



DR. CHESTNUT'S

Evidence-Based Patient Outcome Protocols: The Complete System for Self-Sustaining Ethical Practice Success

Clinical Excellence + Documented Patient Outcomes = Ethical Practice Success

We define ethical practice success as the exchange of evidence-based care that elicits documented patient outcomes for a fair fee. We believe that every chiropractor and every chiropractic patient benefits from this ethical model. Numbers of patients does not define ethical practice success. Numbers of patients receiving value in the form of documented health outcomes does.

If you agree, if you want to learn how to use the most evidence-based interventions to get the best possible documented patient outcomes and use this as the foundation of ethical practice success then we would love the opportunity to show you what we have created to accomplish this. It is unprecedented and extraordinary.

WHAT YOU AND YOUR PATIENTS WANT AND DESERVE

A Self Sustaining Evidence-Based Practice full of Satisfied Patients that Comply, Benefit, and Refer

WHAT YOU HAVE

You have less compliance with your recommendations than is needed to maximize patient outcomes, less ability to document patient outcomes, and less ability to communicate the evidence and need for chiropractic care, than you want and need. Further, your patients do not maintain their health the way you or they want, and you have fewer referrals than you want. Far too much of your energy, time, and resources are spent on the perpetual need to get more new patients and address the inability to get patients to follow your recommendations and to elicit the health outcomes both you and your patients most want and value. You don't have a self-sustaining practice - you are forced into perpetually building a practice.

HOW WE HELP YOU CREATE WHAT YOU WANT

You will NEVER build the practice you and your patients want by simply focusing on getting more new patients. The ONLY way to build the practice you and your patients want is with clinical excellence and documented patient outcomes - you must provide, document, and communicate the value of your care.

- Patients stay and refer based on what they value.
- Patients don't value your care; they value the health and quality of life outcomes they receive from your care.
- VALUE is the foundation of compliance, conversion, retention, and referrals.
- VALUE is the foundation of Self-Sustaining Ethical Practice Success.
- VALUE is determined by Clinical Excellence (delivered and documented spinal and overall health and quality of life outcomes).

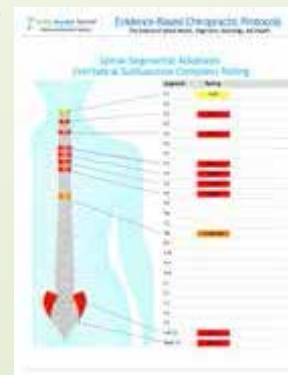
We have created the evidence-based clinical protocols and implementation systems you need to Deliver and Document VALUE.

1. A valid, efficient, effective way to assess, document, and report patient spinal and overall health status before your care. (Value Proposition)
2. An evidence-based intervention protocol that allows you to produce extraordinary spinal and overall health outcomes. (Value Production)
3. A valid, efficient, effective way to assess, document, and report the spinal and overall health outcomes from your care. (Value Proof)

Clinical Excellence (Evidence-Based Assessment, Intervention, and Patient Education)

Documented and Reported Extraordinary Spinal and Overall Health and Quality of Life Outcomes (SHA and HRA)

Earned Compliance, Conversion, Retention, and Referrals



If you are ready to build a successful self-sustaining practice upon a foundation of clinical excellence, documented patient outcomes, and evidence-based patient education these protocols are for you.