

# #701 Why Use Video?

## Beginning Chiropractic Care Video

## Your Report Of Findings Video

### 7 Reasons To Use Video In Your Patient Education Protocol

1. It's consistent. Ever have one of those days when you forgot your best metaphor or raced through a patient report because you felt the pressure of a full reception room? Video is predictable, offering the same, well thought-out message every time.
2. It avoids repetitious explanations. Have you grown tired to repeating the same information over and over? Video can orient each new patient, presenting basic chiropractic principles that you build upon with your unique philosophy.
3. It's powerful. Professionally produced video has greater impact than a "talking head" or verbal presentation. Computer animation, visual metaphors, and other contemporary special effects can show things that patients couldn't see any other way.
4. It's accepted. It's increasingly common for patients to see video in a health care setting. But keep it short! You're competing with fast-cutting TV commercials and colorful magazines. You can't afford to bore patients into understanding chiropractic.
5. It saves money. While the initial investment is more than a brochure or lecture charts, video saves money by saving time. Patients can be learning while you're attending to the clinical needs of other patients-making your time more productive.
6. It fits in. Today's equipment is compact. Combination TV/VCR units can fit on a shelf in the consultation room, examination room, or reception area. By using a hospital-style wall or ceiling mount you can turn an unused corner into a patient education center.
7. It works. Humans are visual creatures. We remember pictures and images much longer than the spoken word. Short, high-impact videos are the most effective way to consistently communicate the information you want every patient to know and remember.

### Handling Occasional Patient Objections To Video

When you work with the public, sooner or later someone is going to object to a price, a policy, personality, or a procedure in your office. Avoiding possible objections in advance is far easier than trying to coax patients to watch your videos after first balking at your invitation.

First, the doctor and staff must clearly understand the purpose of implementing video:

- Neutralize patient fears
- Save the doctor's time
- Communicate a consistent message
- Reduce repetitious explanations
- Lay a foundation for other patient education
- Systematize new patient protocol

One of the biggest concerns voiced by chiropractors or their staff when adding a video-based patient education system to their office protocol, is patient acceptance. Obviously, the best videos in the world are valueless if patients refuse to watch them, or worse, if they simply aren't shown for fear of a negative patient response!

There seem to be only a handful of issues surrounding patient acceptance and compliance. Each one is easy to anticipate and handle:

Doctor and staff expectations. Interestingly, the most common barrier to patient acceptance is the non-verbal communication and subtle language clues given by the doctor or staff. If the staff is rushed or doesn't see the value of showing the videos, then they are frequently not shown. Worse, the staff and doctor can become gunshy and fear patient rejection after a previous patient has made a negative comment. When the occasional rejection occurs (and it will!), simply remind them that most patients, most of the time, want to know what's going to happen to them and want to understand the doctor's report. If the patient still objects, simply say, "No problem," and simply eliminate the video from their protocol.

Type A Personality. Some offices encounter occasional patients who are so interested in remaining in control that they will attempt to dictate office procedure. These individuals can "bully" staff members into aborting normal office procedures, including showing videos. While you are unlikely to change this personality trait,

when these types of individuals are identified it is especially important to explain, 1) how much time they should reserve for the visit on the telephone in advance of their visit and, 2) the purpose and patient benefits of each procedure (including watching the videos). Remember, during the initial visits, not only are you teaching patients about chiropractic, you are also teaching patients how you want your office to be treated!

Showing video shouldn't be a source of stress, so if the patient still prefers not to see the videos you just say, "No problem," and follow your "low-tech" office protocol.

Chiropractic propaganda. Patients who are naturally suspicious of anything new may perceive your attempts at showing video as a way of "brainwashing" them. Those who have heard that "once you begin chiropractic care you have to go for the rest of your life" are especially vulnerable to this way of thinking. Again, explaining the purpose and resulting patient benefits of the videos can be helpful. Remind patients that if they encounter something that makes them feel uncomfortable, they can simply stop viewing, leave the room, or bring it to the attention of a staff member.

Already saw a video. Since chiropractic video has become so widespread, many offices are encountering patients who may object to seeing your videos because they've seen videos at a previous office. The most resourceful staff members will remind patients that every chiropractic office is a little different and that the videos you show explain specifically what happens in your office.

The acute patient. Should you show video to a patient who is antalgic or in extreme discomfort? While everyone has a different threshold of pain, if you feel a patient cannot concentrate on the content of the video, it's probably best not to show it. Ironically, it is often these acute patients, who, out of compassion you don't educate, are the ones that don't comply, don't respect what you do, and seem to drop out prematurely!

Wait a visit or two until patients are sensing progress, to show them your orientation video, Beginning Chiropractic Care. "Because you weren't feeling very well on your first visit, you missed an important video that explains how chiropractic works. I'd like to show that to you now."

#### Adding Video to Your Patient Education Procedures

One of the most frequent concerns voiced by chiropractors and their staff, when adding video to their patient education arsenal, surrounds the issue of using video with their first new patient. There are several approaches to consider:

#### The Graduated Approach

If using video is new to the office, most doctors and their staff are much more self-conscious about it than their patients. Here, the easiest approach is to take it in gradual steps, with the first step of simply adding "Beginning Chiropractic Care" to their current new patient protocol. Patients don't need to know that it is part of a bigger package, or that using it is something new and different for you. Simply start with your next new patient and show the first video.

When you have first-hand proof that most non-acute patients are generally open to seeing video, simply add the second, pre-report video.

Then, gradually add the other system components over the next several weeks.

#### Jump In With Both Feet

Other offices, anxious to implement the entire system protocol, immediately begin using the entire system's components with their next new patient. Many times their excitement and commitment overcome any patient objections and helps smooth out any of the nervousness naturally resulting from doing anything new.

#### Showing Established Patients

When doctors see the impact the videos can have with their new patients, they often wish they could expose their established patients to the materials to further reinforce their chiropractic commitment.

Many offices will first identify patients who they think would appreciate and respond to the new information. Then, during the course of a typical office visit they will ask the established patient...

"I know you've been under care with us since \_\_\_\_\_ and you already know a lot about chiropractic, but I have a favor to ask. We've just begun a brand new video-based patient education system that's designed for new patients on their first couple of visits. I'm wondering if you'd be willing to review it, and give us some idea about how you think our new patients will react. Can I show it to you before your adjustment?"

If patients seem interested but can't afford the time, ask if they could plan to spend a few extra minutes on their next visit.

Plan to show just one of the two videos unless the patient has the time and seems interested in seeing both. Most offices will use this opportunity to implant the metaphors explaining the Vertebral Subluxation Complex in the pre-report video. Others, feeling like they may have shortchanged the patient's understanding by abbreviating their patient education efforts because the patient began care in an acute condition, will show the first video.