

Against All Odds: How 5 Ordinary Docs are Whipping the Recession ...Opening Multiple Successful Clinics (Without a Government Bailout)!

Dr. Frank Admits: “I’m not business genius, so I’m the LAST person you’d expect to be running multiple clinics. But, these streamlined, “magic” systems create the ultimate blueprint for both struggling docs...AND...already-successful clinics who want to expand!” (NOTE: It’s limited by territory so read this NOW!)

The Backwards Way to Chiropractic Riches: 5 Grateful Docs Hand You the Blueprint!

“CONVICTED FELONS, who’ve been incarcerated for a good stretch, frequently commit *new* crimes within weeks of being released—to get back to the security and predictability of prison life. But closer to home...

If you take a chiropractor seeing 75 patients a week, and stick ‘em in a clinic seeing 230—tragically, within a few months, they’re back to 75—like a stretched rubber band snapping back—or like rushing back to a *practice prison*.

It’s crazy how this works—but totally predictable because of the unfathomable power of hidden forces in a practice. And in today’s economy, these forces can swing both ways—either drag you under like a whirlpool...or protect you from the recession like a Kevlar vest in an L.A. shootout. Let me explain.

Clinics #1,2,3—Dr. Frank, Mixed Martial Arts Maniac:

“Hi. My name is Dr. Frank Dachtler. I’m a DC from Ohio and something of a martial arts freak. I also have 3 successful clinics that “run themselves” with the now-famous, ultra-efficient systems and procedures created by HealthSource Chiropractic™. And if you follow me around these days, you’d never dream I’m the same guy who at one time had a measly \$200 left in my practice account.

Because even in the face of the gloom and doom of today’s economy, I’ve continued to expand. Now, I just pop into my clinics for an hour or 2 about once a week. So what I’m doing—whipping the recession—has got to seem totally backwards and up-side-down—when conventional wisdom says to hide in a bunker.

But in every “down” economy, many businesses shrivel up and die, while others—in the SAME profession with IDENTICAL demographics—will cruise along without a hitch—and even get rich in the process.

Of course, I’m not pretending the economy is hunky dorey. It isn’t. But when you’re playing with a “secret rulebook” (HealthSource systems), you have the power to step above the crowd where hidden possibilities open up—even while other docs are going under. So forget about all the seminars and management tricks that haven’t worked. There’s still hope...

That’s what HealthSource has given me—a secret rule-book. And I never realized how something so boring and “unsexy” as their A-to-Z practice-patient-staff-marketing system, could be as exciting as winning the lottery. But it beats the “crutch” of a bailout because these tools KEEP working and there’s no end in sight.

What’s the CATCH? I’ll let Dr. Mike tell you more about the “unseen” power I mentioned, but first I should warn you about a slight “catch”. You see, my new problem is biting off more than I can chew... because my new world is about WHAT I want to do—not IF I can do it.”

When you suspend disbelief, even for a moment, and realize a practice transformation is REALLY and TRULY POSSIBLE—not just a pipe dream; not just for “other docs”, and it’s not just a bunch of hype to fleece you—that’s when you dare to dream—about vacations, multiple clinics, retirement and exit strategies.



The real reason I’m grateful for HealthSource is my wife Suzi, and the 3 little rascals you see here (my mixed martial arts trainees).

Clinic #4—“Dr. Snowmobile”:

“Some people think my hobby is scary—zooming up and down the Tahoe mountains on a flimsy machine. But let me tell you what *really* scares me. I’m Dr. Anthony Oberti and I’m into *extreme* versions of snowmobiling. I also run a successful HealthSource Clinic with my partner, Dr. Mike, who you’ll meet in a minute. We’re between Sacramento and Lake Tahoe and about to build our 2nd clinic. But what REALLY gives me the “willies” is the thought of running a practice—with no outside support—with outdated systems, in the “new” economy. Yikes...forget jumping 30 feet on the side of a mountain... we’re talking about real F-E-A-R with an old-fashioned practice!

So here are 5 revelations I’ve had since working with HealthSource—let’s call them *critical clues* about what’s going on in chiropractic...and how to save yourself:

***CLUE #1:** Disastrously, 95% of our DC brethren are finding the old practice model—the lone wolf—is more like a sitting duck—and vanishing fast. Sure, a few years ago, the economy was peachy, and you could get a loan with a smile for collateral. Back then, you could also go *solo* and have a “stumble, bumble, wing-it” practice with patched-together procedures from a dozen different seminars. You could even get away with it, but not today because...

***CLUE #2:** As fast as they can reload, insurance companies, P.I. and work comp reviewers—and even state boards—are picking off the strays and stragglers. The chiropractic pack is thinning, and NOT having airtight systems and procedures is the fastest, most painful form of **chiropractic suicide**.

Dr. Snowmobile and Melissa →



Don’t let the recession throw YOU out on the street!

***CLUE #3:** What’s *more* amazing is most docs don’t even realize they’re teetering on the brink. They plan to “get more organized” tomorrow. And even worse, they believe the economy will only hit those *other* professions, but DCs will be OK. After all, human beings will always need help for their pain, right? Maybe so, but...

***CLUE #4:** Just ask Dr. Chris Gehrisch way up in Ohio, a fellow HealthSource member who’s about to open another clinic. I know that Dr. Chris is getting referrals from 3 nearby practices who’ve gone under. They’re totally kaput.

***CLUE #5:** If standing on my head would make the point, I’d do it. Because the ENORMOUS POWER of integrating and coordinating ALL aspects of practice can only be understood when it’s experienced. Case in point, here’s what my partner, Mike, reveals about procedures:”

Clinic #4 (cont’d.)—Semi-Retired, “Family Man Mike”:

“My name is Mike Putman. I’m Dr. Anthony’s partner and I’m more low key than he or Dr. Frank. My passion is my 4 kids, my wife, Mary Ann, and the family ministry at my church. So it’s great not to be wasting my energy and wracking my brain trying to create something that already exists—like the amazing HealthSource systems.

I’d definitely be nuts to practice today without continually updated procedures, and a support team that knows how to use them—which of course, describes the 10 full-time HealthSource support staff to a “T.” And you may think procedures sound boring but...

Airtight systems and procedures are even more powerful and exciting than THE BEST NEW PATIENT PROGRAM IN EXISTENCE!

Besides, HealthSource has already created the ultimate system so I’d be crazy to re-invent it—especially when they continue to refine all their applications with the feedback of 230 clinics—something I’d never have access to.

And I wish I could plop you into our practice just a few month ago and show off the difference in our operations. Frankly, I told someone recently that we did not even have procedures before—I *ONLY THOUGHT WE DID*. The difference is that dramatic. And before HealthSource, it’s not like we were just loafing around. We were working like dogs to make the office run better. But now, when I see how a clinic is SUPPOSED to run, I just shake my head at the night-and-day difference. It’s almost like an **unseen success force** takes over and makes life—and business—a lot easier and less stressful.

And don’t worry, the soup-to-nuts HS program also has done-for-you marketing. So even today, there’s no reason to be hurting for new patients. But that’s not the point. The point is, if your systems are like a sieve, you can easily waste 75% of every marketing dollar because patients are leaking out the back door.

We would NEVER have thought of opening our 2nd clinic without their practice blueprint...PLUS the guidance and support to make the implementation actually happen.

You see, I was semi-retired when Anthony and I



“Time with Melissa and my trusty snowmobile—that’s what HealthSource is really about for me.”



discovered HealthSource. It took something *this good* to bring me back on board. And I repeat, I wouldn’t have considered opening another clinic without having them looking over my shoulder to make sure I wasn’t walking off a cliff.”

Clinic #5—Dr. Brady Schuyler—From College Ice Hauler to Multi-Clinic Mogul?

“I laugh when I think back to my college days, earning extra money hauling ice in LaCrosse, Wisconsin—and sometimes to Minnesota (which was like sending ice to the Eskimos). I’m still in the Midwest (Illinois) but the driving I do now is to check on my clinic and getting the next one set up. And like Drs. Oberti and Putnam near Sacramento, I’ve got a great partner in Dr. Chris Mersinger.

We’d been looking for something like HealthSource because we knew we wanted to expand. We tried a *fitness center* type program, but it didn’t live up to the hype. And what’s great about HealthSource is they’ve ALREADY got vast experience doing just what we wanted to do—expand. And when you look at pro athletes, they ALL have a coach. They’re not as stubborn as we DCs who still think we have to go it alone.

I know what it takes to expand and it’s almost impossible without a proven blueprint to follow. HealthSource has literally saved us YEARS of struggle—NO exaggeration. But only because it’s so complete—with all systems integrated. Here’s a snapshot of how they de-stress and simplify your life:”

- maximum **delegation**
- automatic motivation
- push-button states
- **streamlined** intake/front desk/phone skills
- in-depth staff training that doesn’t cause a mutiny
- win-win bonuses you actually enjoy paying
- staff evals made simple
- **effective** treatment plans (max. retention & healing)
- **hiring** protocols (there ARE great staff available)
- smooth-as-silk software/billing/coding/collections
- HealthSource “brand” and power in numbers
- **continuing updates from the feedback of 230+ clinics**
- **newsletters patients love**
- increasing **high-profit** services you get **paid** for
- **more cash patients**
- ongoing user-friendly support (**10 full-time staff**)
- life-saving insurance hotline
- referrals/recall made easy
- **website** (included)
- all aspects of marketing
- vast library of tested done-for-you marketing-flyers, ads, reports, internal forms
- multiple **associates**
- doable multiple clinics
- **retirement/exit** strategy
- managing vs treating
- unassailable ethics
- **shared** marketing costs in some areas

A FINAL WORD from Chris Tomshack, “recession buster” and founder of HealthSource Chiropractic™: “I perfected my unique practice systems while running 4 successful clinics in Ohio—as an in-the-trenches doc for 15 years. My area was economically depressed back then, which is why so many of our HS docs are **still** able to expand today.

Because we ALREADY know how to deal with financial adversity—the recession is just a new wrinkle. So our streamlined systems and integrated procedures are even more important with the economy in chaos, where you can’t afford to waste an ounce of effort.

And one more thing...the HealthSource Chiropractic™ system was created as a **FRANCHISE**—perhaps the most profitable and powerful business model ever developed.”

GET MORE INFORMATION NOW—BEFORE IT’S TOO LATE.

This letter is just a small peek at what’s waiting for you at HealthSource. To get ALL the information with CD and 20-page FREE REPORT, you just need to call our toll free, 24/7 hotline at **1-800-773-8410**. There’s no obligation, and everything is confidential. If you’re intrigued, don’t wait. There will only be **ONE FRANCHISE PER AREA** (235 taken already), and the first qualified doctor from each area will be accepted...all others will be permanently locked out. Our franchises are quickly implementing our unique action plan to ultimately build the practice they wished they’d always had—even **MULTI-CLINICS** they thought were only for business geniuses. And no one else in their territory will have access to any of the HealthSource systems, procedures, and marketing. And one more thing, we sell no equipment...you’re required to buy nothing!

You gotta hurry! More + more docs are being turned away... each area is exclusive!

HS HealthSource®
Chiropractic & Progressive Rehab™

CALL NOW!
24/7 Hotline: 800-773-8410