

Adjusting attitudes

The Hand Off

Curriculum



The Ultimate Solution

to Killer Retention

From Start to Finish!

by Dr. Clayton Roach

1. Welcome: Introduction and information on Adjusting Attitudes and how it will serve them on their journey to health.
2. Consult/Exam: An explanation on what happens during this visit and the role it plays in their care.
3. Report of Findings: A brief overview of what is discussed during the report and what to expect during the chiropractic journey.
4. Foundational Principles of Chiropractic: An animated discussion on the foundational principles of chiropractic.
5. Anatomy: An illustrated lesson on pertinent anatomy such as spine and nervous system.
6. Subluxation: An explanation and well-animated demonstration of the subluxation complex.
7. Causes of Subluxations: An overview of physical, chemical and emotional stresses and their roles in subluxation and nerve interference.
8. Patient Profile.
9. The Adjustment: Various techniques are explained thoroughly.
10. Fallacies About Chiropractic: This allows patients to remove fears and barriers from their minds so that they can focus on their health and chiropractic.
11. Safety and Efficacy of Chiropractic Care: A key video that touches on recent research, allowing your patients to feel safe and secure with choosing chiropractic.
12. Your Chiropractor's Education: This video builds credibility and re-assures the patient that their chiropractor has the knowledge to help them.
13. Chiropractic History: This video takes people back to the roots of chiropractic, giving them an appreciation for what chiropractic has gone through in order to be what it is today.
14. Chiropractic and Pain Relief: This video discusses the role chiropractic plays in achieving better health and how it is much more than just pain relief.
15. Patient Profile.
16. Feeling versus Function: An engaging video aimed at clarifying the difference between feeling and function and their individual roles.

17. The Genetic Theory: An animated breakdown of the genetic theory and how our lifestyle is more important than our genome.
18. Early Detection Versus Prevention: A detailed and to-the-point discussion about these subjects and how confusing them could lead to health crises.
19. Drugs: In order to shift their paradigm, patients need to know the role that drugs play and how they should not be synonymous with health or wellness care.
20. The Germ Theory: This video educates the patient about the importance of being healthy and having a properly functioning nervous system that allows our body to adapt to its environment.
21. Patient Profile.
22. Health: Clarification is made using stunning visuals as to the definition of health and how chiropractic is congruent with the true definition of health.
23. Born to be Healthy: We were not born to be sick; health is achievable and is our responsibility.
24. Lack of Function: A thought provoking video on the effects of dysfunction and how it is a better indicator of health than how we feel.
25. Our Bodies Know Best: A discussion on following our body's signs and signals and trusting its responses to our environment without intervening with drugs and surgery.
26. Hiking Analogy: A descriptive analogy to explain the effects of stress on our health and our nervous system, causing nerve interference and a decrease in our health potential.
27. Patient Profile.
28. G.A.P. Theory: A crucial video that links stress to our health potential and life expression. This allows patients to realize that they are responsible for their own health rather than being victims of circumstance.
29. Telling Your Story: This video invites patients to join our mission and vision of worldwide chiropractic awareness by telling their stories.
30. The Chiropractic Lifestyle: A beautifully orchestrated video that pre-frames wellness care and allows patients to know and understand what is in it for them.
31. The Autonomic Nervous System: This video doesn't only allow your patient's to think outside the box, it gets rid of the box completely. They will see chiropractic through a different set of eyes.

32. Children and Families: This video points out the importance of taking care of the whole family and why everyone should be checked for subluxations.
33. 6 Pillars of Health 1: A visual presentation on the benefits of hydration, sleep and nutrition that will encourage your patients to take action.
34. 6 Pillars of Health 2: Exercise, stress management and a healthy nervous system complete the package when it comes to wellness. Your patients will feel optimistic, knowing that they control their own destinies.
35. Patient Profile.
36. Health Insurance: This video is crucial if you are to continue to see your patients beyond their health coverage. The information allows the patient to understand the purpose of their insurance and the value of investing in their health.
37. Relapse: One of the most important videos; patients will discover why healing takes time and the true reasons why setbacks happen and what they really mean.
38. Progress Report: Everyone likes to know how they are doing and the value that they are getting in return for their time and money. Patients will learn what to expect and to understand how their body is progressing and why.
39. Patient Profile.
40. Closing Remarks: A short summary of the concepts covered throughout the videos allows patients to put it all together. In their eyes, you will have gone the extra mile in guiding them to abundant health.