5.		PATIEI	NT EDUCATION PROCEDURES	Assigned t	0:
Sele	elect Activity to be performed: Effectiveness of Project/Activity: 1 = Worked Well 2 = Worked OK			= Didn't w	ork too well
Recurring Activity Scheduled Activity Frequency of Use: 1 = Used Often, 2 = Used about 1/2the time, 3 = Didn't use too					
⊠R	evie	w, assess, & select once every th	ree months, or as needed. Fill In ⇔	123	123
	1.	Staff Education. Doctor educated sta	aff at least once per month.		
	2.	Consultation. Every patient receives	a thorough consultation.		
	3.	Report of Findings. Every patient re	ceives a thorough and effective report of findings.		
	4.	Posters. Ensure that educational pos	ters are displayed.		
	5.	Table Talk. The doctor "Informs while	e he/she performs" with each patient on each visit. "Table talk" is educational.		
	6.	Re-Exam. Every patient receives a re	e-exam, or progress exam, when appropriate.		
	7.	Re-Report. Every patient receives a	re-report, or progress report, and educated on maintenance care when appropriate.		
	8.	"Touch and Tell." Describe what you adjustment, or therapy.	a are doing to the patient when you are doing it, such as a type of exam procedure,		
	9.	V.S.C. Ensure every patient thorough their effects if untreated.	nly understands subluxation, V.S.C., misalignment, and other key clinical terms, and		
	10.	Pre-Consultation. Every patient rece member.	ives a pre-consultation video, if available. This can also be done by a team		
	11.	Pre-Report. Every patient receives a	pre-report video, if available. This can also be done by a team member.		
	12.	Report of Findings. Every patient re	ceives a written report of findings.		
	13.	New Patient Lecture. Every patient a	attends a new patient lecture held regularly month.		
	14.	Pamphlets. The doctors and staff dis	cuss chiropractic pamphlets with patients and hand them out.		
	15.	Pamphlets. Every patient receives a	reading assignment from a pamphlet.		
	16.	Publicity. Scrapbook of new and goo board.	d publicity about chiropractic, your doctor, etc., kept up. Items placed on bulletin		
	17.	Case of the Week. Talk about "Case	of the Week" to all your patients.		
	18.	Survey. Survey or test your patients	to gauge the level of their understanding of chiropractic care (every 4-6 months).		
	19.	Chiropractic Library. Ensure library	of health information for patients is used.		

To: Clinic Director From: _____ Marketing Manager System (www.pmaworks.com)

20. Educational Rewards. Provide staff and patients with incentives to become more educated about health care.	
21. Research. Provide research data for patients.	
22. Workshop (live or virtual). Address a special health topic with practical advice. Optional, with a guest.	
23. Newsletter articles to patients.	
24. Video. Every patient to see a re-report or progress video, if available.	
25. "What's New in <i>Health</i> Care" Keep a bulletin board in adjusting, therapy, or other rooms and post relevant news stories about health.	
26. Health Information on website.	
27. Prompters. Use a white board in your adjusting room to write questions that your patients will be prompted to ask you.	
28. Pamphlet Sequence. Give all new patients a series of educational pamphlets.	
29. Posters and video. Wall posters and video clips played on wall displays can also support your patient education.	
30. Write in your own procedures here.	
31. Write in your own procedures here.	
32.	
33.	
34.	
35.	
36.	
37.	
38.	
39.	