

#551 Three Types Of Care Poster

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How to Use...
The Back Talk Systems, Inc.
Three Types of Care Poster

Purpose: To provide a visual representation of the healing process and the three types of chiropractic care designed to promote optimum health.

Benefits: Better patient understanding of the relationship between how they feel and how they heal, and the value of nonsymptomatic wellness care.

Placement: Usually this poster is placed in the room where patients receive their report of findings and in each adjusting room where the doctor might encounter questions about the length of care, how much longer will it take, or other statements suggesting the patient is contemplating discontinuing their care.

Report of Findings Scripting: While pointing to the three-color horizontal "Visit Frequency" bar:

"I use this illustration to explain my clinical objectives and the decision that every patient has to make for themselves.

Pointing to the "Obvious Symptoms" phrase and then motioning to the right:

"You've come into our office over here with obvious symptoms. I see my job as helping you move from this side, clear over to optimum health and function over here by offering you the very best state-of-the-art chiropractic care. Your job is to determine how far you want to take this process."

Pointing to concentration of white lines in the red area:

"Notice at the beginning of your care, we'll take an aggressive approach with frequent visits over the first weeks or months."

Pointing to the transitional area between the red and yellow sections:

"Most patients report that they're feeling better when they reach this area here, and make the decision to discontinue their care."

Pointing to the phrase along the bottom of the poster:

"And like it says here, 'How long you decide to benefit from chiropractic care is always up to you.'"

Pointing back to the "Feeling Better" phrase at the transition between the red and yellow, then arcing back to "Obvious Symptoms" when saying the word, relapse:

"What we've noticed is that when patients discontinue care here, they often have a relapse because the underlying muscles and soft tissues have not fully healed."

Referring to the overall poster:

"During the course of your care, we'll be using this three stage model to monitor the recovery of your health."

Typical Visit Scripting: If, during the course of a typical visit the patient asks a question or makes a comment that suggests that they're contemplating discontinuing their care, or that they seem impatient with the speed of their recovery:

Direct the patient's attention to the poster:

"Remember when we talked about the three-stage recovery process at your report of findings? After (number) visits to the office, which phrase along the top best describes your recovery so far?"

Pointing to the phrase mentioned by the patient, for example 'Feeling Better':

"That's great! It's always encouraging to see that chiropractic is working for you has it has for millions of others."

The doctor moves finger from the phrase on the top mentioned by the patient, to the phrase(s) directly below along the bottom. The doctor motions toward the right side of the poster, reading off the phrases along the bottom that remain to be accomplished. For example:

“That’s probably because of your ‘Increasing Range of Motion.’ We still need to Improve Function, Soft Tissue Reconstruction, Muscle and Ligament Strengthening, for Spinal Stabilization and Optimum Function.”

Doctor points to photograph of braces on the girl’s teeth:

“What do you suppose would happen if you had braces on your teeth and you talked your Orthodontist into taking the braces off too soon? What do you suppose would happen?”

Doctor waits for patient response:

“We often find the same thing happens to the spine when we haven’t strengthened and stabilized the soft tissues that support the spine, inviting a relapse.”

Doctors who are more assertive may wish to uncover the patient’s hidden agenda, such as transportation problems, financial concerns, or other issues which may be the real motivation behind their question or comment:

“When we began this journey together, I indicated my job was to help get you over here to the green area, and that your job was to determine how far you wanted to take this process. Have we been able to reach your health goals, or has some other factor changed that we need to take into consideration?”

Photo: Three Types of Care poster

Call outs to various features of poster:

Terms along the top describe the patient’s subjective interpretation of how they feel.

Terms along the bottom describe how patients heal.

The three types of care are demonstrated by three colors and a slow reduction of visit frequency.

The green portion continues off the poster, showing the long-term nature of Wellness Care.

“During the initial stage of your care, we’ll be seeing you quite frequently.”

“Like braces, the best chiropractic results take time.”

“Jet aircraft last a long time and have a remarkable safety record because of continuous preventive maintenance.”