

## EDITORIAL

# How to grow your business through your professional recommendations



Dr. George Michael BSc.MHSc.Dip Acu  
shares finding business success  
beyond hands-on treatment

During the COVID years, osteopaths became acutely aware that practice success relies on patient consultations. But what about other revenue streams that can support your practice? We don't often talk about it, but there are many adjunct products and services to help patients in their treatment and recovery where they value your expertise and advice. This may be helping them perform exercises effectively at home or a night of truly restful sleep.

## Osteopathy Australia do the legwork

An easy step to take in implementing this additional offering is to look at the products and services already endorsed by Osteopathy Australia that can become part of your treatment recommendations. They've been extensively assessed for their features and alignment to the osteopathic philosophy. Whilst some products are low value and won't have a significant impact on revenue, others are in a financial bracket that puts a higher value on your professional recommendation.

## Professional confidence

Patients turn to osteopaths for advice when they feel their mattress or pillow is not supporting recovery. It's a significant investment and challenging shopping experience. Rather than a mattress in a box bought online, I prefer the DrRest mattress, endorsed by OA and backed by trials in clinical settings that give me the confidence to recommend to patients. Patients may ask for my recommendation or when they wake up with back pain, even after treatment, we begin a conversation about their mattress. Without getting into



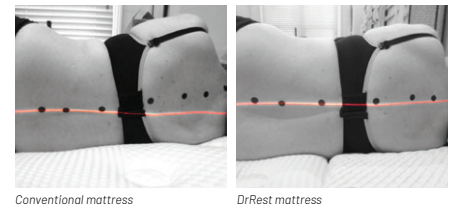
a complicated combination of mattress choices (soft, firm, side sleeper etc.) DrRest is a mattress that actually customises to each individual to support pain reduction and functionality. It's one mattress that provides the solution that I can confidently recommend, knowing it's designed by health professionals to support my patient and provide a profit for my practice.

## Making a difference

Choosing products and services for your clinic means finding alignment, trust and benefits for patients. They need to make a difference. I recommend looking to research and results the brand can provide. For a mattress, I look for how it supports the correct alignment of the spine and the real-patient photos seen with DrRest were a game changer. No spine CGI/animation, these are real osteopathy patients lying on the mattress and finding spinal alignment no matter their body size or shape. I could clearly see that DrRest supports spinal alignment to take the pressure off your lumbar, thoracic, and cervical spine. As a part of the DrRest research team, we tested out this pressure relief by looking at interface pressure, which is the pressure the mattress exerts on you when

you lay on it. Whether it feels plush, firm or medium, that's the interface pressure. So to have spinal alignment with really low interface pressure, that's a unique attribute of DrRest.

With this technology and the inclusion of Technogel© in an exclusively designed shoulder zone, it offers patients access to an optimal sleep surface.



Conventional mattress

DrRest mattress

## Avoiding growing pains

Growing your business and increasing its financial success can be achieved with professional recommendations, but you don't want it to add hours, paperwork and inventory control that takes away from your work with patient consultations. Mattresses in particular need an online ordering option that's easy for practitioner or patient to purchase and for the profit margin to flow into your system. By becoming a DrRest partner I can simply make an online wholesale order and then a retail transaction for my patient.

With the average annual salary for osteopath jobs in Australia ranging from \$75k to \$90k, adding additional revenue options might be important to you. Your expertise and advice can extend beyond the consultation room.

## Find out more

Consider becoming a DrRest partner at [www.drrest.com.au](http://www.drrest.com.au) for a positive impact on your patients and practice profitability.