

# Patient Education Prompters

“Table talk,” or patient education during the adjustment and treatment, is an excellent method to gradually change the patient’s view of health from symptomatic relief to corrective and wellness care.

It is an opportunity to “reposition” the patient’s concept of health from symptomatic care to wellness.

But even though most doctors and staff want to educate patients, they often get so caught up with the patient’s immediate care that they overlook this important function.

A practical “work around” or “hack” to this is a question and an image drawn on a whiteboard in an obvious location that both the patient and the doctor can see.

This can be used to prompt a discussion about chiropractic and health care.

The doctor, or team member, can bring up the subject by asking the patient, “Mr. Jones, I have a question for you: Do you know how a safety pin relates to your health?”

Sometimes, the patient may bring it up. “Doc, what do you mean by “safety pin?” “Well Bill, I am glad that you brought that up...”

You can have a white board placed in your adjusting room or in the therapy room. It could be titled “Health Topic of the Day.” A team member can be assigned to write on the white board the topic. Someone in the therapy or rehab department is perfect for this role as they often spend the most time with patients. For example: “Do You Have a Subluxation?” (Draw a submarine!) “What does an iceberg have to do with your health?” (Draw an iceberg.) “ADIO or ADIOS?” (Draw a sombrero!)

The following are sample topics that can help you educate your patients. They are for educational purposes and are not exact scientific definitions. These are safe subjects staff or doctors can bring up to patients during their treatments.

You can think of your own – using metaphors is a proven method to improve learning. Also, keeping it fun and slightly humorous.

Chiropractic posters are very useful, and you should have a few. However, posters become invisible to both the patient and you after a few days. A better method is to make your own simple poster and write it on a white board and change it ever few days. This keeps it fresh and everyone engaged.



## Sample topics for your Patient Education Prompters.

1. **Subluxation** – Bone slightly out of alignment or out of place causing nerve interference.
2. **Vertebral Subluxation Complex** - The entire reaction to surrounding muscles, ligaments, and other tissues when there is a subluxation. Inflammation, pain, wear and tear on tissues and joints, etc.
3. **Spinal Degeneration** – Wearing away of the spine. Increases when spinal bones are out of alignment.
4. **Adjustment** – Exact treatment design to gradually align the spine or gentle move the bone or joint back into place.
5. **“Last to Show First To Go”** - Pain is usually the last to show and when treatment begins, is the first to go. The underlying health problem is usually still present.
6. **Iceberg.** Only 10% shows above waterline. Pain and symptoms are often just the tip of the iceberg, the structural problems are usually more extensive but below what you might be aware of.
7. **ADIO** – Above Down Inside Out. Natural health comes from the brain and goes down through the spinal cord and out. The nervous system controls the health of the body.
8. **Safety Pin** - The safety pin has a head, two sides, and a loop. Imagine that the head of the pin represents the brain; the loop represents an organ or a cell. The brain sends a message down to the organ and then the organ responds back to the brain. This communication is necessary to maintain a healthy body. At times, a trauma, a chemical, or an emotion can disconnect one of the pathways. This creates a situation in which the brain and organ lose proper communication. This can lead to less function of the organ and surrounding tissues, and to dis-ease. With proper treatment, the communication between brain and organ can be restored and bring the body back to a state of ease.
9. **Symptoms** - Any feelings, such as pain and discomfort, which are associated with a disease or non optimum health condition.
10. **Orthodontics** – Getting the spine back in line is similar to getting the teeth back in line. It takes time and repetitive visits.
11. **Rubber band around finger.** You can massage the finger, take aspirin, and put some lotion on it. Nothing will really help until you fix the cause of the problem.
12. **Toothache** - A person can have a cavity long before the pain starts. Similarly, you can have a pinched nerve and not feel it.



13. **Alignment of Your Front Tires** - The tires on your car wear out over time. Similarly, the soft discs that act like shock absorbers and between your back bones wear out as you get older. However, if the discs are out of alignment, they wear out faster, just your car tires wear out if they are out of alignment.
14. **Power that made the body will heal the body.** That power, or nerve energy, can be pinched off if there is a bone out of alignment. Just like a cut will heal itself, the health of the body will return more easily if there is no interference with the nervous system.
15. **Dr. “You.”** - Your body has its own “doctor” if the energy of the nervous system is not pinched off.
16. **Rusty Hinge** - Chiropractic adjustments can help joints by increasing the joint mobility. Joints, or vertebrae, that don’t move, “rust” like a hinge on a gate.
17. **Patient of, Case of – the Week**
18. **Upcoming Promotions** – Mother’s Day coupon, National Posture Month, Spinal Care Class, etc.
19. **An occasional “Dad Joke:”** What do you call a fake noodle?” An impasta. I thought about going on an all-almond diet. But that’s just nuts!
20. **Why We Promote** – Too often we see people as a last resort. If we could have been adjusting them sooner, it is possible that they would not have had to suffer over the years like they have. Since we are not subsidized by pharmaceutical companies or hospital advertising budgets, we have monthly outreach programs for our community and encourage our patients to help.
21. Add some more of your own!