

Positive happy staff help keep Chiropractic offices busy

Question: I recently moved back to New Jersey and have now been to four different Chiropractors around the country. All their offices seem upbeat and positive compared to medical offices I have visited. What makes Chiropractic offices so happy compared to other healing facilities?

Answer: Different healing arts attract different patients. Many medical healing arts contend with death, dying and illness. Chiropractic on the contrary deals with life, living and wellness. It is definitely easier to be upbeat in the second scenario. There must be chemistry between the patients; the doctor's staff, the doctors and the environment that the healing is taking place in. An upbeat staff that smiles and shows genuine concern for their patients makes a great first impression. Communication between all parties involved in a healing facility is essential for success.

In any business, quality service with a smile adds to the level of satisfaction of the consumer. In the health industry it is more than just a service, it is essential to the healing process. I believe that Chiropractors and their natural healing philosophy manifest itself in the way they treat their staff, family and patients. Most Chiropractors I have encountered, myself included, practice what they preach. When a physician of any type has a passion for what they do and truly believe in their work it is self-evident. There are many levels of healing that occur when two people interact, especially a doctor and their patient. There is the intellectual level, the physical level and the spiritual level. If any portion of

the connection is not accepted or conflicted a gap may occur that does not allow healing to occur.

To answer your question, Chiropractors offices seem happier and more upbeat because most of them comprehend the value of satisfying their patients needs on all planes. A content patient that feels their problems were attended to, and not even necessarily corrected, will still be happier and more fulfilled. The feeling that someone or an entire office sincerely cares is contagious and people tend to want to share that with their friends and family. This is why many Chiropractic offices are busy. Happy offices are self-perpetuating.

Quote of the week: *“Some people dream of worthy accomplishments, while others stay awake and do them.”* - Anonymous