

Step-by-Step Guide to using the 20-20-2 Technique



Learn:

- How to drive people from external events into your practice
- How to use your sign-up sheet
- How to use your Stress Reduction Treatment cards as a referral stimulator
- How to validate your treatment cards
- The 2 points suggested for a Stress Reduction Treatment
- Additional tips on using the Stress Reduction Treatment Cards

Step-by-Step Guide to Using the 20-20-2 Technique

The main goal of this product is to drive new patients to your practice and get more referrals. I have used these cards at various events and I will list them below and elaborate on how you can use them as well.

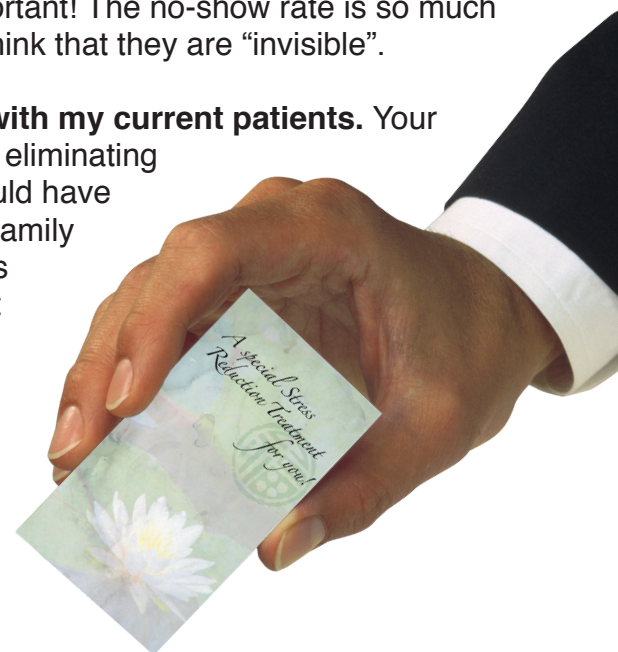
1. At acupuncture health screenings, health fairs, talks and other public events, these cards can be used to **drive people from these events** into your practice. It gives them a simple and no-brainer reason as to why they could and should come see you. Most everyone you meet has some form of stress and anxiety, and people are looking for ways by which to alleviate their stress and anxiety. Handing stress reduction treatment cards out at these type of events are a great way to get prospective new patients into your clinic.
2. **Sign-up Sheets.** When you are at one of these events, you need to bring a sign up form with you. On this form you will gather their name, email address and phone number. Ask them what day they prefer to come in for the stress reduction treatment.

[illegible]

For example, when you are doing a health screening event or having a booth at a health fair, offer the stress reduction treatment as an ongoing, walk-in treatment. What that means is, the people who are interested can come in anytime between 2-7pm on both Tuesdays and Thursdays. You choose what works best for you - having a walk-in anytime policy or set specific day/times for the stress reduction treatments. While at an event, advise the interested person that you have 8 slots available on either a Tuesday or a Thursday and they need to pick one of them and that they can arrive anytime between 2-7. You need to get their phone number (hence, the purpose of the sign-in sheet) so you give them a pre-call a day before they are scheduled to come in. This is extremely important! The no-show rate is so much higher when they are not accountable to their appointment and think that they are “invisible”.

- 3. Use your Stress reduction cards as a referral stimulator with my current patients.** Your patients are well aware about the stress-relieving and anxiety eliminating benefits acupuncture has to offer, right? So, your patients would have no problem handing out a few of these cards to their friends, family members and coworkers. In fact, in my experience, coworkers love to come in together to get a stress reduction treatment. It makes for a fun thing for co-workers to plan together, giving them a good excuse to take a mini break and afterwards they will find themselves more productive, all because they are more relaxed and focused after their treatment.
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- A close-up photograph of a person's hand holding a small, light-colored card. The card has the text "A Special Stress Reduction Treatment For" written on it in a cursive, handwritten style. The background of the card is slightly blurred, showing some green and yellow patterns.

As a rule, ask your patients at each visit if they know anyone who's stressed out. And 9 out of 10 times, they say yes. Give out 3 of these cards to at least 3 of your patients each day and ask each of them to give the stress reduction treatment cards to someone they know that is suffering from stress and anxiety. You'll be surprised as to how willing they are to do it!



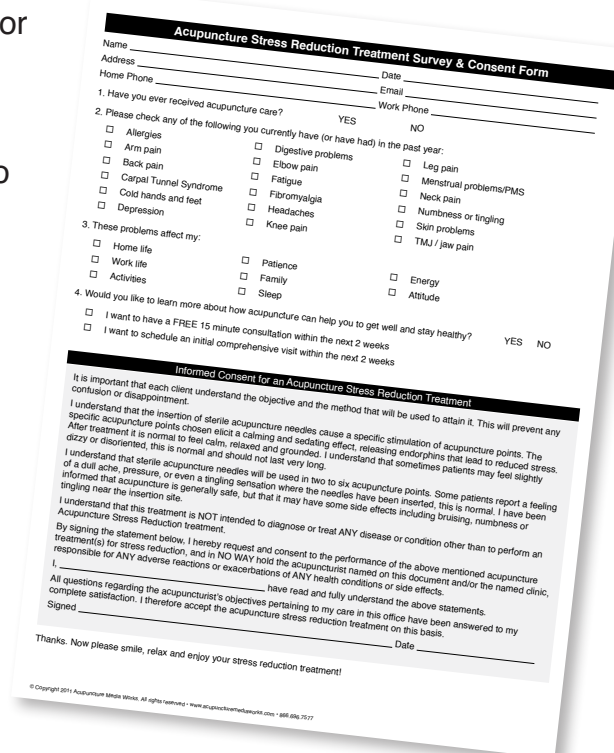
4. **Use your Stress reduction cards as a referral stimulator with other professionals.** Contact 5 local professionals per week, either sending them a letter or swinging by their office and asking them if they would be willing to hand these cards out to their patients. In the letter, it explains the stress reduction cards and how they can use them. If you visit with these practitioners in person, let them know that you offer mini stress-reduction acupuncture treatment sessions in order to spread the good word about how acupuncture can help people alleviate stress and anxiety. [See letter and scripts for more details]

Additional tips on Using the Stress Reduction Treatment Cards:

- Hand these cards to prospective patients giving them a strong reason to come in and see you and experience the impact acupuncture can have on stress and anxiety. Or distribute to current patients to give to their friends and family and local professionals to give them to their patients.
- There needs to be a call to action on the card. The call to action is a compelling reason for them to come in. In this case, we are using a stress reduction treatment as the irresistible offer.
- For the card to have its full effect, you need to validate the card right in front of them- whether you are at a health fair or a talk. Say something like, “Hey John, I’ve got only 6 cards available. Is there a certain day or time that works better for an appointment so I can validate this card for you?” If you are at an external event, make sure you have them choose a day/time to come in and then validate the card. When you validate the card people are more committed to coming in.

Validating the card means writing the person’s name on it and putting the appointment date or “Free 20 minute Stress Reduction Treatment” on it. You can also write down what you will be charging (if indeed you do charge for it). If the patient did not decide on a date and time, put a time limit on the card, like 2 weeks or a month. The next thing to do in this case would be to make a note to yourself to call the patient before the expiration date on the card and remind them that they have x number of days left. It is a no-pressure reminder call.

- If you are giving these cards to your current patients for them to pass onto their family, friends, coworkers, be sure to **write that patient’s name on the card**. This way you are able to track the cards better and your patient feels like they are holding a gift in their hand to give to a loved one. The card now has more meaning and value.
- Be sure to **give the patient a call a day before** their appointment. This reduces “no shows” greatly.
- When they arrive, it is important that they **fill out an acupuncture consent form & the mini survey**. This form basically tells people that you are not offering a diagnosis or treating them for any ailments. Review the consent form and the mini survey with them. Their responses on the mini survey form will give you talking points to engage them in a conversation about their experience with acupuncture, their health etc...



The form is titled "Acupuncture Stress Reduction Treatment Survey & Consent Form". It contains several sections: 1. Patient Information (Name, Address, Home Phone, Date, Email, Work Phone). 2. A survey question: "1. Have you ever received acupuncture care?" with YES/NO options. 3. A survey question: "2. Please check any of the following you currently have (or have had) in the past year:" with a list of conditions (Allergies, Arm pain, Back pain, Carpal Tunnel Syndrome, Cold hands and feet, Depression, Digestive problems, Elbow pain, Fatigue, Fibromyalgia, Headaches, Knee pain, Leg pain, Menstrual problems/PMS, Neck pain, Numbness or tingling, Skin problems, TMJ / jaw pain) and checkboxes for YES/NO. 4. A survey question: "3. These problems affect my:" with checkboxes for Home life, Work life, Activities, Patience, Family, Sleep, Energy, and Attitude. 5. A survey question: "4. Would you like to learn more about how acupuncture can help you to get well and stay healthy?" with YES/NO options. 6. A survey question: "5. I want to have a FREE 15 minute consultation within the next 2 weeks" with YES/NO options. 7. A survey question: "6. I want to schedule an initial comprehensive visit within the next 2 weeks" with YES/NO options. 8. An "Informed Consent for an Acupuncture Stress Reduction Treatment" section with a paragraph explaining the procedure and risks, followed by a line for the patient's signature and a line for the date. 9. A "Thanks" section with a line for the patient's signature and a line for the date. 10. A footer with the copyright notice: "© Copyright 2011 Acupuncture Media Works. All rights reserved. 866-696-7577".

g. **The 2 points** that are suggested that bring the best relief and relaxation are:

- **Ear Point Zero**
- **Ear Point Shen Men**

h. **After administering the stress reduction treatment** and they are feeling relaxed and stress-free, now is the time to have a post-treatment conversation to reinforce the amazing benefits of acupuncture. Tie in your earlier conversation about their health and previous experience with acupuncture, etc. offering 2 options to them at this time: 1) either a 15-minute consultation to discuss in more detail how acupuncture can help them or, 2) a comprehensive exam.

i. Based on their preference, **schedule an appointment** time in the immediate future.

j. If they chose not to pick either of the options at this time, **send them a letter three weeks later** inviting them to return for a half off stress reduction treatment if they bring a friend (for both patients).

k. Be sure you send the people who came to see you for the stress reduction treatment away with **3 Stress Reduction Treatment offer cards**. They will then pass out to their family and friends and this can easily multiply the number new patients you can get.

