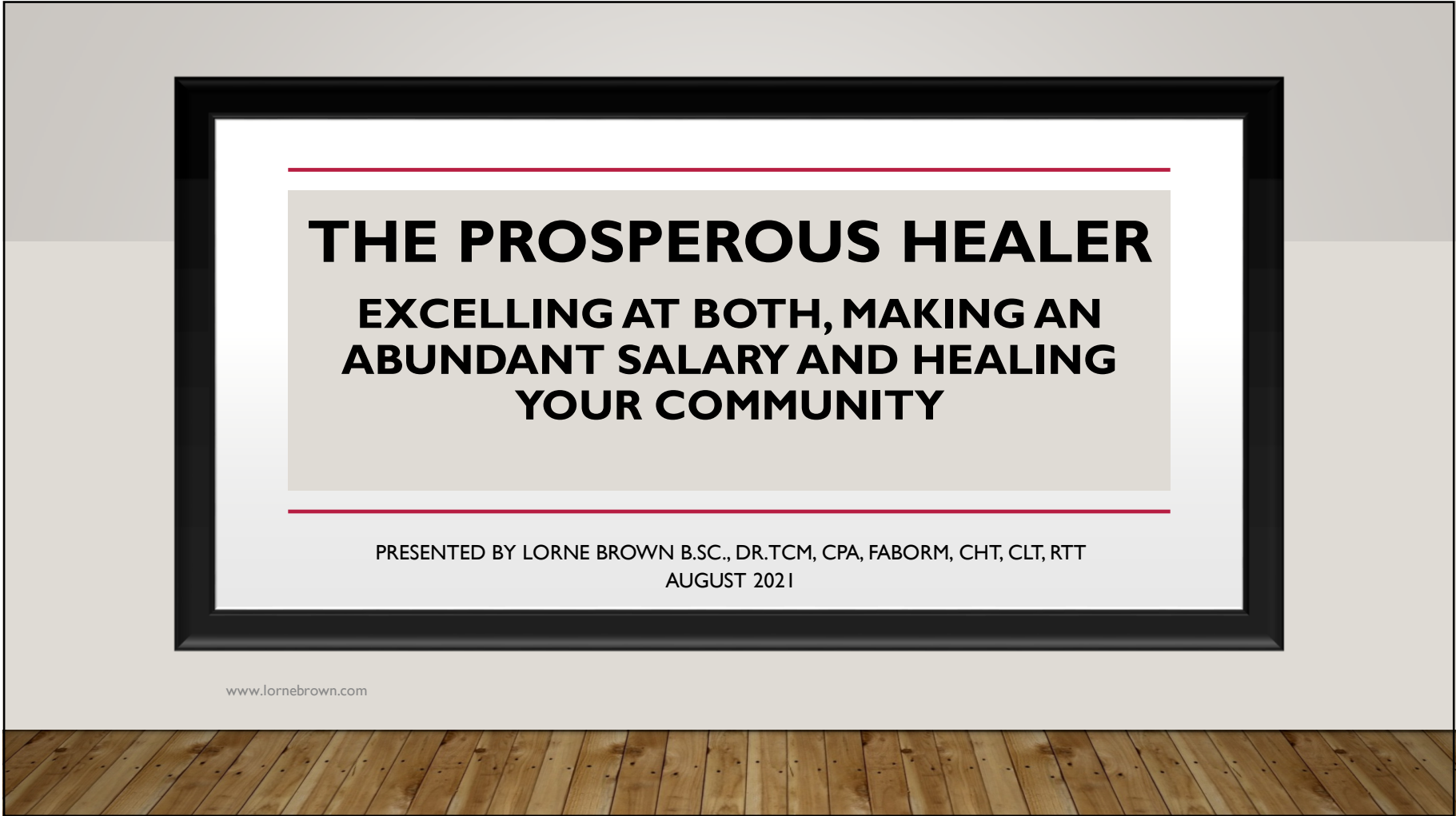


THE PROSPEROUS HEALER

EXCELLING AT BOTH, MAKING AN ABUNDANT SALARY AND HEALING YOUR COMMUNITY

PRESENTED BY LORNE BROWN B.SC., DR.TCM, CPA, FABORM, CHT, CLT, RTT
AUGUST 2021

www.lornebrown.com



THE PROSPEROUS HEALER

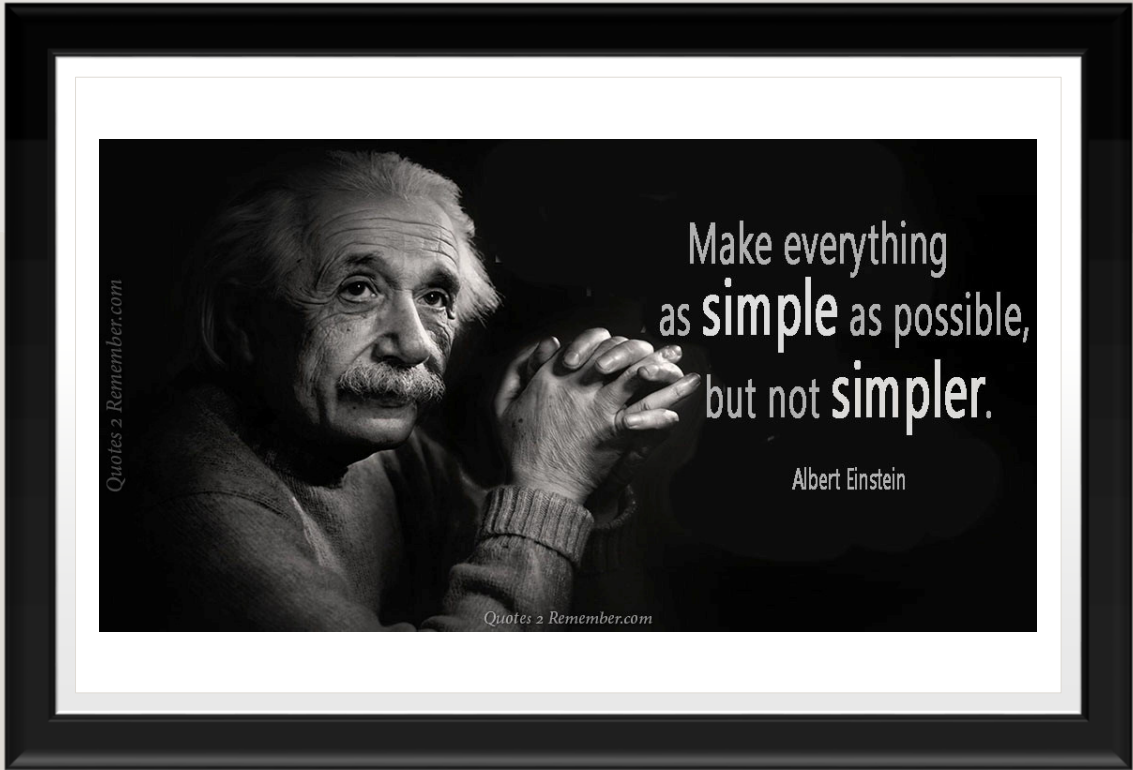
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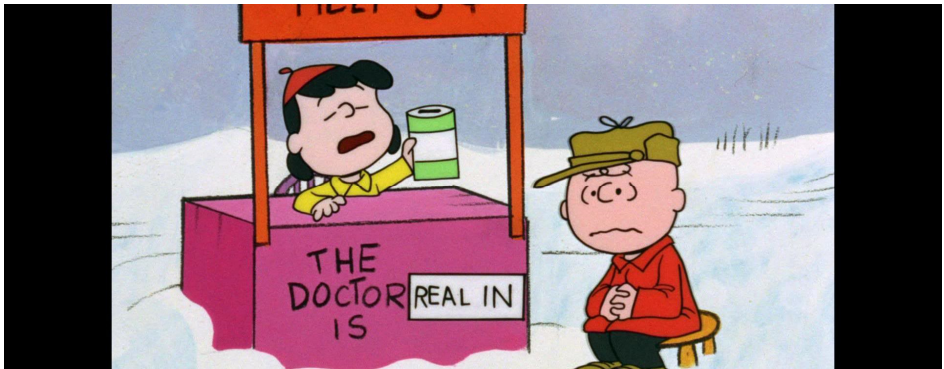
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POWERFUL
SIMPLE
EFFECTIVE

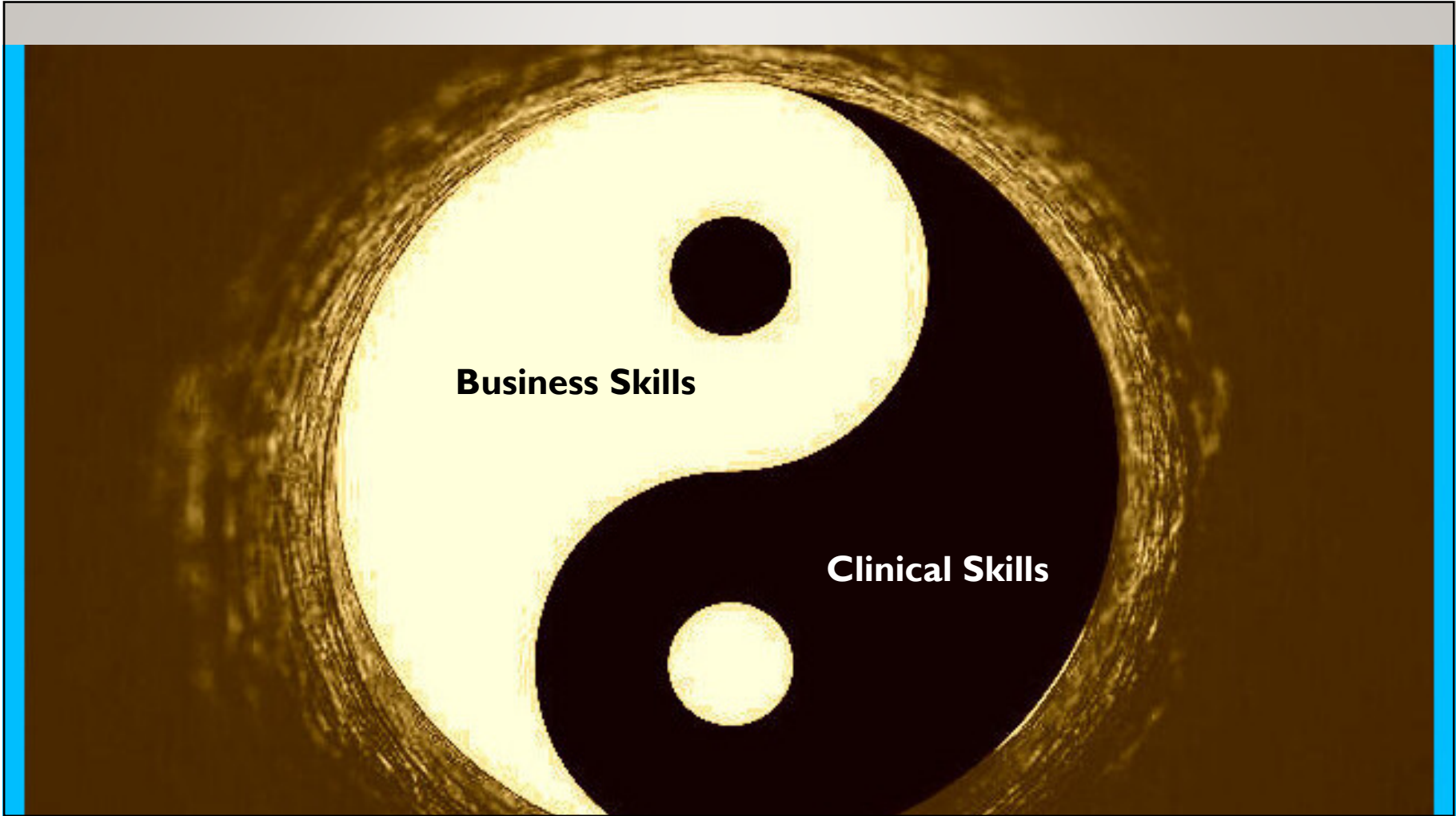


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WHY
ACUPUNCTURISTS
FAIL?



Like It Or Not, You're A Business Owner!



5

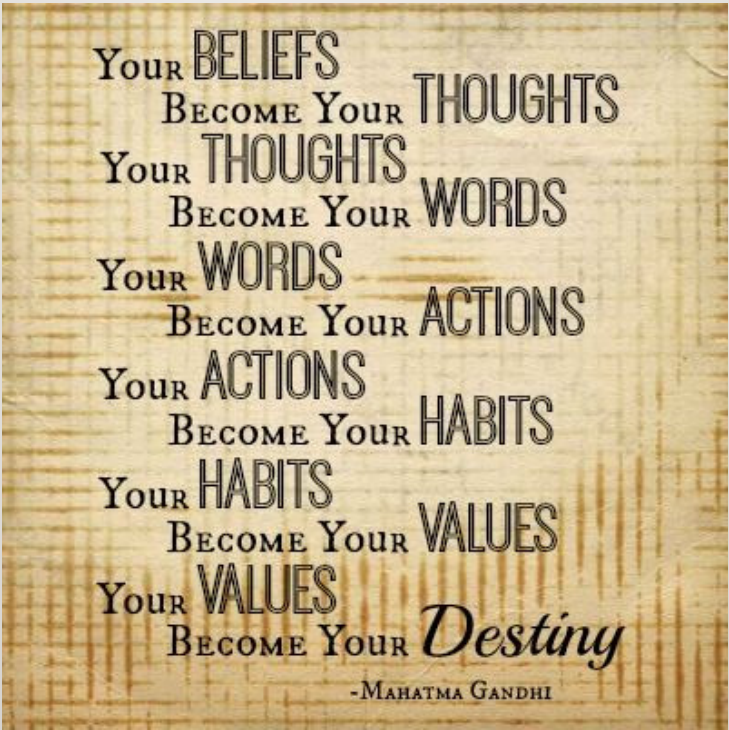


IT STARTS WITH
ATTITUDE

“NOTHING CAN STOP THE
MAN WITH THE RIGHT
MENTAL ATTITUDE FROM
ACHIEVING HIS GOAL;
NOTHING ON EARTH CAN
HELP THE MAN WITH THE
WRONG MENTAL
ATTITUDE.”

~ THOMAS JEFFERSON

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EVERYONE WANTS
ABUNDANCE
AND YET EVERYONE
CONDEMNS IT WHEN
THEY SEE IT.



WHAT IS THE
QI OF A
SUCCESSFUL
PRACTICE

YOU MUST CREATE VALUE
FOR OTHERS BEFORE YOU
CAN CAN CLAIM YOUR
SHARE.





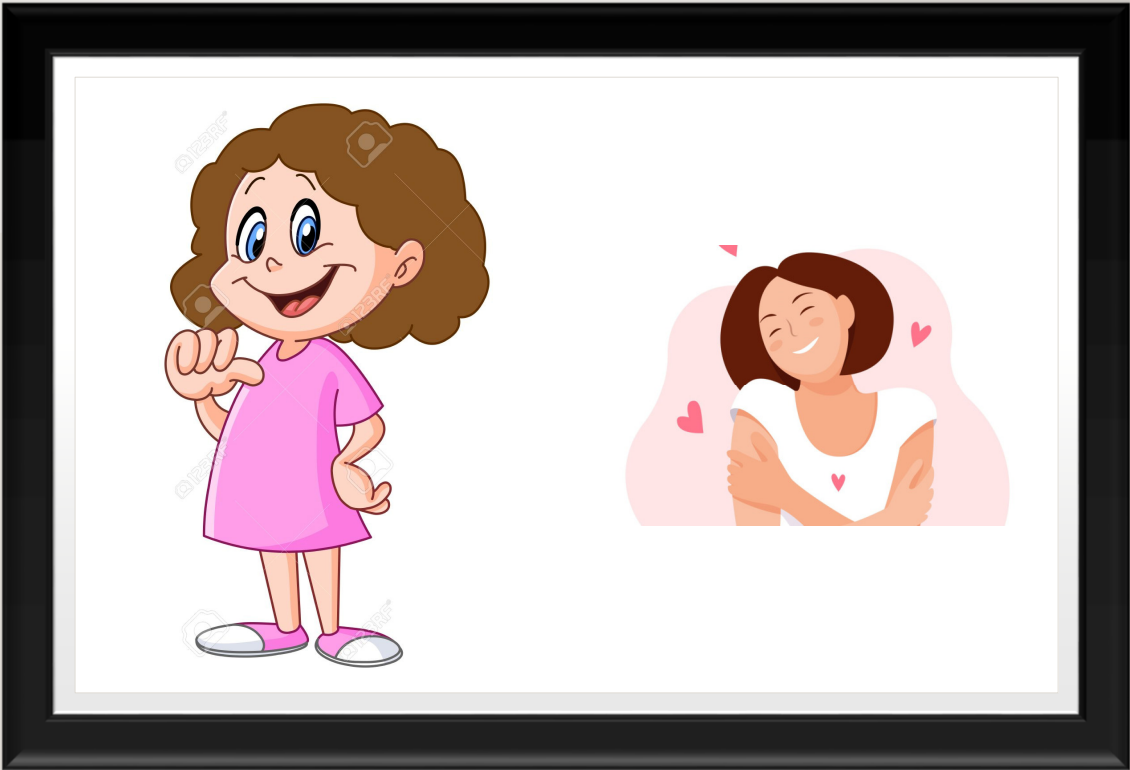
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MAKING THE PIE BIGGER

- Be of service to others
- Create value for others
- Giver's gain

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IF YOU DON'T SELL
YOUR SERVICES,
WHO WILL?





PURPOSE OF MARKETING

- Expert status
- Mindshare
- Remove risk and obstacles



MARKETING PRACTICES STEPPINGSTONES

- Public talks
- Complimentary 15-30 min discovery calls
- Acupuncture happy hour
- Articles for magazines
- Weekly Blog and email newsletter (create value)
- Collect testimonials (IF legal in your area to do)
- Press releases
- Write a book
- Reactivation - Call or email patients you have not seen in in awhile (3 a week) and check in how they are doing.



MARKETING PRACTICES BRIDGES

- Patient and Professional referrals

MARKETING PRACTICES: HOW TO APPROACH MEDICAL DOCTORS

- Create value for them
 - Find out their needs and how your relationship can benefit them
- Create Trust
- Allow for time to build a long-term relationship
- Find and cultivate physician champions

DEVELOPING A REFERRAL RELATIONSHIP WITH MEDICAL DOCTORS &

- Ask your mutual patients to be sure and tell their MD about the benefits they are receiving from seeing you.
- Refer them your patients for work ups.
- Schedule a lunch and learn for the support staff and nurses.
- It is all about relationships
- Attend their talks and introduce yourself. Like or comment on their social media.
- Be Confident and share how you can help them and their patients – make it about them not you
- Re tweet their post, share their facebook post

DEVELOPING A REFERRAL RELATIONSHIP WITH MEDICAL DOCTORS &

- Thank you letter (first referral)
- Initial findings and treatment plan
- Revaluation (progress) report
- Refer patient back to MD
- Confidently communicate with MD if you have questions or suggestions

Good medicine &
Maintain mindshare



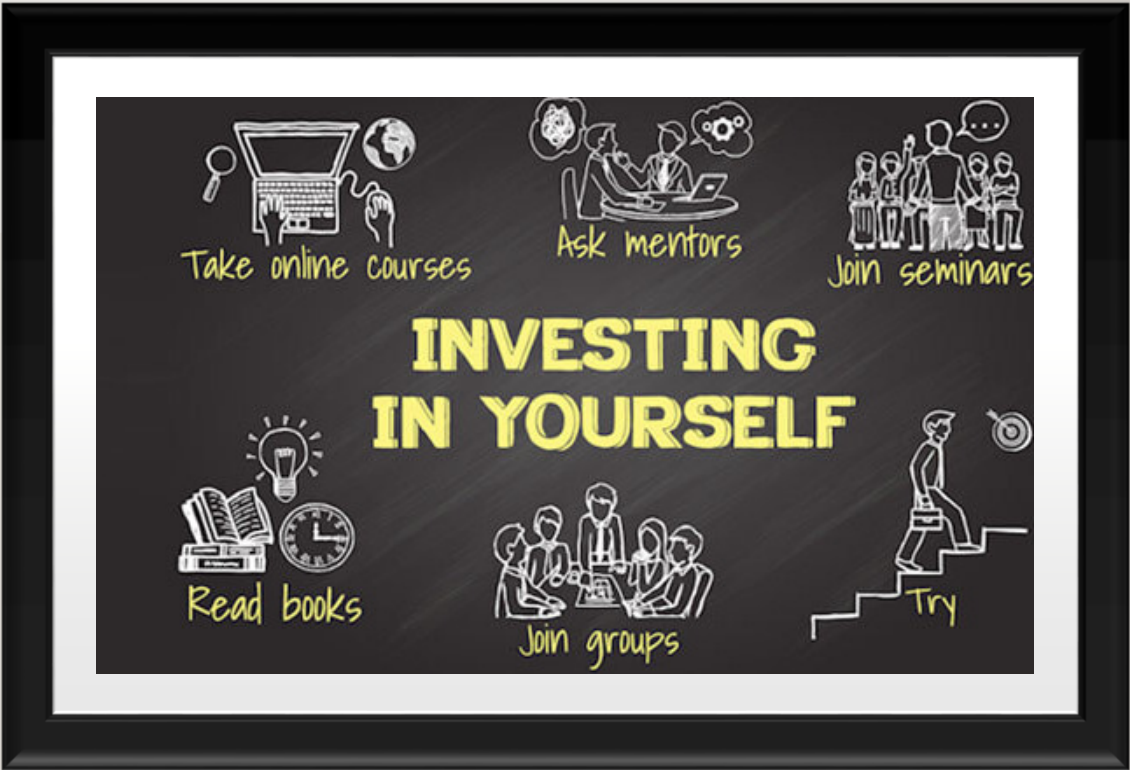
ENROLLING PATIENTS INTO YOUR CARE

- First – Promise vs Price
 - Are you a solution to their problem
 - Value!
- Communication
 - Do not talk in Klingon
 - Patient centered care vs Doctor centered care

ENROLLING PATIENTS INTO YOUR CARE

- First – Promise vs Price
- Reminder calls or emails
- New patients – expectation for number of visits and frequency to see benefit.
- **Suggest when they return for treatment**
- Report of findings
- Patient education – reevaluation to make it obvious how much they have improved”

The Law of
Attracting Patients
Continual Learning



CREATE VALUE

- To have more you simply have to become more
- Don't wish for it to be easier – wish for you to be better
- Become 3 times more valuable so you can make 3 times more money.

~ Jim Rohn

RIGHT ACTION MUST FOLLOW RIGHT THINKING



SUCCESS VS FAILURE

“What is easy to do is also easy not to do.”



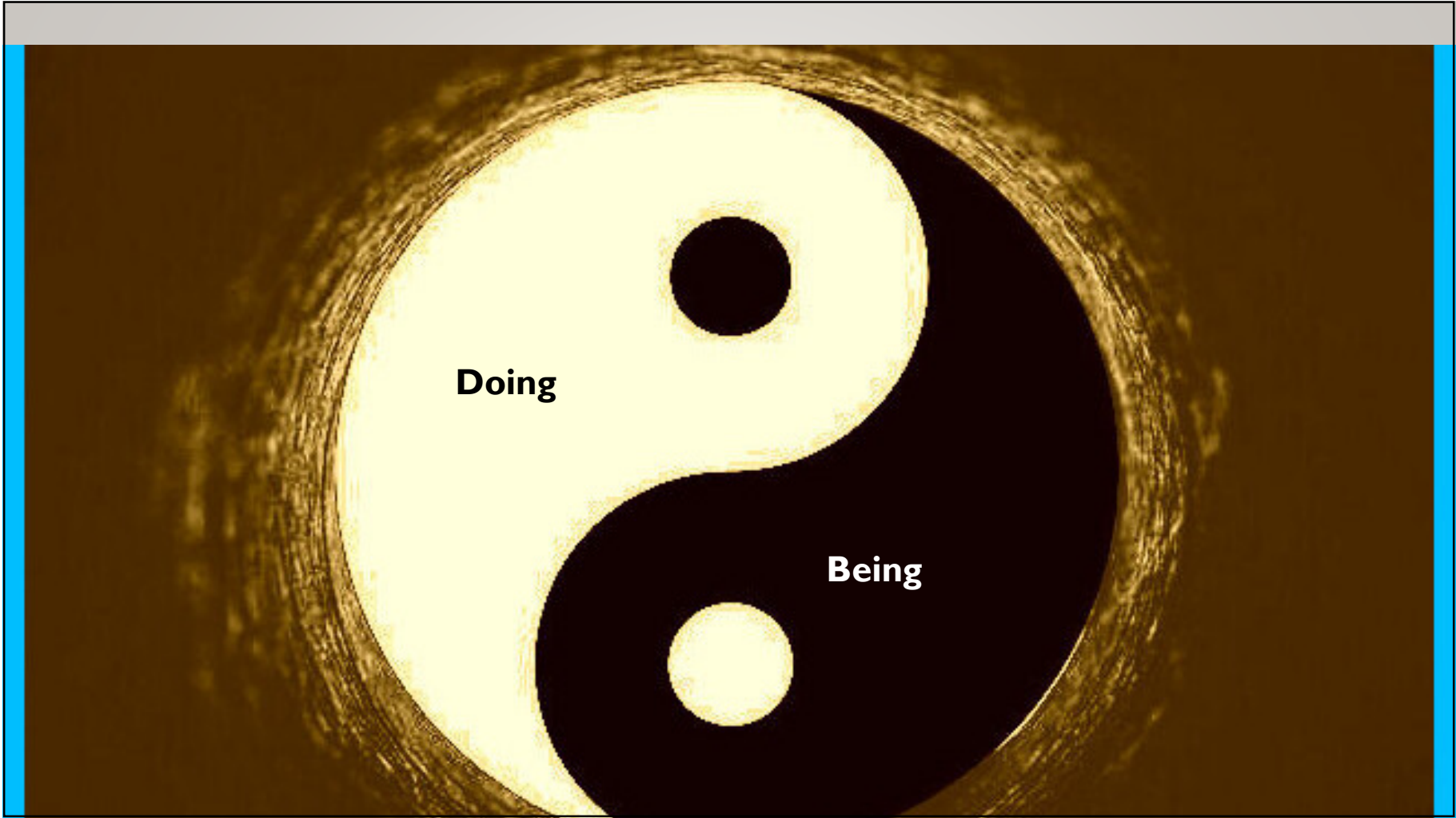
Failure = Should → Could → Don't/Wont

Success = Should → Could → Will

— *Jim Rohn Quotes*



**FREE HAS
NO VALUE**



MULTIPLIERS

- The all-important front staff
- Clone yourself with associates
- Diversify with other modalities
- Moxa assistants– technician
- Open multiple locations with associates

<https://ifs.healthyseminars.com/exhibitor/rise-transform-impact/>

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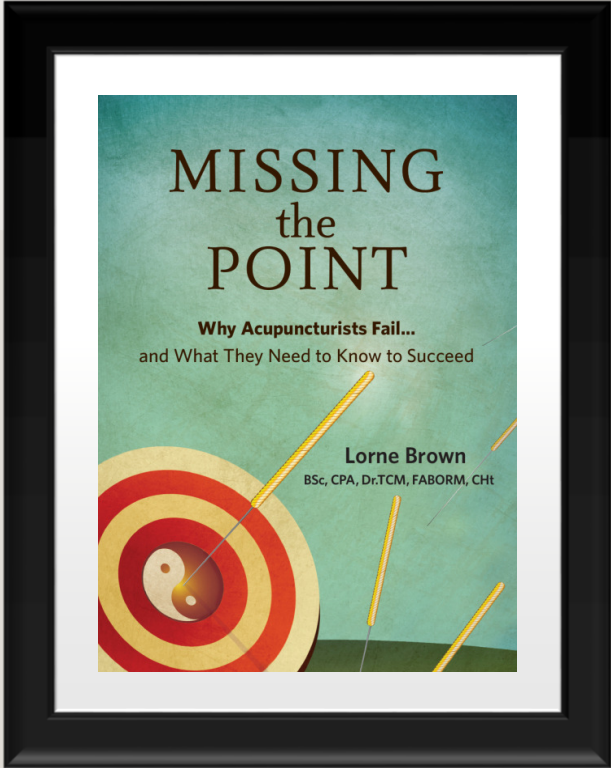
SUMMARY

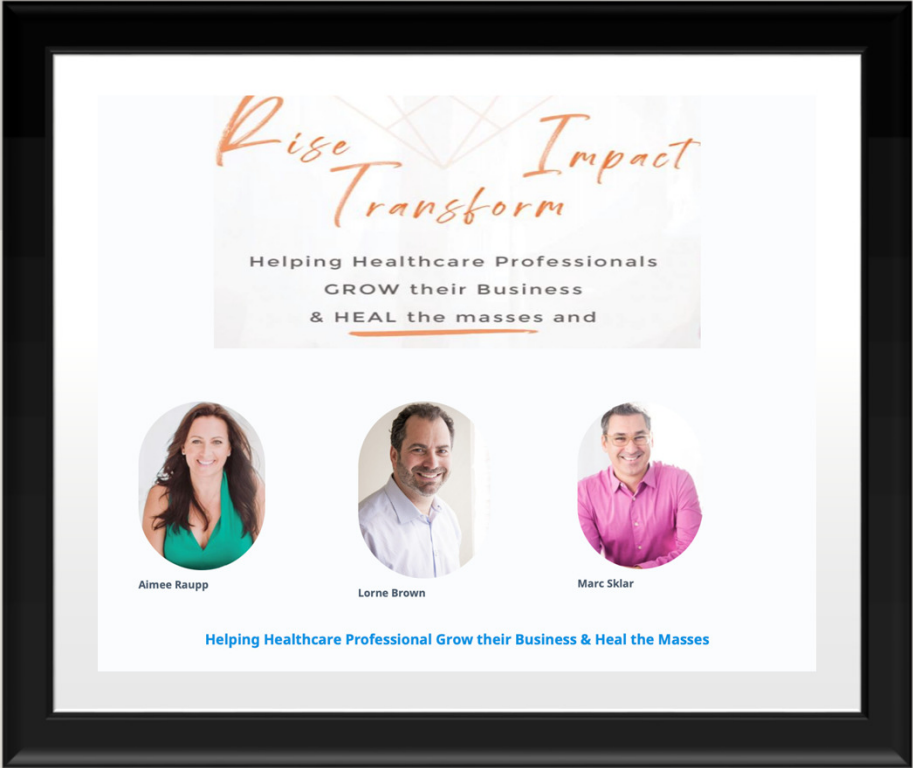
- Like it or not, you are a business owner
- Mindset is Key
- Create value for others
- Be loud and proud – steppingstones and bridges
- Continually invest in yourself so others will choose to invest in you
- Right action must follow right thinking
- More at www.lornebrown.com and www.healthyseminars.com

I just need
the main ideas



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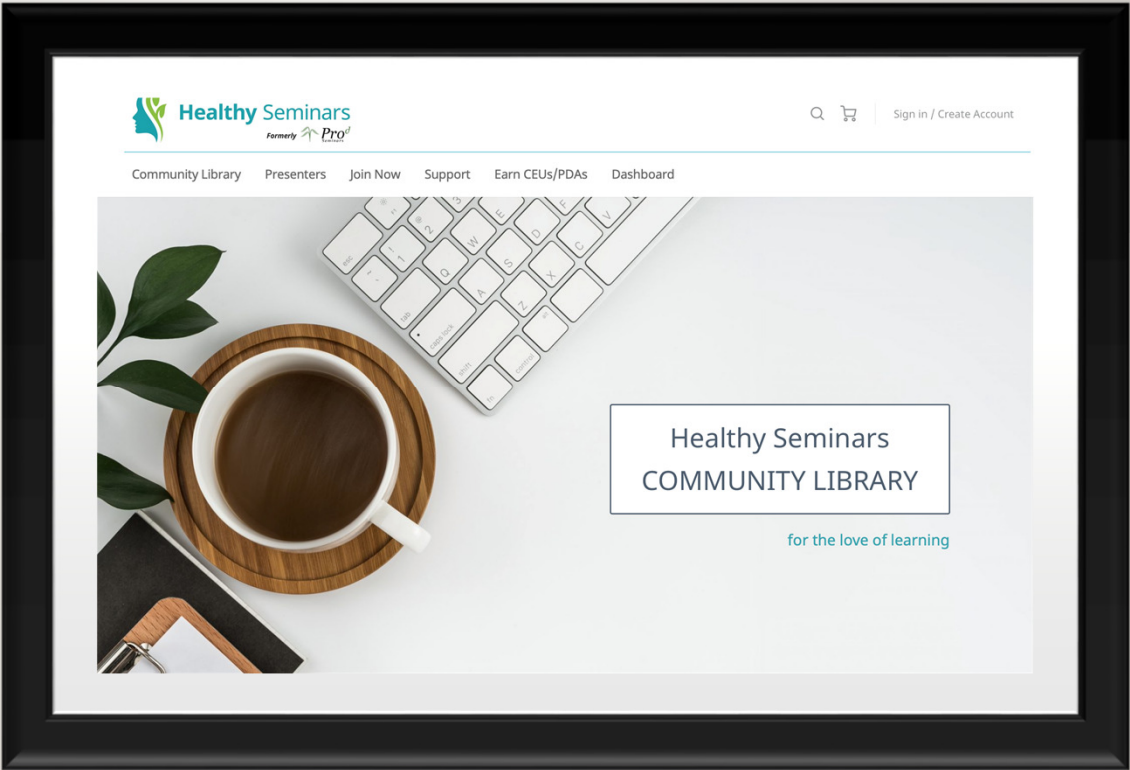
MORE...

- <https://ifs.healthyseminars.com/exhibitor/rise-transform-impact/>

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“STRIVE NOT TO
BE A SUCCESS,
BUT RATHER TO
BE OF VALUE.” -
ALBERT EINSTEIN



**THE WORLD NEEDS
MORE
PROSPEROUS
ACUPUNCTURISTS**

HIRING STAFF

DR. LORNE BROWN B.SC., CA,
DR.TCM, FABORM, CHT



BUILDING A BUSY PRACTICE

- Requires continuous referrals
- Referrals come from:
 - Having informed admin staff
 - Creating informed patients
 - Being an informed TCM practitioner

VALUABLE FRONT STAFF

- They are the first contact for patients
- They need to instill confidence in your patients
- Train admin staff to be as knowledgeable as practitioners
- Treat staff and family members – benefits plan
- Fear of needles – do not hire
- Ensure they are advocates of acupuncture

HIRE FOR
CULTURAL
FIT



COMMON PITFALLS

Hiring the wrong people

- Hiring nice people with the wrong skill set
- Not being clear about the role and job requirements
- Keeping employees on board even after you know they aren't the right fit
- Poor delegation and accountability
- Lack of immediate feedback and recognition
- Fear of needles or not a fan of acupuncture

-
- Did your schooling train you to treat patients or be a receptionist?
 - Does your passion lie in treating patients or doing admin task?

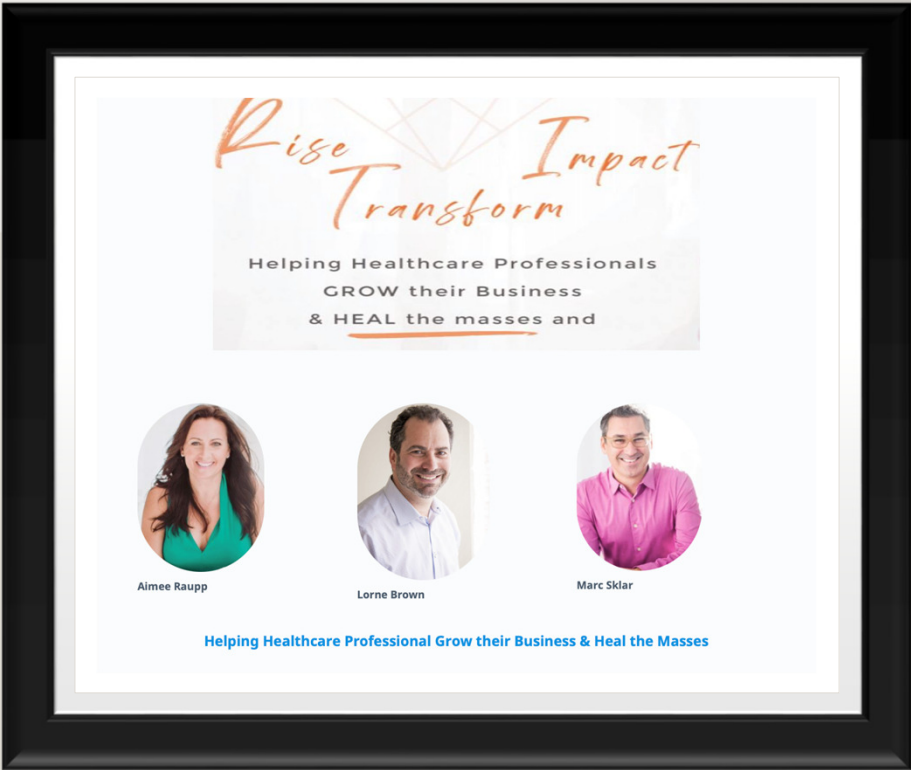


ASSOCIATES



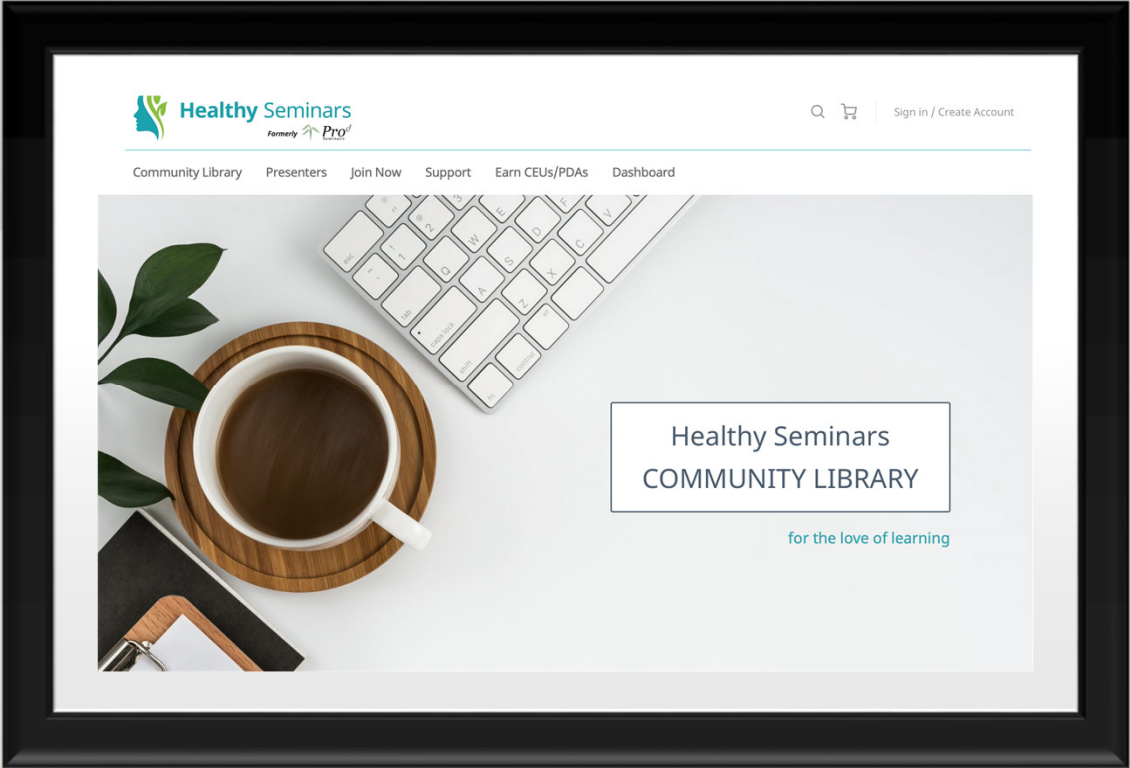
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