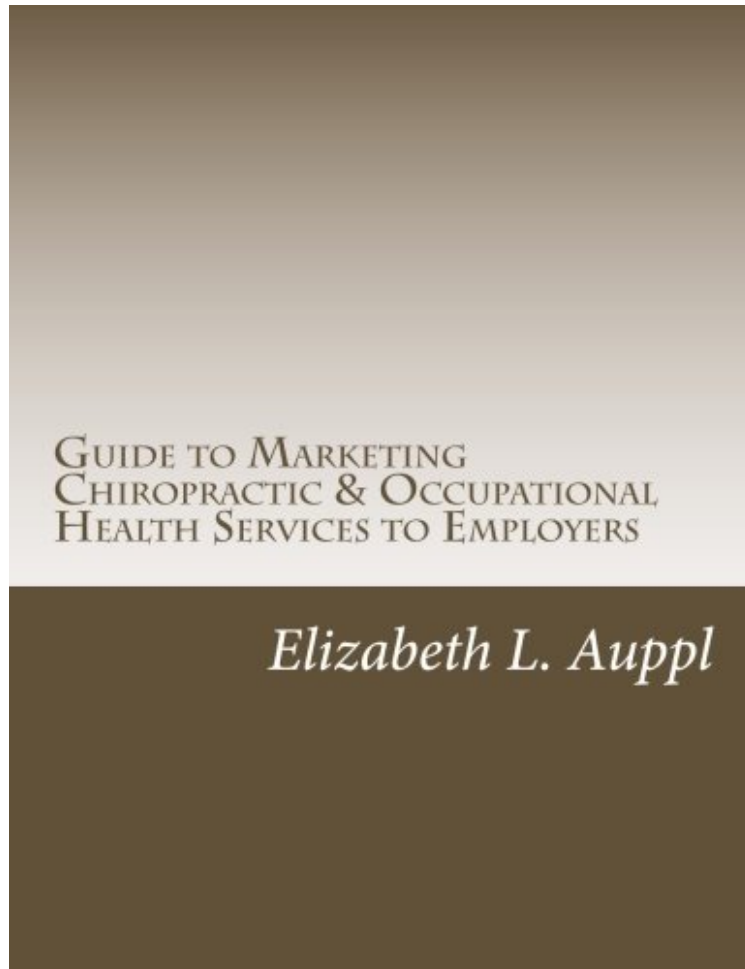


(Read now) Guide to Marketing Chiropractic Occupational Health Services to Employers: Chiropractic Occupational Health

Guide to Marketing Chiropractic Occupational Health Services to Employers: Chiropractic Occupational Health

Elizabeth L Auppl

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Elizabeth L Auppl : Guide to Marketing Chiropractic Occupational Health Services to Employers: Chiropractic Occupational Health before purchasing it in order to gage whether or not it would be worth my time, and all praised Guide to Marketing Chiropractic Occupational Health Services to Employers: Chiropractic Occupational Health:

2 of 3 people found the following review helpful. Guide to Marketing Chiropractic Occupational Health Services to Employers: Chiropractic Occupational HealthBy Joseph J. SweereMs. Auppl provides interested readers a trove of highly practical information and advice from her more than 25 years of working with the profession within this specialty.The book is filled with hundreds of timely, no-nonsense ideas, tips, suggestions and resources that DC's can use in successfully reaching out to employers in their communitiesI especially appreciate Ms. Auppl's inclusion of a

variety of tips regarding "what not to do" as well as those approaches that have shown to be the most effective when marketing professional services to employers and decision makers. Congratulations on an excellent contribution to this specialty field!

You didn't learn it in chiropractic college. And you're so busy with patients that the task of marketing effectively can seem puzzling, even over-whelming. Yet, you know there is more you can do with your chiropractic practice to serve the broader community. Let's face it - when it comes to workplace injury prevention, and wellness or health promotion for the valued human resource, chiropractic is absolutely the best choice for employers. Based on your extensive (4,000 hours +) educational background in anatomy, biomechanics, wellness, and clinical practice, the services you provide are the solutions to the costly problems of work-related injury and employee ill-health (resulting in absenteeism, lost production, and low morale) that employers are burdened with. Now you can know what to do and how to do it, how to utilize your best marketing resources, how to handle meetings, objections and responses, and understand sound, practical methods for getting the attention of the local employer. Learn how to make the very most of your marketing dollars and time. You will surely be able to think outside the box when you peruse the info in this handy and easy to digest guide. This guide gives you all the information and guidance you need for outreach and to communicate with the businesses in your community so that you can be recognized as an expert chiropractic occupational safety and health consultant. In addition, today, many doctors of chiropractic are pursued by employers calling out of the blue for services for the valued human resource. What if you get that unexpected call from the employer down the street? Are you ready? Included in this guide is the practical information you need so that you can very easily prepare today for serving industry tomorrow. Whether you have done little or much in terms of marketing chiropractic clinical and occupational safety and health services to area industry and business, the information in this guide reflects three decades of expert knowledge and experience - now at your finger tips.

About the Author The author, Elizabeth L. Auppl, has worked alongside the chiropractic profession since 1986 in various roles that promote the Doctor of Chiropractic as the expert for providing services to workplaces for the safety and health of a workforce. She is a small business owner; the Executive Director of the International Academy of Chiropractic Occupational Health Consultants (IACOHC), a nonprofit chiropractic organization established in 1983 for advancing the profession in industrial consulting activities; and serves as a postgraduate faculty person for Northwestern Health Sciences University's Chiropractic Occupational Health and Applied Ergonomics (Diplomate) program, and provides educational courses for chiropractic students. Ms. Auppl is a Public Advisor to the American Chiropractic Board of Occupational Health (ACBOH); an Advisor to the American Chiropractic Association Council on Occupational Health (ACACOH); and she provides expert assistance to DCs interested in or involved in the specialty area of occupational safety and health. Ms. Auppl has spoken at many trade conventions and events across the country, and is a published author. Many doctors of chiropractic that are currently working with companies in their community relied on the expertise and assistance provided by Elizabeth. She continues to be involved in all of these activities.