



Health Fairs

One of the greatest practice building tools that I can suggest would be to put together a Health Fair. Health Fairs are mini health oriented trade shows that are put together by your clinic and hosted at a local medium or large sized company. Usually employees come to your location during lunch or a break and go to each health station. (I.E. at your booth, they will be able to get a Complimentary Health Analysis; at the RMT's booth they would get a complimentary 5 minute massage etc.)

For those that have never hosted one, here is a short list of tasks for you to assign to your Public Relations Assistant.

- Create (or update) your list of healthcare affiliates. These are naturopaths, massage therapists, acupuncturists, natural food suppliers, and yoga instructors etc. that are open to working together with your clinic. The purpose of having affiliates is to be able to refer to companies that you TRUST and to be able to work together.
- Research local business that have 50+ employees (whether it's a government agency like Revenue Canada or a software company like Alcatel - just make sure they have 50+ employees); You can get a listing of these companies by joining your board of trade or chamber of commerce. In smaller towns these listings can be found at the local library.
- Contact the company's HR department to find out if they have ever hosted a Health Fair before and ask if you can send them some more information describing that you can offer them.
- Send them an outline of your health fair (include the professional services that you can bring to the health fair, dates and times and PURPOSE of the health fair). This is your sales pitch - include a lot of BENEFITS to the company for hosting this event.
- Set a date and organize the attendance of your affiliates.

Health fairs open the doors to corporate wellness. They work really well because you are COMING TO THEM. You can book as many new patient exams as you want - as long as you execute this properly.

