



## Christmas in the Clinic - Part 1

December 1 is when you should be well on your way to prepping for Christmas in the clinic. Here is a list of things you should have completed for the 1<sup>st</sup> week of December:

- Small food spread: tangerines, hot apple cider and healthy biscuits/cookies
- Some decorations (you should be adding to your decorations gradually)
- Charity promotion: food bank, snow suit find, angel tree
- Soft Christmas music: remember what I always say - feed all sensory aspects, from the music to the smells of your clinic
- PRCA at the front giving out "Holiday Mailers" (Gift Certificates) during peak hours

**ATTACHED:** Dr Brian Moore was gracious enough to share an insert that he created for the holiday mailers. The reason for this insert is due to the shift in the healthcare paradigm from pain towards wellness. Over the last year, we are finding more and more people are asking for wellness based checkups and the Holiday Mailers tend to focus on potential leads with healthcare problems. My recommendation would be to use Dr Brian Moore's insert as a template when creating your own, and add it into every envelope in order to educate prospects on the wellness aspect of your checkup.

## Christmas in the Clinic - Part 2

These next 2 weeks in your practice should be dedicated Christmas in the clinic. Here is a list of things you should have completed to start this 2 week period (mid December):

Food spread: your food spread should grow to include: clementine's, hot apple cider, banana bread, roasted or chocolate covered almonds, juice boxes for kids, various tea and honey and natural granola cookies

Your office should be fully decorated by this time

Charity Promotion: food bank, snow suit find, angel tree. You should have some sort of meter that reads what your goal is, and where you're at. This increases the urgency amongst patients to help give to your charities of choice





Soft Christmas music: remember what I always say - feed all sensory aspects, from the music to the smells of your clinic; lighting some tea light candles is also sets a great mood.

PRCA at the front giving out "Holiday Mailers" (Gift Certificates) during prime time hours

On the last day before your food and toys get picked up - pile them all up and take a group picture. Send this picture to your local newspaper as a press release. Community awareness is key! (See the attached sample pictures)

## **Christmas Specials in the Clinic**

During the holiday season, people are looking for great deals and gift ideas everywhere. Make it simple for them. Their trip in for their adjustment could turn into a very productive one for them and a profitable December for you. I recommend you list everything in your practice as **15% OFF**. This includes pillows, orthotics, power bands, supplements and anything else that you may sell. Promote this as great stocking stuffer ideas and create posters for your clinic. You can also create gift certificates for your services! [See the attached poster for ideas!]

## **Affiliate Marketing**

You may not be able to be in malls during this busy time, but now is the perfect time to set up contracts with malls for after the holidays. Create an agreement with local malls that might give you a discount if you book screenings on a consistent basis. We're setting up an agreement with a local mall to do screenings twice a month (Fridays and Saturdays). By setting an agreement for monthly screenings, we can reduce our contract price by up to 20%.

