

A Christmas MIRACLE: After \$15,000 Wasted on Useless Marketing, and Struggling Through 7 Different Management Firms, Here's...

“How Santa’s Amazing Success Secret Saved My “Dead-in-the-Water” Practice!”

BEST PART—“We Must Have Missed the Recession, Because We Desperately Need More Treatment Space—RIGHT NOW! We’ve Gotta Figure Out Where to Put All These Patients—and Quick—Because There’s a Lot More Where They Came From!”

Part 1—Dr. Jay’s Story: A Radically Life-Changing Gift

“DEATH by a thousand cuts,” is what the Chinese would have called my practice...fizzling out...not with a bang, but after a 27-year struggle and regularly spending a TON of money to keep it “pumped up”...it was about to go out with a whimper. Emotionally, I was fizzling too, as you’ll see. I just didn’t realize how bad it was until after the “miracle.”

I was beat up from trying so hard with all those management firms—7 of ‘em, so we had a mish-mash of systems. And I’d recently spent about \$15,000 on marketing that did almost NOTHING. And as good I am as a doc (pretty darn good, if I say so myself!), I should’ve been able to make the practice thrive. But I was basically surviving, mostly on referrals, because the marketing I tried NEVER lived up to its billing.

And nothing came close to the practice vision I kept chasing—like a donkey after a carrot—and the donkey was getting tired. That’s when Santa stopped by with a much-needed miracle. My name is Jay Barker. I’ve been a DC near Seattle for 27 years—but now, I feel like a brand new doc—just without the jitters, anxiety and worries about how to fill up a practice. Yet it was only last November, when I was toying with the idea of pulling the plug. And what’s sad is I’m one of those docs who really LOVES chiropractic. I love adjusting, I love my patients, I love taking care of their families. I love it all—except the stress of trying to get new patients, keeping the appointment book full, and watching insurance reimbursement dry up as the economy implodes. I was treading water at best, and it seemed like the right time to pack it in—unless something radical happened.

Fast Forward to Unfathomable Success (Santa’s “Nick-of-Time” Miracle)

Anyway, when Santa’s “gift” arrived, I had no clue about any miracles. That came later. But at the moment, it was disguised as a letter like this one, from HealthSource Chiropractic, and of course I thought, “Same ‘ole, same ‘ole.” But I guess I hadn’t totally thrown in the towel because at the same time I was secretly hoping, “Maybe... just maybe this is different.”

You probably know what I mean—how secretly, down deep, you WANT something to be true—as good as promised—but don’t dare risk an emotional crash. Well, that’s why I was still skeptical.

So after I got their FREE information packet and CD, I asked my son Justin (our office manager who’s very sharp) for his feedback. Here’s Justin’s “take” on how it happened—our practice miracle.”

Part 2—Justin’s story: The “Chiropractic Einstein”

“When my dad told me about HealthSource, I pored over everything they sent. And although I wasn’t convinced, it really sounded different. If all they said was true, it looked like a system designed by a “Chiropractic Einstein.” It was hard to believe it was possible. Even so, if it was even 1/10th as good as they said, we’d be crazy not to dig a little deeper.

So we bugged them—called and asked a million questions and went back a forth between my dad, my mom and I. We even called a bunch of docs who were listed on their website. It really sounded different—could it finally be what we were looking for? Only one

way to find out. So finally, my dad and I saddled up and flew off to Ohio for their FREE “Discovery Day”—a one day, no-holds-barred, look-under-the-hood demonstration of the most seamlessly integrated practice systems—including patient management, marketing (BY FAR the best we’d ever seen), intake, front desk, staff training that actually works, recall, ongoing support (they even have an “insurance hotline), referrals, you name it.

Actually, we could not have CONCEIVED of what they’ve created. It’s based on Dr. Tomshack’s original model, then refined and continually upgrading with the feedback of 235 clinics. I know I sound a bit “over the top” but why tone down my enthusiasm? That wouldn’t be honest.

Besides, dad’s got this bug about ethics. And it may sound corny, but it’s super important to us. So when we met the folks who support the amazing HealthSource systems—we knew we were in the right place. There’s Dr. Tomshack, Carrie, Amber, Dr. Don, Stephanie, Dr. Frank—we’re talking 10 full-time staff!

And this sounds like a cliché, too, but they really care about how we’re doing—it’s not just the “stars” who get the day-to-day support and TLC. I really trust them. They don’t just hype the program so you’ll join—then leave you hanging. They’re “real” and follow through to the nth degree. We just stick to their proven, connect-the-dots road map and the practice almost runs itself. I truly believe they’re the most trustworthy and principled folks in the profession, which of course adds to the bottom line, not subtracts. Shady stuff always backfires. Now here’s my mom’s story...

Part 3—Candy’s story: Death of the Lone Ranger

“Before I tell you about my “hand-wringing and pacing” when the boys went to the Discovery Day, here’s something funny.

I now realize that Jay, my husband, used to have a chiropractic “disease.” Like most docs, he thought he had to be the “Lone Ranger” when it came to running the practice. Most docs wear 20 hats—everything from PR expert, accountant, healing genius, psychiatrist, ad agency director, personnel manager, marketing wizard, technique specialist, radiologist, motivational speaker...whew, it never ends. I gotta sit down just thinking how it used to be. It didn’t work...

But not any more. For the first time in his life, Jay’s not only seeing the craziness of that out-dated approach (unless you don’t need to sleep), he has a step-by-step way to DO it differently. What a relief for all of us.

It’s FAR BETTER for him, the patients and the practice (and for his marriage, I might add) to strategically divvy up the responsibility through simple, connect-the-dots systems anyone can step into.

So the practice doesn’t run on Jay’s personality and energy...but on proven, integrated office technologies that work better than anything we’ve ever seen—even in the 7 management firms we’ve been with. It’s a HUGE burden lifted—not trying to piece together all the ideas (and there were some good ones) from all the stuff we’ve done in the past.

Everyone knows delegating is a good idea—in theory—but we never really knew how to make it happen in “real life.” Now we have the roadmap—no guesswork. And I gotta tell you, as Jay’s wife, this is such a blessing—to see him happy about chiropractic again. It’s the real Jay—when he’s not mired in the paperwork and insurance hassles. He loves it again, and it spills over to the rest of us. Which is good because the old saying is true: “When daddy ain’t happy, ain’t NOBODY happy.”

So what happened when I finally heard from Jay and Justin when they called back from Ohio? They said they were “blown away! That they’d be crazy NOT to do it!”

IF YOU READ NOTHING ELSE, READ THIS:

No Chance for the Solo DC!

“The lone DC no longer stands a chance. HealthSource is my answer! My documentation has improved, patient visits have increased significantly. Each month our marketing is e-mailed to my office as is constant support and training for ALL aspects of my office. I would encourage any DC that is willing to grow and excel at their practice to join now—you won’t be disappointed!” —Dr. Mark Bernard, Abington, PA

In a “Regular Practice” It’s Hard to Stay SANE!

“The chiropractic industry has changed dramatically in the few short years I’ve been in business. It’s hard to run a successful practice and deliver good service while turning a well-deserved profit and keep your sanity at the same time. HealthSource has allowed me to open multiple offices successfully by providing proven operational guidelines, marketing plans and materials, staff management, coding and billing. The results are predictable if you just follow the plan. No gimmicks, no magic bullet—just great chiropractic and smart business.” —Frank C. Dachtler, D.C., Bedford, OH

Chained to His Practice!

“I have what many might consider a successful practice for years. However, I was chained to it. HealthSource has cut the chains holding me to my personality-driven practice and showed me how to run a business with rock solid proven systems. Now I have more time and resources to focus on my personal responsibilities. Thanks, Dr. Tomshack!” —Dr. Mike Tillman, West Ashley, SC



Old Dog, New Practice!—Don’t worry, Jay said it was OK if we teased him about being the “old dog with new tricks.” He says he’s got the energy of a “pup” again and even the time to play with the real ones their family raises and loves. He doesn’t care what we say, the way the practice is cruising now. That’s Candy and Justin, too, and six of the 8 pups from the last litter.

“It was even better than promised! I hadn’t heard that much excitement in years. But even better (because anyone can “talk” a good game) was the “proof in the pudding”—when we started working with the systems and their people. It’s by far BETTER THAN PROMISED. I actually think they intentionally underpromise a bit because most docs wouldn’t believe how well this is all put together—it’s not full of “bugs” like so many other programs we’ve tried.

HealthSource really HAS been a real-life miracle for us!”

ONE LAST WORD from Dr. Tomshack:

“So what’s SANTA’S SECRET that saved Jay’s practice? There are 2, actually. The first is that practice success, especially in today’s economy, is NOT about doctor skills, personality or working harder.

Some of the best chiropractor we’ve seen have the WORST practices. And we’ve seen the opposite, too, where a doc with only adequate skills is outrageously successful.

That’s why SECRET #1 is “be like Santa.” There’s no way he can crank out all those toys by himself. He needs an ORGANIZATION to be successful, a team of elves with airtight systems and a Santa’s-in-disguise in every department store. HealthSource is YOUR team.

SECRET #2 is that HealthSource is using what may be the most successful business model ever created—the FRANCHISE. And like the success of Re-Max, Midas, Jenny Craig and McDonald’s, it’s the integrated, A-to-Z systems that drive their success. Having everything ready-made does NOT create constraints and stifle creativity. It’s just the opposite. When you’re not mystified by how to run the business, it’s like the ultimate liberation. You can relax. It’s like pouring energy into your body when you’re not shooting from the hip every day.”

A FINAL WORD from Dr. Jay: “I’m most amazed by the HealthSource marketing materials and knowing how to use them. For the life of me, I could never make marketing work. But now I have a reliable, steady, predictable flow of good new patients. Hardly any doctor has actually conquered this the way they have at HealthSource. Everything is created by professional copywriters and graphic artists and they pull like gangbusters.

And it’s not just a notebook of ads you figure out by yourself. I know what media to use when, how much to do and how often. It’s all been road tested already.”

GET MORE INFORMATION—BEFORE IT’S TOO LATE

We’ve turned down dozens of doctors already! This is just a small peek at what’s waiting for you at HealthSource. To get ALL the information with CD and 16-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, and the first qualified doctor from each area will be accepted, all others permanently locked out.

Our franchises are quickly implementing our unique action plan to ultimately build the practice they wished they’d always had. 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!

P.S. OUR \$500 CHRISTMAS PRESENT? If you come to our Discovery Day after doing your due diligence, and you’re not satisfied in any way, we’ll refund your airfare up to \$500.

HS HealthSource®
Chiropractic & Progressive Rehab™

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