



Guide to Marketing Chiropractic & Occupational Health Services to Employers: Chiropractic Occupational Health

Elizabeth L Auppl

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You didn't learn it in chiropractic college. And you're so busy with patients that the task of marketing effectively can seem puzzling, even over-whelming. Yet, you know there is more you can do with your chiropractic practice to serve the broader community. Let's face it - when it comes to workplace injury prevention, and wellness or health promotion for the valued human resource, chiropractic is absolutely the best choice for employers. Based on your extensive (4,000 hours +) educational background in anatomy, biomechanics, wellness, and clinical practice, the services you provide are the solutions to the costly problems of work-related injury and employee ill-health (resulting in absenteeism, lost production, and low morale) that employers are burdened with. Now you can know what to do and how to do it, how to utilize your best marketing resources, how to handle meetings, objections and responses, and understand sound, practical methods for getting the attention of the local employer. Learn how to make the very most of your marketing dollars and time. You will surely be able to think outside the box when you peruse the info in this handy and easy to digest guide. This guide gives you all the information and guidance you need for outreach and to communicate with the businesses in your community so that you can be recognized as an expert chiropractic occupational safety and health consultant. In addition, today, many doctors of chiropractic are pursued by employers calling 'out of the blue' for services for the valued human resource. What if you get that unexpected call from the employer down the street? Are you ready? Included in this guide is the practical information you need so that you can very easily prepare today for serving industry tomorrow. Whether you have done little or much in terms of marketing chiropractic clinical and occupational safety and health services to area industry and business, the information in this guide reflects three decades of expert knowledge and experience - now at your finger tips.



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