



**My acupuncture training never covered this. But it should have.**

**Luckily, my business school training did.**

The topic is business growth, and it's only a comfortable topic to discuss if you already have all the growth you need.

In Acupuncture practice, the topic of practice growth is viscerally charged with emotions —some positive, some negative, all deep and powerful: The fear of marketing to strangers; the dream of practice success, the dread of negative cash flow, the disappointment of gimmicks that didn't work.

But perhaps more than any other topic, it's **practice growth** that ultimately determines not only the success of a practice, but the *happiness of the practitioner*.

Now, I'm not a management coach talking about selling people lifetime care and pushing the limits until you see 100 patients per day. If that's your thing, great. But even if it's not, I'll bet you still rely on a steady stream of new patients to replace those who get better.

**Fact is, when patients get better, they tend to stop coming in, and 500 patients on the books this month may translate to only 50 six months from now if you're not constantly attracting new patients.**

Maybe you've tried a few things—posting newspaper ads, an expensive yellow pages listing, an uncomfortable networking group, or simply handing out business cards.

Maybe you've even had some success. But I'm willing to bet you'd like to do better. I say that because I've never met an acupuncturist who wasn't looking for patients.

**No matter how extensive your knowledge or how refined your skills, you simply can't practice without new patients.**

Now despite what the management gurus might tell you, there is no "magic formula" to effortlessly attract new patients. It takes some work, some smarts, and the right tools. Remember, the most important task you have is to **win your prospective patients' confidence**. With it you prosper; without it you suffer.

And that suffering is not a pretty sight.

I once took my family to the state fair, and along with the rides, animals, and cotton candy, I saw something truly unforgettable. Nope, it wasn't the (supposedly) world's largest pig. Or the (again, supposedly) world's smallest donkey next to it. Rather, what I saw was...**chiropractors**.

Now, you may wonder what's so unforgettable about chiropractors, and the answer is **contrast**. You see, there were FOUR chiropractors with booths at the fair that year, and THREE of the four looked so bored and desperate they were probably wishing they had the world's largest pig in their booths just to get some traffic.

I mean they were literally just standing there, with some pamphlets and business cards, hoping to talk people into listening to a 5-minute pep talk about spinal health. These were three separate booths, each costing their respective occupants a significant chunk of change, and as far as I could see, doing NOTHING to generate new patients. In fact, I think I saw the opposite effect. If the chiropractor is defined in the public mind as the lonely occupant of the most boring booth at the fair, how many people will actually trust such an individual with real healthcare needs?

The acupuncturist at the fair was at least offering massages. Hey, if the public thinks acupuncture is a massage, they equate it with feeling good. Of course, they still have no idea about acupuncture or what you can do for them.

But what about the fourth Chiropractor? **Why did he have a line of people winding out of his booth** and blocking the aisle to the point I couldn't get past?

***Well, to put it simply, he had something worth seeing.***



This chiropractor had a computer and a SEMG analysis machine. SEMG is surface electromyography—measuring the surface electrical activity of the spinal muscles. The exam with the machine took only moments, and right there in vivid color on the large computer display the patient (and all the onlookers) could immediately see a diagram of the patient's spine—with clear visuals showing exactly what was wrong, and where. The comparison with the normal spine was the kicker.

*People were literally waiting 30 minutes in line just to get an exam and printout.*



The doctor was so busy I couldn't ask him, but by all appearances, this was an extremely successful marketing event. His assistant was scrambling just to keep up with the crowds and book new patient appointments.

I think you know where I'm going with this. The real story here is that technology, **visual technology**, technology that tells people about themselves, is practically irresistible to the curious public. We've shown time and again that an AcuGraph public screening is the acupuncture equivalent of that doctor's SEMG unit.

*The people line up, and the practice fills up. Works every time.*

It's one thing to TELL people about your practice, but to **SHOW them exactly why they need you and how you'll help them**, well that's another story, and it's one your patients actually want to hear (and see!)

A recent study by NCCAOM shows that **60% of U.S. adults** want acupuncture as a treatment option, **yet fewer than 1 in 10 have actually tried acupuncture**. Many of these potential patients are reluctant to seek acupuncture treatment due to preconceived notions, negative stereotypes, misinformation, and fear of the unknown.

**Think about that! 60% want it, 10% try it.**  
**That means you can see 5 times as many acupuncture patients—if you can just communicate effectively.**

Having the right technology not only fulfills your communication needs, but also makes a statement about you and your practice. It breaks down superstitions and misconceptions about acupuncture, taking it out of the realm of mysterious and into the realm of scientific technology where today's healthcare consumers are most comfortable. The right technology gives your patients **confidence**...in acupuncture, in your practice, and in **you**.

*“AcuGraph enables me to make an objective, reproducible measure of a patient's condition that is easily understood by the patient. Unlike pulse, tongue or hara, the patient can readily see the results and the results of subsequent re-exams. It's a great way to document and justify treatment, and the charts and pictures are beautiful.”*

*—Dwayne Borgstrand, L.Ac.*

AcuGraph also **builds your practice through patient referral**. AcuGraph patients regularly refer their friends and family for the same fast, easy exam and treatments they experienced. And with printed exam results to show as proof of the effectiveness of their care, they make a very convincing case for you and your practice.

Finally, AcuGraph gives you complete marketing support. Need some patient education brochures? We got 'em. Help with a screening? Check out our Screening “How To” DVD. Need a banner? Custom report? Patient Education DVD? We're all over it.

If you're not marketing your practice with AcuGraph, you either **a)** already have all the patients you could ever want, or **b)** still struggle to fill your appointment book.



*"I use the AcuGraph at screenings. I usually generate 4 to 8 new consultations from a 2-hour screening. It's the best marketing tool I've ever used!"*

*—Robert Dorris, D.O.M.*

May I suggest you consider incorporating AcuGraph's powerful marketing tools into your practice? **You'll be glad you did, and even more importantly, the new patients you reach with AcuGraph will be glad you did. Maybe even 5 times as glad.**

## ***But what about the money?***

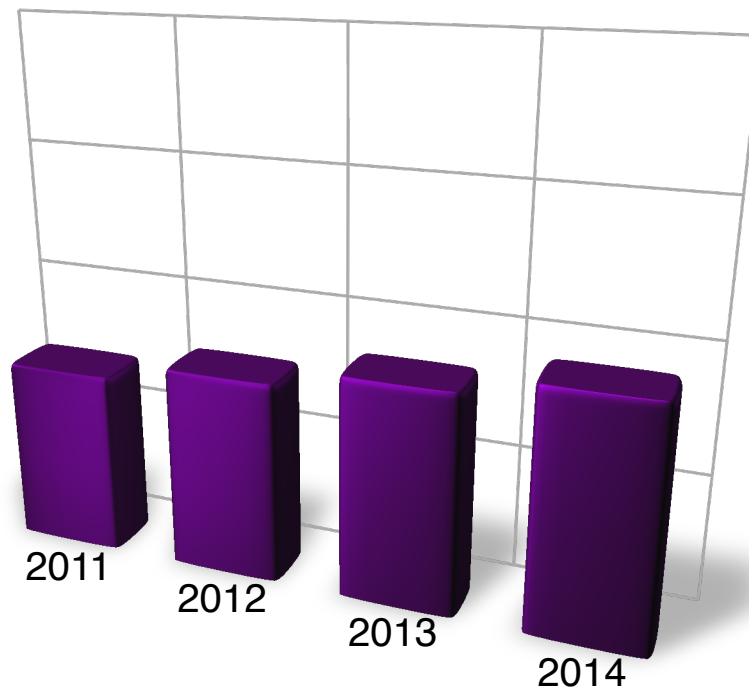
Because I understand your financial needs must be addressed too, let me tell you a bit about the financial rewards of using AcuGraph. AcuGraph pays for itself in 3 important ways:

1. First, AcuGraph helps your practice grow by attracting **new patients**. For most practices, the value of a single new patient over the course of treatment represents hundreds, or even thousands of dollars.
2. Second, AcuGraph helps you **retain the patients you have**. When patients see their results and track their progress, they are much more likely to comply with your treatment plan.
3. And third, AcuGraph represents a **distinct service that patients are willing to pay for**. Typical fees for the AcuGraph exam range from \$35-\$100 per exam. The following grid illustrates just how quickly this can add up:

## Monthly AcuGraph Revenue

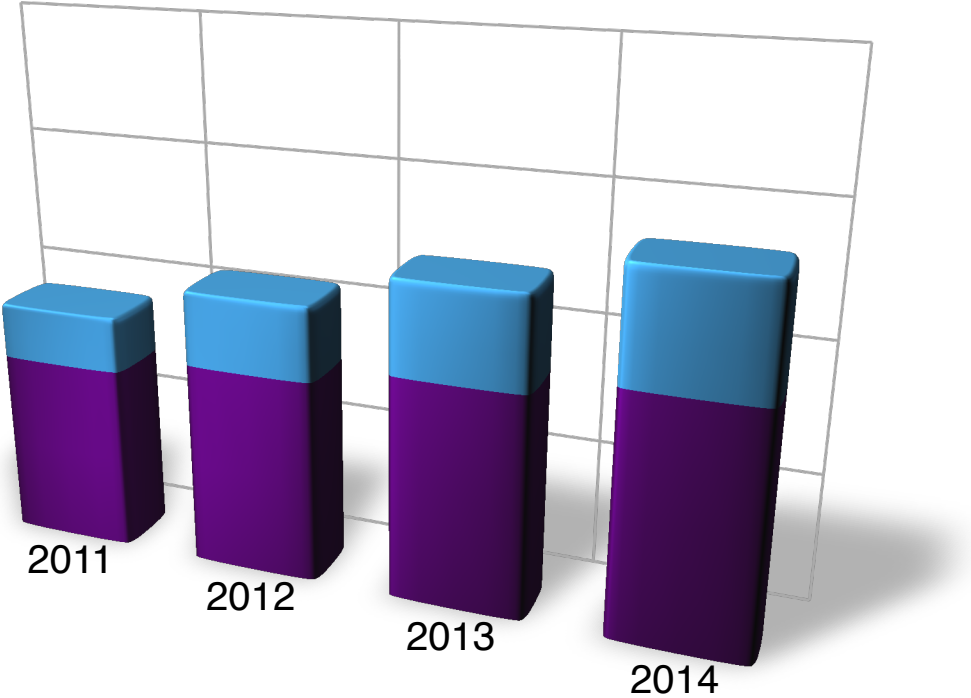
AcuGraph Exams Per Week			10	25	50	75
Exam Fee	\$35		\$1,516	\$3,789	\$7,578	\$11,366
	\$55		\$2,382	\$5,954	\$11,908	\$17,861
	\$75		\$3,248	\$8,119	\$16,238	\$24,356

To look at it another way, let's assume your practice is stable and growing at a typical rate. Your annual revenues might look something like this:

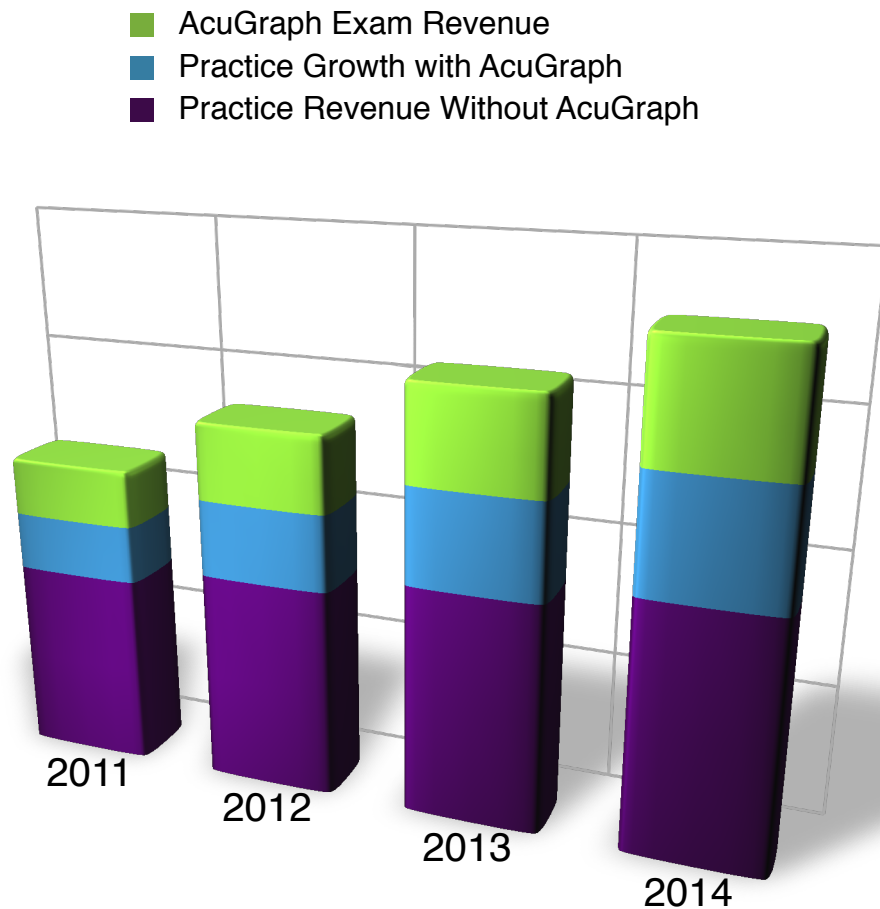


Now, let's add AcuGraph to the equation, which will bring in additional new patients, and help you see your existing patients more often, resulting in increased practice revenue.

- Practice Growth with AcuGraph
- Practice Revenue Without AcuGraph



**And finally, let's include the revenue from the AcuGraph exams themselves. It's like adding the icing on the cake:**



In short, AcuGraph helps you grow your practice and achieve your dreams like nothing else can—***but don't just take my word for it!***

**[Click here to read actual experiences from real AcuGraph users just like you.](#)**