

10 CHIROPRACTIC PRACTICE GROWTH TIPS

CHIROHD
SKED

1 IMPROVE PATIENT LOYALTY

A 5% increase in customer retention can boost profits by 25%-95%. Proactively identify at-risk patients and automate personalized communications with patient retention tools such as SPARK.

2 OPTIMIZE WORKFLOWS

Improve EHR system integrations, patient onboarding processes, and patient self-serve functionality such as online booking and self-serve rescheduling.

3 GET FOUND ONLINE

Online reviews are a key driver of new patient acquisition. Use tools like SKED to drive consistent Google reviews.

4 REDUCE NO-SHOWS

Make re-scheduling easier and implement automated text message reminders to reduce no-show rates.

5 DIFFERENTIATE YOUR SERVICES

Add innovative treatment technologies and educate patients about their value.

6 BUILD A STRONG REFERRAL NETWORK

Increase patient acquisition by partnering with synergistic practices.

7 FIND YOUR NICHE

Become the go-to for a niche group of patients such as runners or those with chronic pain.

8 CONSISTENTLY MARKET

Automate communications to keep existing patients engaged and use channels such as paid social media and referral partners to keep the pipeline of new patients full.

9 FLEXIBLE SERVICES

Offer telehealth, hybrid care, flexible scheduling, family-friendly options, and membership programs to improve retention and differentiate.

10 EVALUATE PERFORMANCE

Use key performance indicators to regularly evaluate practice growth:

- New Patient Volume
- Referral Volume
- Patient Retention Rate
- Online Reputation Metrics
- No-Show / Cancellation Rate
- Average Revenue Per Patient
- Utilization of Services
- Staff Efficiency Metrics
- Lifetime Patient Value (LTV)
- Marketing ROI

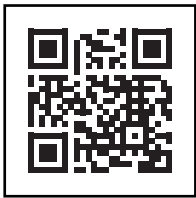
Looking for a deep-dive on these practice growth levers? Download our in-depth practice growth guide.



YOUR PRACTICE GROWTH PARTNER

TURNKEY SOLUTIONS BUILT BY CHIROPRACTORS, FOR CHIROPRACTORS

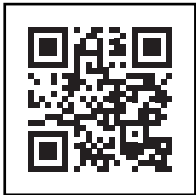
The ChiroHD suite of technology solutions is here to boost your practice's growth:



ChiroHD | EHR

Our all-in-one cloud-based EHR platform simplifies practice management and integrates with industry-leading tools like SKED and SPARK.

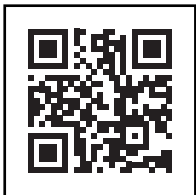
<https://www.chirohd.com>



SKED | Scheduling

Integrates seamlessly with ChiroHD and other industry-standard EHRs to automate appointment management, reduce no-shows, and simplify front desk tasks, all while wowing patients.

<https://sked.life>



SPARK | Marketing

This ChiroHD-integrated marketing solution helps you attract more new patients, retain the ones you already have, and get more inactive patients back in the clinic.

<https://sparkpatients.com>