

Health Education Events

Listed below are several avenues that are taken to educate the public on Parker University Chiropractic Clinics and assist the interns on obtaining new patients. On a monthly basis, health education events are sent to the interns by the Community Outreach team to assist them in obtaining new patients.

Monthly Marketing Event Opportunities: Below is a sample email of what is sent out monthly

“Upcoming event opportunities for August. Please make sure to sign up for events that pertain to your clinic - Dallas or Irving - some events will be available to both. Please sign up to participate in ONLY ONE event PER MONTH. Let’s try to give other interns the opportunity to sign up. If there are any events still available after a week from today, then you may sign up for an additional event. Please sign up yourself only.

Before you sign up:

- * Make sure to check your clinic schedule to see if you have any patients currently scheduled at the time of the event.
- * Make arrangements to be at the event for the entire duration and include 30 minutes after for take down and at least 2 hours before the event for setup (some events have early morning set up times for afternoon events, please watch for emails the week of the event regarding timing or email me MeganBrown@parker.edu for questions on specific event times).

After you sign up, you will receive an email from Megan Brown the week of the event containing all event details such as logistics, set up time and marketing check-out and check-in information.

If you signed up and are no longer able to attend, it is your responsibility to find someone to take your place. Please make sure to contact Megan Brown at Meganbrown@parker.edu and Alma Guzman at abguzman@parker.edu with the intern that will be replacing you so that they receive event details.

By signing up for an event you are agreeing to participate. If you no show to an event, you may no longer be able to participate in future event opportunities provided by Parker Clinics.

Please click on the link below to sign up.

<https://www.signupgenius.com/go/10C0D44A5AD2BA6FC1-marketing7>

<https://www.signupgenius.com/go/10C0D44A5AD2BA6FC1-july2>

(You may need to copy and paste the link into a web browser if you are unable to click on it.)

***Please remember that these opportunities provided by Parker Clinics are to *assist* you in new patient recruitment. It is ultimately the *intern’s responsibility* to create new patient recruitment opportunities for him/herself in order to gain new patients.

New Patient Promotions: At the beginning of each month, a “New Patient” promotion is sent to the interns for the upcoming 4-week period. The promotion is created by the Community Outreach Coordinator team and flyers approved by the Parker University Marketing department.

Below is an *example* on details included in the email along with an English and Spanish flyer:

- Start date: Monday, July 26, 2021
- End date: Saturday, August 28, 2021 (New patients must be scheduled and seen by 8/28/21)
- New patient exam includes:
 - Consultation
 - Physical Exam
 - Imaging (2-3 radiographic views or a limited ultrasound study for 1 joint of one chief complaint area, if clinically indicated. Must be performed within 30 days of initial exam)
 - Report of Findings
- Flyer to distribute and advertise this event.
- The \$25 payment must be rendered to the CA at check out.
- This promotion is only valid on new patients.
- *Medicare eligible patients (patients over the age of 65) may not receive this promotion in compliance with Medicare guidelines.
- Failure to comply with promotion procedures could result in loss of exam credit.

- ***Appointment must be scheduled. Walk-ins are not permitted.

Health Dimensions: An organization that provides marketing events in the healthcare field. Annual membership (\$5,500) allows participation for a minimum of 12 events per year.

Social Media/Google Search: Community Outreach Coordinator team searches for health care opportunities in the local area to participate.

Lunch & Learn: Community Outreach Coordinators reach out to local companies, fire/police stations to create relationships while providing lunch during a “Health Talk” or “Back Safety” presentation to promote Parker University and obtain new patients for the Clinics.

General Ad Flyers: Flyers created by the Community Outreach Coordinator for individual interns to market themselves under their Clinic Faculty Doctor in outside events.