



## You Have What Employers Need!

- Injury Prevention
- Employee Wellness
- DOT Examinations
- Substance Testing
- Ergonomic Services
- Diagnosis, Treatment, Referral
- Loss Source Analysis
- Education for Workers & Management
- Pre-placement Physical Screenings
- IME Services



Marketing your services can be simplified; know *what* to do and *how* to do it to impact the companies in your area.

This manual reveals:

- Your value as an outside consultant
- Services to offer employers
- Differentiating from the competition
- Importance of building professional trust
- Market research and analysis
- Marketing DOT services
- Effective methods, tips, techniques
- Conducting needs assessment
- Specifically on-site chiropractic
- What employers need from the occupational health DC
- Maximizing your best marketing resource
- Best Practices/Mistakes to avoid
- Plan your marketing approach
- Worksheets
- Reaching the right person
- That first meeting
- Educating employers
- Positioning as the health/safety expert
- Responding to the “out of the blue” employer phone call
- Grabbing attention
- Think “Solutions”
- Reviewing losses for *root cause*
- And much more (including studies, etc.)
- Many new items added 2016



“Best Seller” from the IACOHC

***There simply is no other comprehensive resource of this type available today to help doctors market chiropractic services for workplace safety, injury prevention, and employee well being.***

## “A Guide to Marketing Chiropractic & Occupational Health”

If you want to market to business and industry in your community, this will prove to be a *highly valuable* resource.

Quickly becoming a best-seller among the (nonprofit) IACOHC’s resources for doctors, the *Guide to Marketing Chiropractic & Occupational Health Services to Employers* is filled with easy to understand information, insights and tips, and all the information you need to know for moving forward in communicating with local employers and with your outreach efforts.

You didn’t learn it in chiropractic college. You’re so busy with patients that the task of marketing effectively can seem puzzling, even overwhelming.

Now you can know *what to do* and *how to do it*, how to utilize your best marketing resources, how to handle meetings, objections and responses, and understand sound, practical methods for getting the attention of the local employer. You will have a *wealth of information* at your fingertips at a very low introductory price.

Whether you have done much or little, or are still thinking about marketing to employers, this guide is for you.

### **A TIMELY TREND – GREAT FOR DCs**

Today, many doctors of chiropractic are pursued by employers calling ‘out of the blue’ for services for the valued human resource. What if you get that unexpected call from the employer down the street? Are you ready? Included in this guide is the guidance you need so that you can very easily prepare today for serving industry tomorrow.

### **BOTTOM LINE MATTERS**

Learn how to make the very most of your marketing dollars and time.

This guide gives you all the information and guidance you need to communicate with local employers so that you can become the company’s chiropractic occupational health consultant.

Tremendous opportunity exists for the great chiropractic profession in service delivery to America’s businesses.

**Order today by calling (507) 455-1025.**

**\$129 (shipping waived)  
IACOHC/Council Members**

**\$129 + \$10 Shipping  
non-Members**

**VISA/MC/Discover or by check.  
(Sales tax as applicable.)**

**Check payable to: IACOHC**