

Acupuncture Happy Hour Patient Flow



Patient Walks in

1



Greet them

2



Pre-session Survey

3

Explain that the survey/consent form is to let them understand that they are just coming in for a mini-stress reduction/happy hour treatment and that you are not making any diagnosis or addressing any of their health concerns.

Inform them that this session is solely to eliminate stress and alleviate anxiety.



Take them to treatment room

4

Can be a shared room with other happy hour people sitting in chairs. Soft music, candles, dim lights



Explain what you are doing

5

"Thank you for filling out the information. "I want to welcome you here to receive your stress reduction acupuncture treatment."

"I'm excited to share the powerful stress reducing and anxiety eliminating benefits that acupuncture has to offer you."

"Today I am going to do a simple stress reduction acupuncture treatment. I am going to use 2 acupuncture points in your ears that are known to reduce stress and anxiety and rejuvenate your mood and energy tremendously. Afterwards you should feel more relaxed and grounded."

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Insert needles

6



Check back in 5-10 minutes

7



Remove needles 15-20 minutes

8



Post session follow-up

9

Ask them how they are doing. "Isn't it amazing how 2 acupuncture points can make people feel totally changed?"

"While you were sitting here I reviewed your clinic form and saw you checked off X, Y, Z. (list off s/s that they checked off in the survey form)

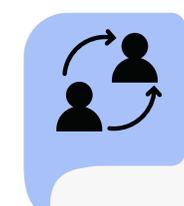
"How are these affecting you?"

"Did you know that acupuncture treats X, Y, Z effectively?"

"I have helped many patients with these exact problems. Maybe I can help you too?"

"I would love to offer you a comprehensive exam and treatment where we could discuss and treat the things you checked off on the form."

"Since you came in for the mini stress reduction treatment I'm offering a deal - for first time patients I'm waiving the fee for the comprehensive. So normally the first exam and treatment is \$XX but I'm offering it to you today for \$XX, the price for a follow up visit."



Ask for referrals

10

Post treatment, ask them how they feel and "do you know anyone else who may be experiencing some stress?" "If I were to give you 3 of these gift certificates/drop cards, would be willing to hand them out to your friends, family or co-workers"?