

20-20-2 Technique Report: Common Mistakes



Six common mistakes acupuncturists
make at Health Screenings

6 Common Mistakes Acupuncturists Make at Acupuncture Health Screenings

Acupuncture Health Screenings are patient magnets when done correctly. There are some mistakes that need to be avoided but sometimes it takes experience to know what these are.

- 1. Asking the prospective patient if they would like to have a free acupuncture health screening.** You never ask a person a simple, yes or no question when you are trying to get them into your booth for an acupuncture health screening. People today are so used to being sold to that they simply say, "No thank you" before you even get done asking your question. You have to ask them a question they have to think about. Such as, "Have you ever had a tongue diagnosis?", or "When was the last time you had a health screening?" That is how you stop them. Never ask them a question they can say "No thank you" to.
- 2. Not tying the patient's symptoms into the screening that you are doing.** You have to know what is going on with that person. I use a questionnaire to gather information from them. You should know that person's name and symptoms before you ever start screening them. The questionnaires are short enough that people don't mind filling them out while still getting you all the information you need to do a killer screening that will get them into your office.
- 3. Having the wrong mindset.** So many people go into their screening thinking they need new patients. The truth is those new patients need you. What you have to offer can literally change their life forever. Don't forget you are there for the people that need you not the people who don't. It is not your fault if some people do not understand how that they need you yet. If you do your screening correctly you will be able to show them that they need you and they will be excited about becoming your patients.
- 4. Not bringing your schedule with you and not making reminder calls.** One of the biggest mistakes you can make is not bringing your schedule book with you, or a schedule substitute that leaves the dates and times you have open for new patients (or mini stress-reduction treatments). Also, if you don't call the prospective patient a day before their appointment, you are increasing your chances of no shows. There is nothing as frustrating as doing all the work at your screening to sign people up and then having them not show up for their appointment.
- 5. Rushing the screening.** You have to keep present time consciousness. Sometimes having a long line of people waiting for you can really get you anxious. The key is to take a deep breath and remember to screen one person at a time. Your goal is to sign that person up and then move on to the next one. If you let the long line of people get you flustered, you will rush your screening and you won't sign anyone up. If the people in line get tired of waiting, let them leave. You owe the person in front of you your entire attention. If you are doing your screenings correctly you shouldn't be spending that much time with each person anyway.
- 6. Not having things of interest at your table.** If your table at the health screening or health fair even looks bland, with a laptop and a few brochures, people will not be attracted to coming to your table. At health screenings, I put up a tongue diagnosis book and show pictures of tongues. I put herbs and cups as well. When people see them, they get curious. They wonder what their tongue would reveal about their health or what cupping is like. This gets people engaged. It takes the interaction away from being a seller to an educator/healer.