

2. Love and Lead

I'm grateful to have the best vantage point in chiropractic – my consulting chair. On a daily basis, I help some of the best doctors on the planet serve their communities, build spectacular practices, reach their goals, and realize long-cherished dreams. It's always rewarding, and from time to time, the clarity that comes from seeing so many practices is breathtaking.

Let me give you an example. Everyone wants great patient retention, but few understand what the best patient retention is made of.

Strong philosophy? Essential. Good procedures? Without a doubt. But the most important factors of patient retention are what I call “Love and Lead.”

I've seen this again and again. The doctors with the best Patient Visit Average (PVA) really love their patients and are not afraid to lead them – even when those actions are costly.

What do I mean by “loving” the patient? Quite simply, putting their best interests first, ahead of your own. Going out of your way to serve them. Think how you would want your family cared for. That's what love looks like. It isn't sentimental, but it does consider the thoughts and feelings of other individuals.

For love to really be tested, it has to be inconvenienced. For doctors, that means caring enough to spend time and money to be certified in your technique. Coming in early or staying late for someone who was stuck shows you are willing to be inconvenienced. That's usable and practical love.

What do I mean by “leading” the patient? Being courageous enough to teach them about chiropractic, even if you might be misunderstood. Let the strength of your convictions show as you outline the required care and gently but firmly encourage your patient to do whatever the right thing is – whether it's keeping their appointments, doing their exercises, or not ruining their

adjustments. Leadership includes standing with people where they are, focusing on their best future, and asking them to follow you to a healthier place.

If you love me but can't lead me, you're irrelevant. If you lead me but don't love me, I don't trust you.

Over time patients and entire communities will learn whether you can love and lead, and when you do, they will gladly follow you to their best health decisions and stay with you and chiropractic for a lifetime.