

How to open a Chiropractic Office without Breaking the Bank

By Dr Bob Braile



nowyouknow.net/students



georgiachiropractic.com/peak



Chiro Rants podcast

Opening a Chiropractic Office



Chiro Rants podcast presents

OPENING A CHIROPRACTIC OFFICE for DUMMIES

Missing this program
could cost you
thousands of dollars.

- Location
- Equipment
- Layout
- Lease
- Setup
- FREE Seminar

Bobby Braile DC

A cartoon character of Bobby Braile DC, a man with glasses and a black shirt, pointing upwards with his right hand. The character is positioned in the bottom right corner of the graphic.

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Overview of General Topics

- General Rules and Budget
- Location, Location, Location
- Negotiating a Lease
- Physical Layout
- General Supplies and Furnishings
- Communications
- Chiropractic equipment
- X-ray
- Office Software
- Website
- Room Tour – going room by room with what is needed.



Be Organized !





General Rules and Budget

- General rule – low overhead = low stress and quicker profit
- How much should an office cost you?
- When you have a question about spending, ask yourself, *“Does it get me patients?”*
- Where can I get money?
- Insurances – Malpractice, renters, general liability, flood, etc.
- Accountant? Once a year? Quarterly? Monthly? (no surprises)
- Bank accounts (Medicare & general)?
- Merchant services for credit cards? Fees, reoccurring, equipment?
- Cleaning? If not provided, do it yourself!
- Visit other offices to get a feel for how they run their business.



Location, Location, Location!

- Where do you want to live, to practice?
- Other Chiropractors?
- How easy is it to find?
- Home-office or rent? If home-office, check local ordinances. Some municipalities do not allow home office.
- Strip mall? Office Park? Condo? Main mall? Converted home?
- Traffic flow? Ease of in and out? Check traffic at key times.
- Ease and amount of parking.
- Signage.



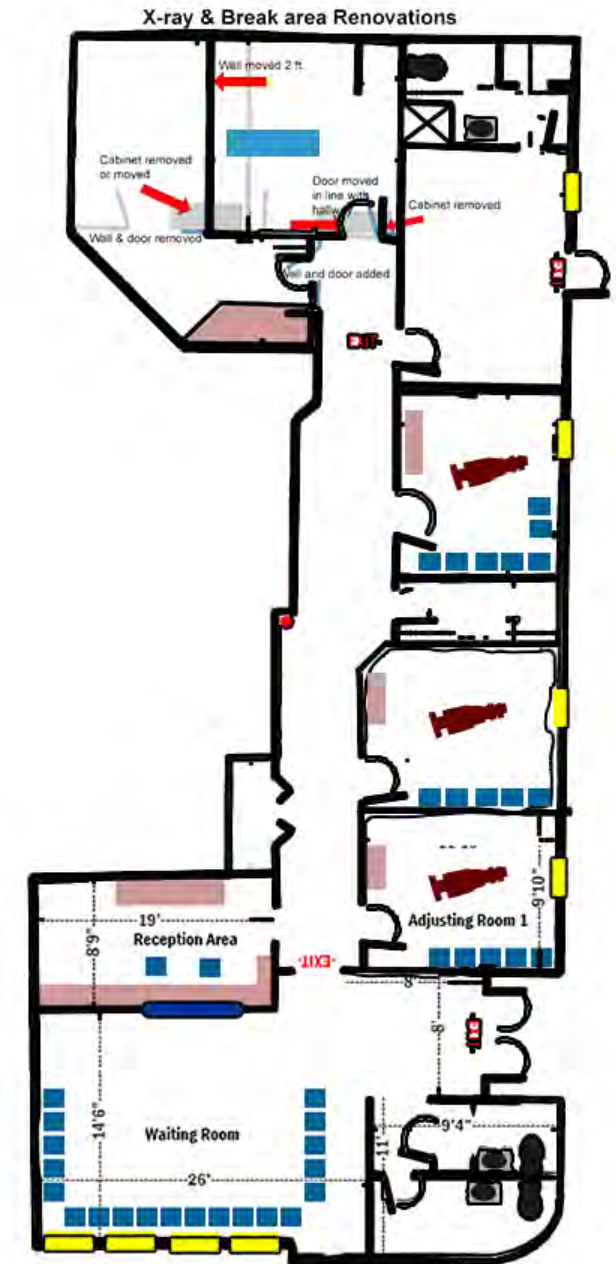
Negotiating a Lease

- How many years?
- How much should you pay?
- Built-in increases?
- Build-out included?
- Free time up front?
- “Right of first refusal”
for smaller properties.
- Don’t be afraid to cross things off the lease.
- Sub-lease ability?
- Heat, (gas or electric)? A/C – who is responsible?
- What insurance does owner carry?
- What does owner require you to carry?
- Incidentals - Bug control?, Building security?, Owner Entry?
- Signage - what kind and size of sign can you have.



Physical Layout

- Does Size Matter?
- Build-out or remodeling? Code requirements?
- Conversion of property type. Zone issues. Municipalities ease of passage? Hidden fees?
- Outside sign expense?
- Visualize patient flow.
- Flooring?
- Do not overbuild, or under-build.
- Open adjusting or rooms?
- How many adjusting rooms needed? Size?
- Bathroom location (code requirements)
- Power Requirements for x-ray unit? Electrical system?
- Misc. - Upgrades for Handicapped? Alarm system?



General Supplies and Furnishings

- Repeat after me... “Dollar Tree is my friend.”
- Waste paper baskets, picture & poster frames
- Cleaning supplies
- Front desk supplies.
- Clipboards, pens
- TV - Monitors
- Refrigerator, microwave, coffee machine File Cabinets, File folders, etc.
- The less you buy from office supply stores, the more you save.



Chiropractic is for every-body

Communications

- Phones – how many lines? Fax? Cell Phone?
- Voicemail system, can check remotely.
- Internet connection? Cable TV?
- Computer(s) how many? Type? Screens?



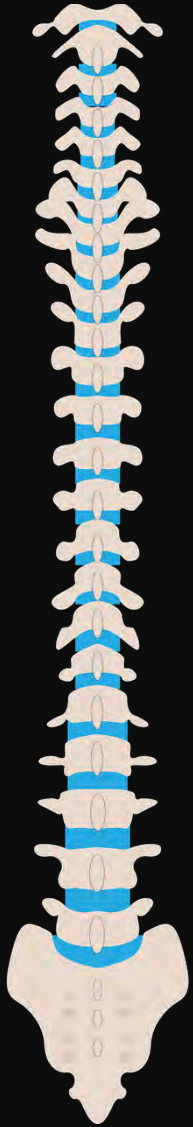
Chiropractic Supplies

- Wall file holders
- Intake & exam forms
- BP unit, tuning forks, patient gowns, headrest paper
- X-ray unit (digital?) (dark room)
- Waiting /adjusting room chairs (church) (hook together)
- Carpeting for floor near adjusting tables.



Chiropractic equipment

- Adjusting tables - How many do you need? What types?
- High-low? Child's table? New or Used? Headrest paper type?
- Examination table – type?
- Instrumentation – Subluxation station? Thermal? Hand Held
- X-ray – Digital? Dark room processor?



X-Ray Purchase and Installation



- Type - Digital or film? 300-125? Brand? New or Used?
- How old is unit. Tube life? One filament or two?
- Who will do installation? How much? Guaranteed?
- Lead requirements, how much and where.
- Submitting a room plan to the state.
- What inspections are required up front? Ongoing?
- Need x-ray physicist, or can state just do inspections?
- Waiting time for inspection?
- Power requirements for unit.
- Location of unit, location of transformer. Cable length.
- Where to buy film.
- Processor, dark room light, film flasher, marker cards.
- Film box, film storage and extra film boxes.
- Cassettes? How many, speed? Film required?
- View boxes? types, locations?



Subluxation Degeneration

Subluxation	Near Normal	Phase One
<p>Nerve system malfunction Ongoing degenerative process Structural changes Less than 100% life</p>	<p>Normal Curvature Normal nerve system function Normal body function 100% Life</p>	<p>0 to 20 Years Abnormal curvatures 80% have no pain Reconstruction 0 mo. - 1.5 years</p>
Phase Two	Phase Three	Phase Four
<p>20 to 40 Years Altered structure Degeneration of cartilage buildup Reconstruction 1.5 - 2.5 years</p>	<p>40 to 65 Years Severe degeneration of spines Altered bone structure Reconstruction 2.5 - 3.5 years</p>	<p>65 years and more Permanent structural damage Permanent nerve damage No reconstruction possible</p>

What Phase is your spine in?



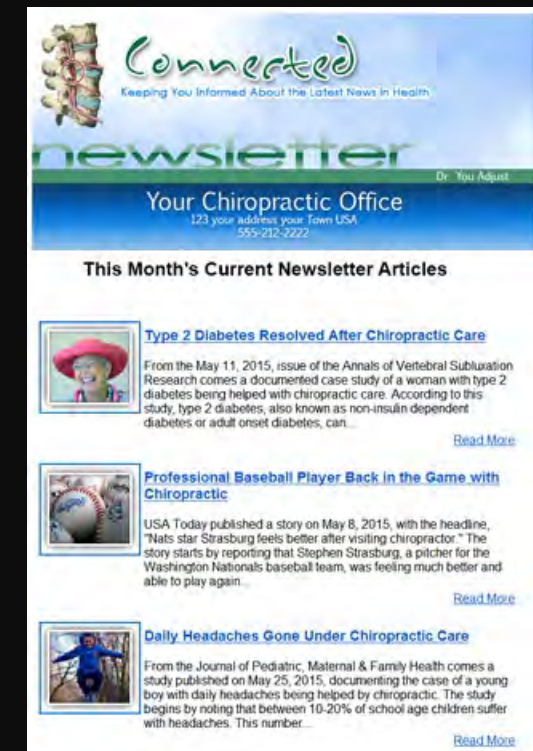
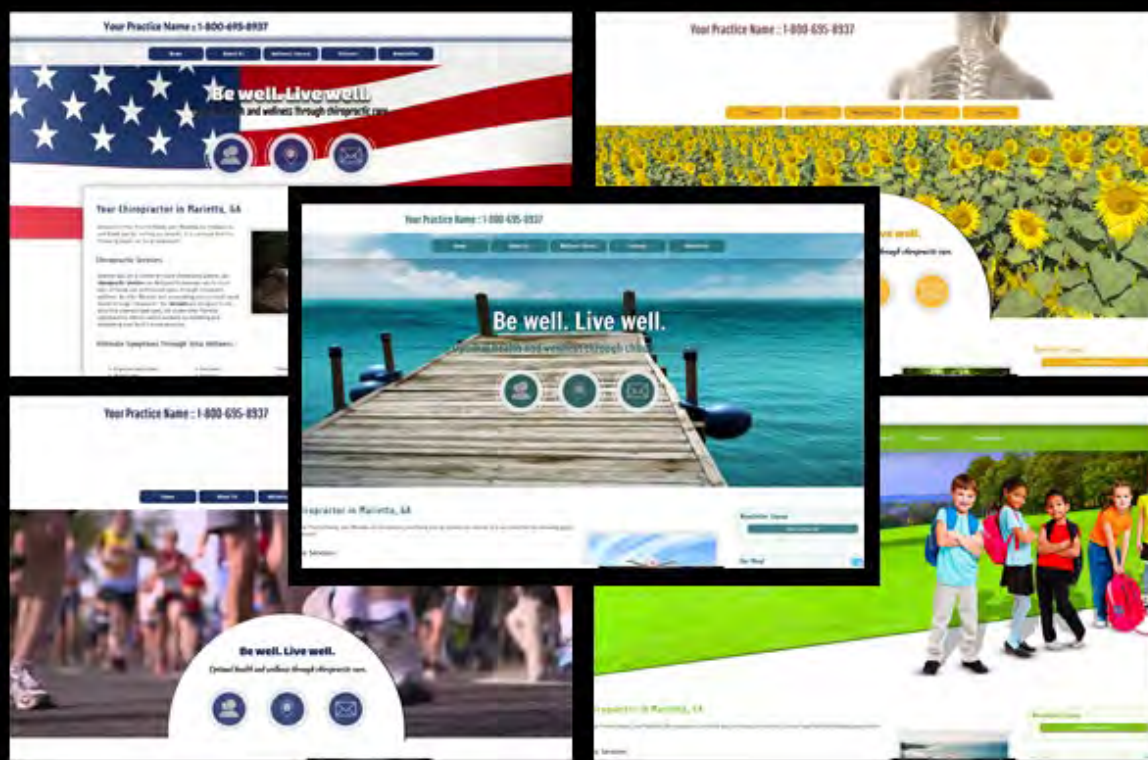
Office software

- What type, how much, servers or cloud-based?
- Software does not get you patients.



Website & Emails

- What is the real purpose of a website?
- Skinny on SEO?
- How to send mass emails. Do not SPAM !
- Social Media? Facebook, Next Door, Twitter, what else?
- What are your options for websites? ...Do it yourself, or purchase from company?



Best Website Company?

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www.nowyouknow.net




Keeping You Informed About the Latest News in Health

newsletter

Dr. You Adjust

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555-212-2222


This Month's Current Newsletter Articles June 2015



Type 2 Diabetes Resolved After Chiropractic Care

From the May 11, 2015, issue of the Annals of Vertebral Subluxation Research comes a documented case study of a woman with type 2 diabetes being helped with chiropractic care. According to this study, type 2 diabetes, also known as non-insulin dependent diabetes or adult onset diabetes, can...


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Professional Baseball Player Back in the Game with Chiropractic

USA Today published a story on May 8, 2015, with the headline, "Nats star Strasburg feels better after visiting chiropractor." The story starts by reporting that Stephen Strasburg, a pitcher for the Washington Nationals baseball team, was feeling much better and able to play again...


[Read More](#)



Daily Headaches Gone Under Chiropractic Care

From the Journal of Pediatric, Maternal & Family Health comes a study published on May 25, 2015, documenting the case of a young boy with daily headaches being helped by chiropractic. The study begins by noting that between 10-20% of school age children suffer with headaches. This number...

[Read More](#)




Seizures Gone, Behavior, and Cognitive Development Improved with Chiropractic

On May 14, 2015, a study was published in the Journal of Upper Cervical Chiropractic Research documenting the case of a toddler suffering from seizures, behavioral disturbances, and developmental delay, being helped by chiropractic.

In this case, a 2-year-old boy suffering from...

[Read More](#)




The Growing Role of Doctors of Chiropractic in Corporate On-Site Clinics

The Foundation for Chiropractic Progress issued a release on May 21, 2015, with the headline, Foundation for Chiropractic Progress Publishes Landmark Position Paper, Highlights the Growing Role of Doctors of Chiropractic in On-site Corporate Health Clinics.

According to F4CP release...

[Read More](#)



Mood, Posture, and Balance Improved in Older Patient Under Chiropractic Care: A Case Study

A case study published on May 21, 2015, in the Annals of Vertebral Subluxation Research documented chiropractic helping an elderly man suffering from severe postural issues, mild depression, low back pain, balance problems, and constant fatigue. This case study was reported from a...

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Educational Websites



In-Office Education



Success is...



...putting the pieces together!

Email Newsletters



Email Ecards



Braille Chiropractic - 770-693-0914

Home About Us Wellness Library Patient Center News & Blogs Contact Us

We've Helped Thousands...
...now it's your turn!

New Patients

1532 Brille Way #102, Fairfax, VA 22031 • 770-693-0914
In West Fairfax, Just East of the Greenbelt Road

Affordable Specific Scientific Family Chiropractic Care

Serving Individuals and Families in West Fairfax, Gold Coast Virginia with specific, chiropractic, non-adjustment techniques. Our goal is to restore the quality of your life, be it by relieving your chronic pain, or by helping you live a healthier life, without a reliance on medications.

Health Matters Videos

Wouldn't you prefer to correct the cause rather than treat the effect?

Health Matters Podcast

FAQ About Braille Chiropractic

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Health Articles

Our Social Media Pages

Life University Students


Videos

In-Office Education?




www.nowyouknow.net

Thank you for your referrals. You have changed someone's life. Keep up the good work.
Make Health Last. What will your last 10 years look like?






No Subluxations In 2015



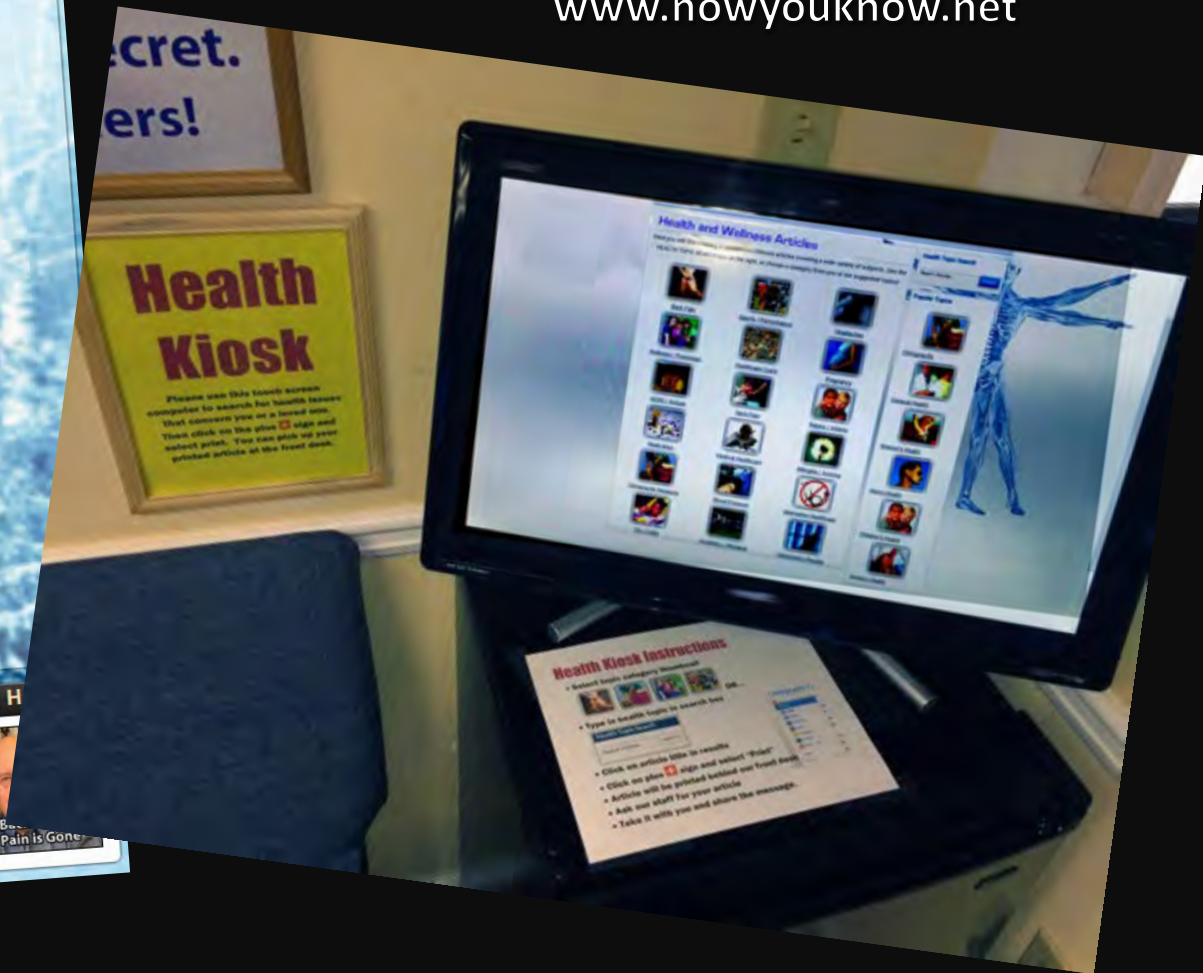

Everyone is excited about chiropractic in 2015!

It's Always A Great Day

Wednesday	Thursday	Friday
		
61°F 34°F	55°F 41°F	45°F 34°F

Currently 49°F and Scattered Clouds

Health H



Other Monthly Expenses

- Rent + cam
- Phone & Cable or Internet
- Electricity, gas, water, sewer, & trash collection
- Website subscription fees
- Subluxation Station update & maintenance fees
- Software maintenance fees.
- Security system fees
- Common area maintained or grounds keeping
- Office supplies
- Chiropractic supplies – headrest paper, x-ray film
- Processor chemicals & cleaning
- Office cleaning – or self done
- IN\$URANCE** - renters, liability, & malpractice!



Room by Room Tour

Walk Through Tour of Braile Chiropractic



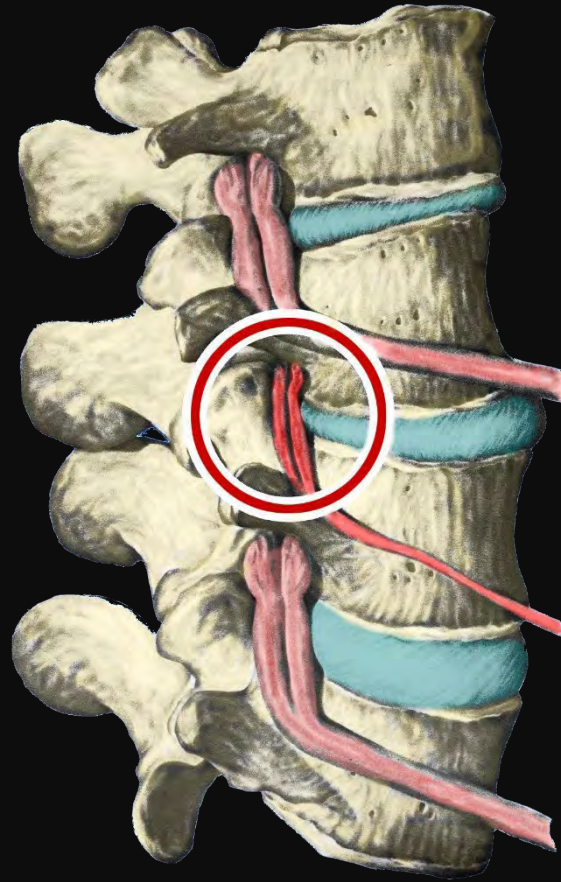
Take a walk through our clinic to become familiar with facility. Use the navigation arrows to walk around and see our adjusting room, our examination and x-ray room, and our main lobby / education room. Of course, you are always welcome to come down and visit us in person.

X-Ray / Exam Combo Room

- Layout of Room – direction you take pictures
- Led walls? Where, how much?
- Tube Bucky distance? Anode Heel Effect?
- Examination and X-ray combined?
- Control panel, transformer, lead glass.
- Where do you keep cassettes, loaded and exposed?



X-Ray / Exam Combo Room



X-Ray / Exam Combo Room



Dark Room

Multi-purpose? How much space do you have?



Dark Room



Dark Room



Education Room

Don't call it a waiting room. It's an "Education Room".



Education Room

Why call it a waiting room? - Chiropractic News Service "CNS".



Education (lecture) Room



Education (lecture) Room



Kids Wall



Ego Wall

Braille Chiropractic



About Us

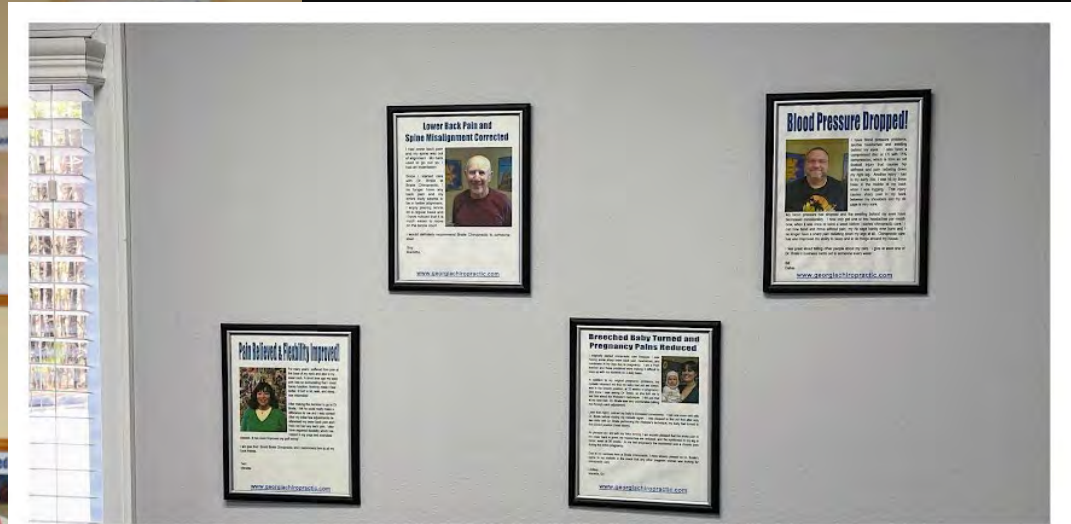
Braille Chiropractic



Faith & Health

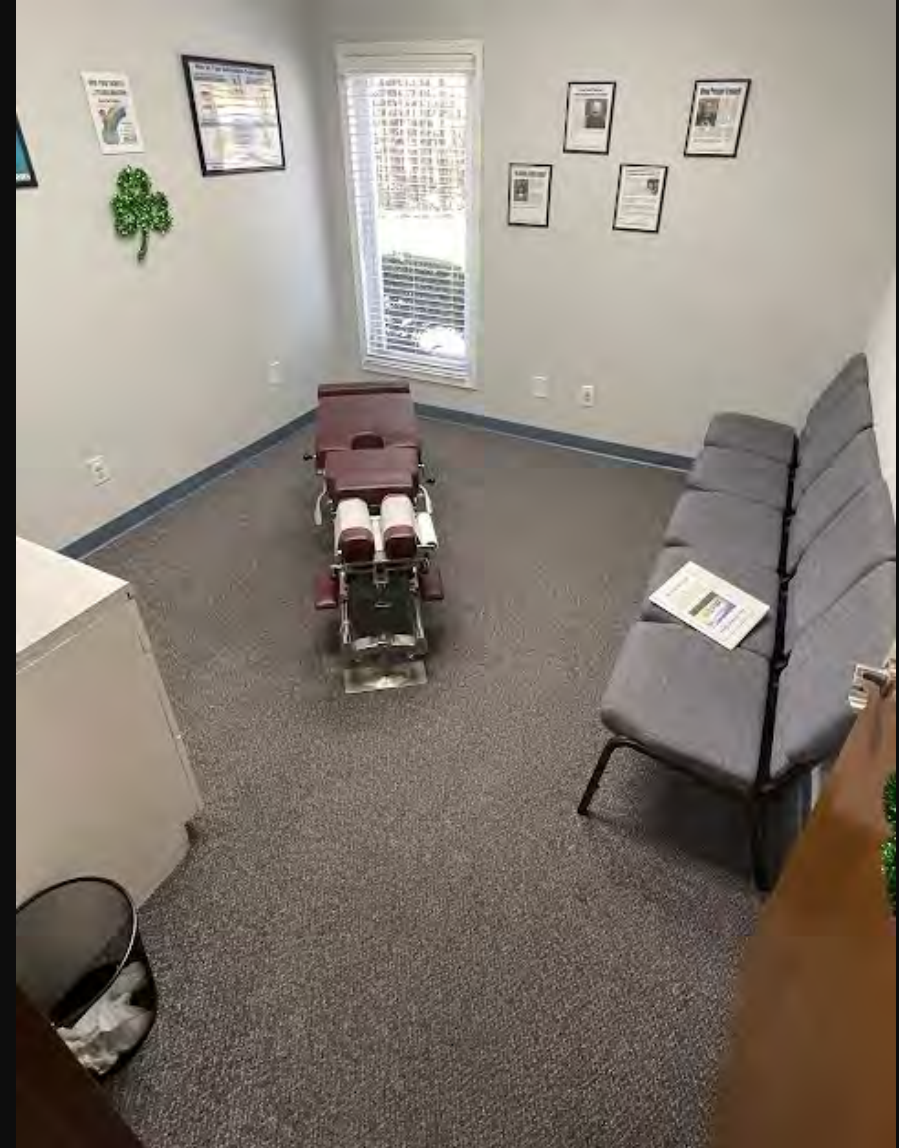


Testimonial Walls



Adjusting Rooms

Open Adjusting or Rooms ?



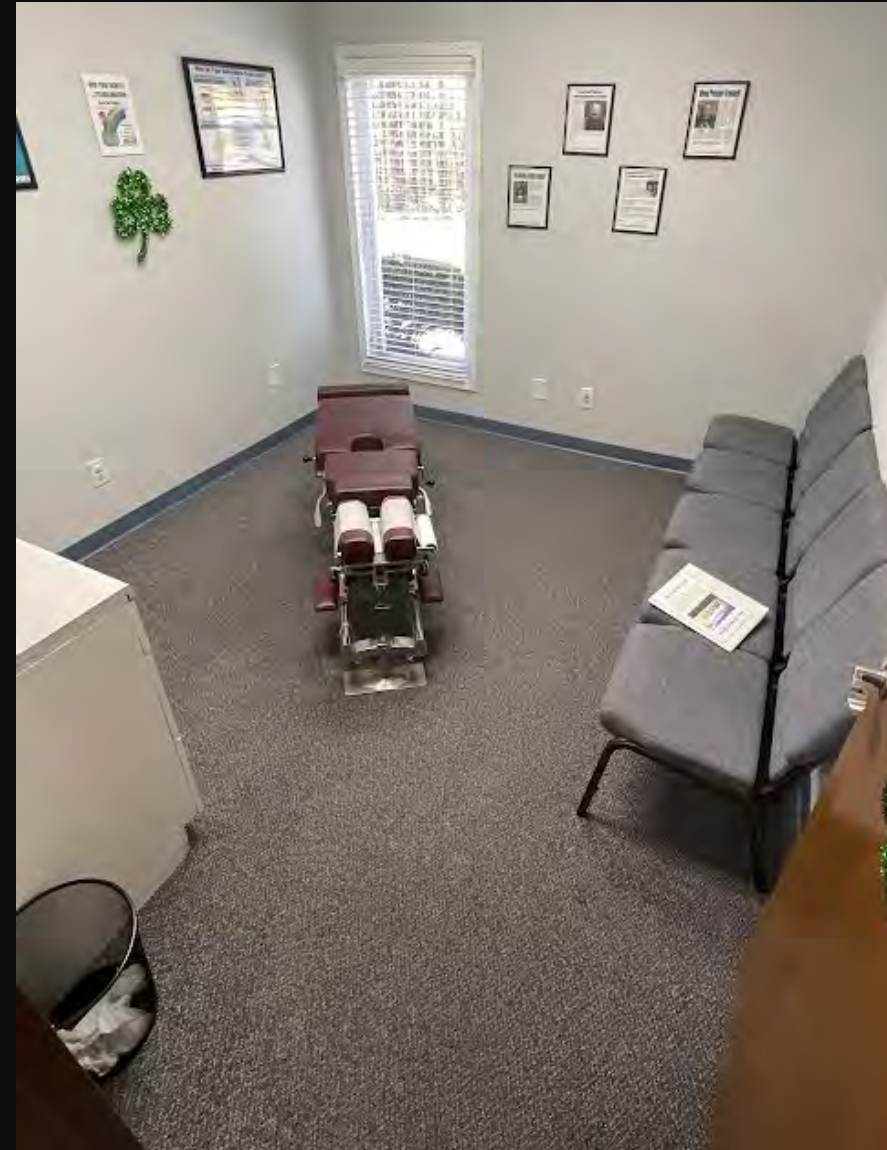
Adjusting Rooms

Not called Treatment Rooms!

Kids Tables?

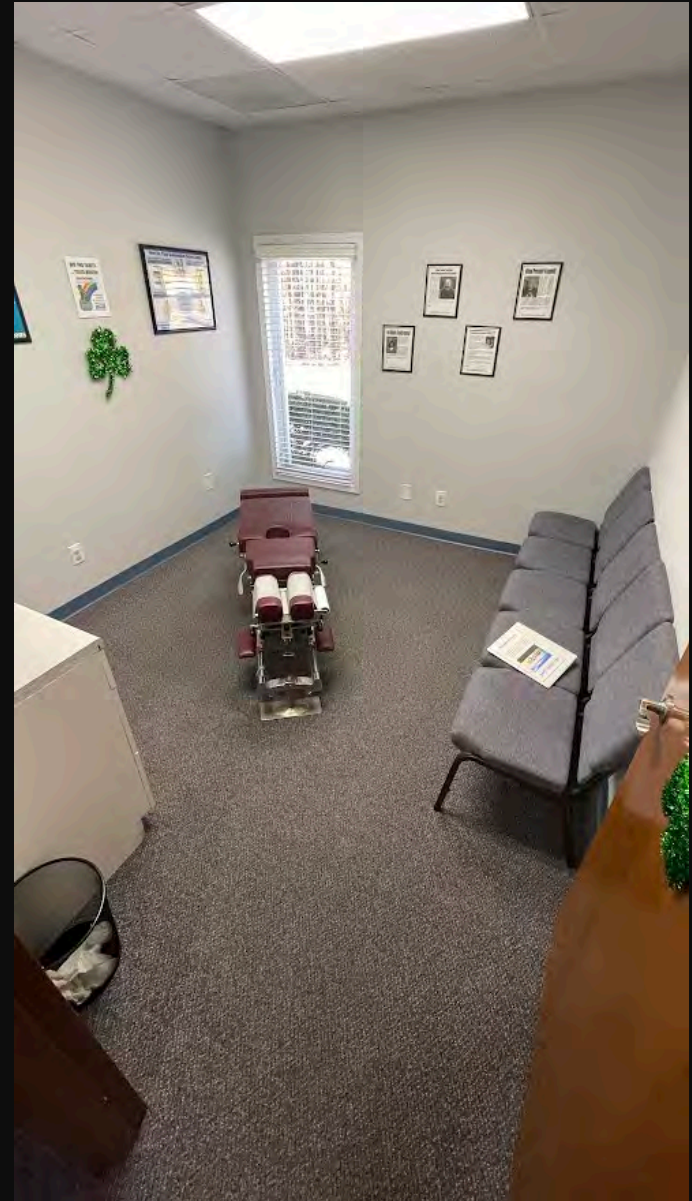
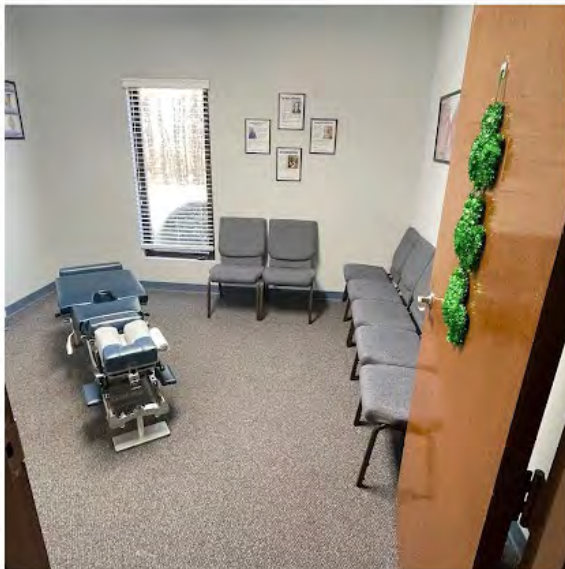
Hi-Low tables?

Same tables in each room !



Adjusting Rooms

Table positioning



Adjusting Rooms

Seating for families



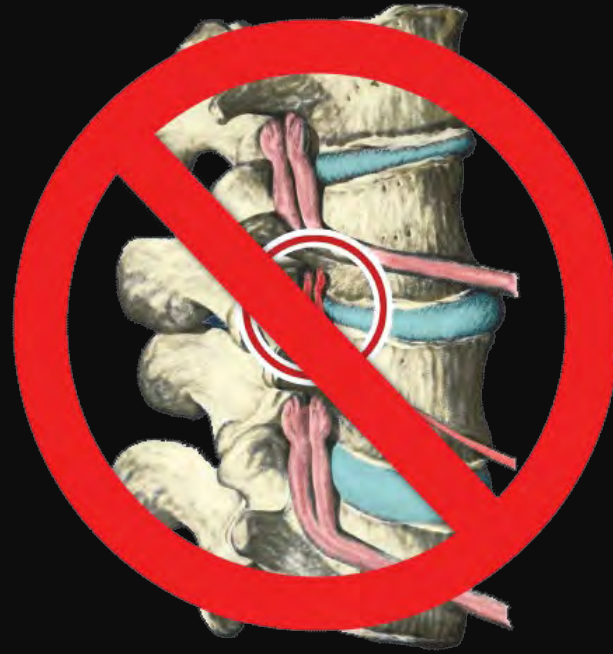
Adjusting Rooms

View boxes, posters, testimonials, & a place to write.



Bathroom

Location in office? Supplies needed? What not to keep there.



Hallway

You got to have one, so put it to good use.

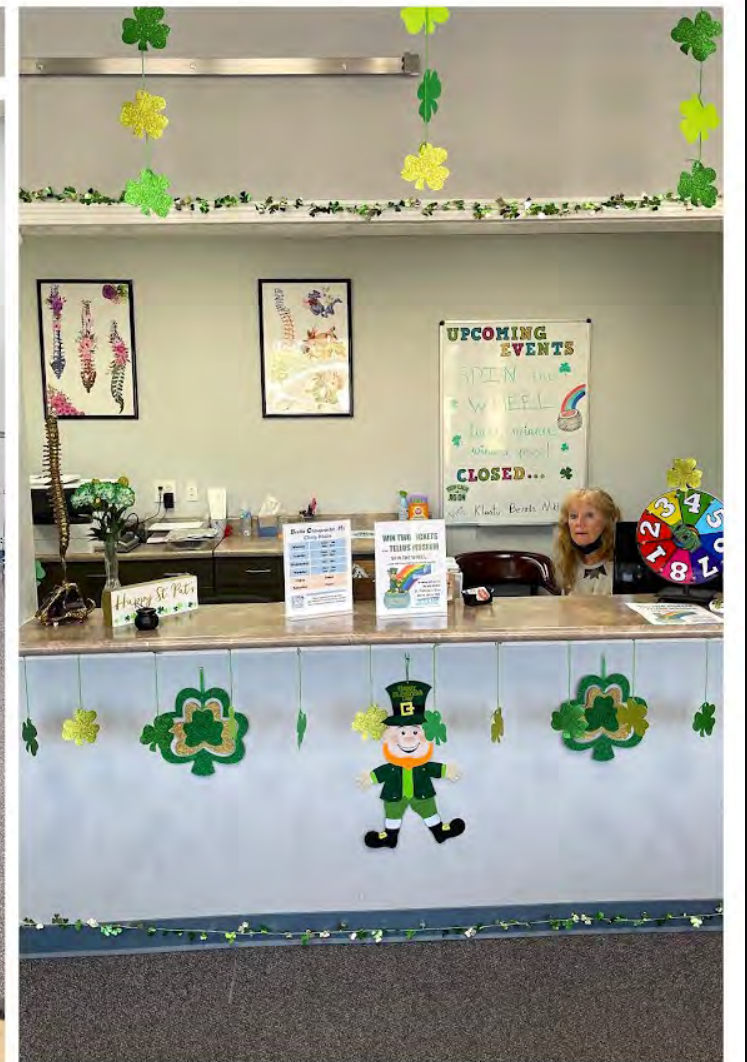


Reception Area

Most used area in your office. Need room for growth.



Reception Area

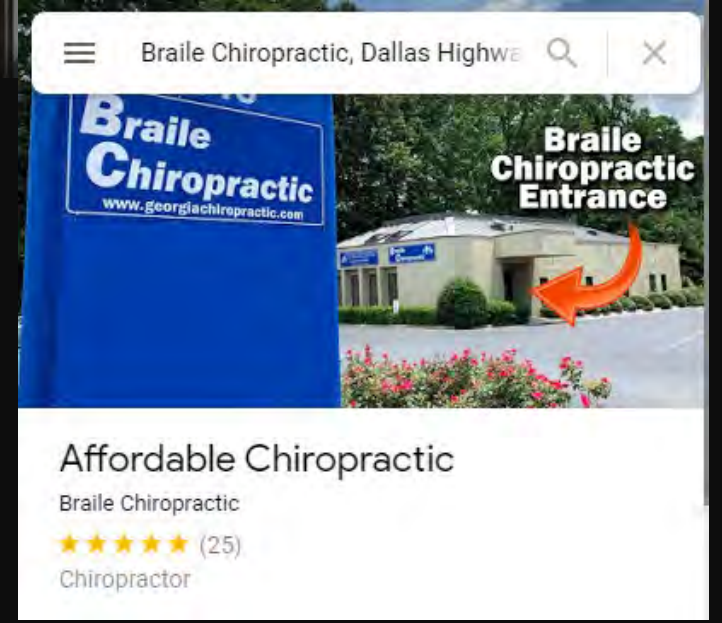


Storage Area(s)

The one thing most doctors under estimate. Plan ahead !



Clinic Entrance



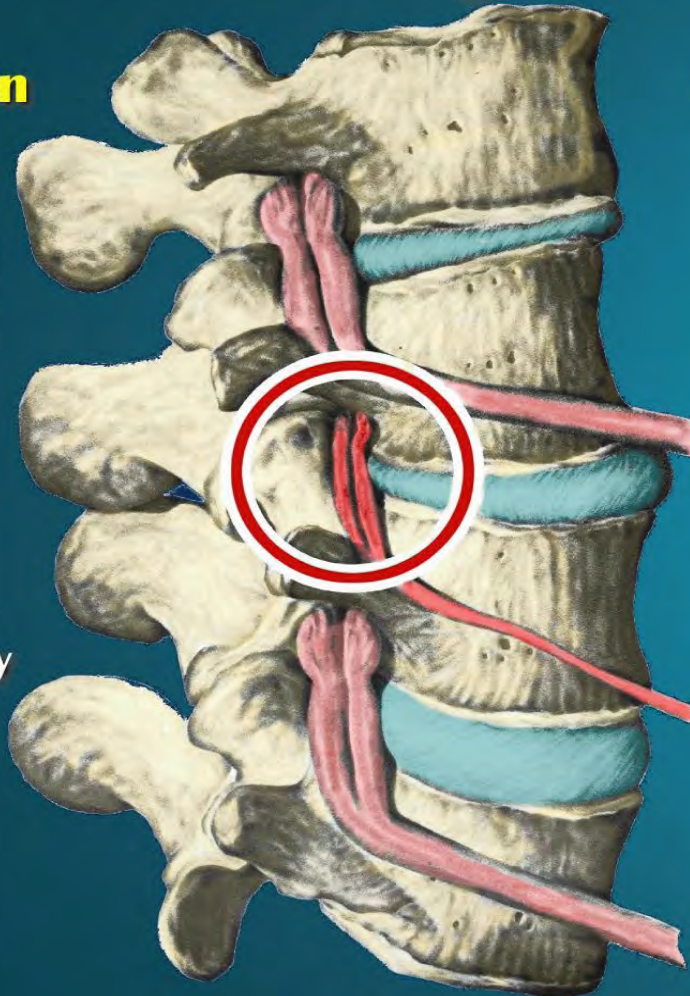
Everyone gets a FREE Poster!

Health is Always a Choice

Life With Subluxation

(nerve interference)

- Abnormal Function
- Lowered Resistance
- Less Mobility
- More Disease
- More Sickness
- More Pain
- More Medication
- Lower Performance
- Reduced Productivity
- Less Focus
- Less Vitality



Subluxation Free Life

(no nerve interference)

- Normal Function
- Increased Resistance
- Greater Mobility
- Less Disease
- Less Sickness
- Pain Free
- No Medication
- Greater Performance
- Increased Productivity
- Better Focus
- More Vitality

Chiropractors Correct Subluxations

Questions

