**MAGIC OF 28 and WEEKLY OV BEAT SHEET**

**Doctor Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Week of:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Magic # NP per session \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Office Visits: | |  | |  |
|  | Record | Current | New Patient | | Volume Changer Action(s) |
| **Monday AM** |  |  | Y | N |  |
| **Monday PM** |  |  | Y | N |  |
| **Monday Total** |  |  |  | |  |
| **Tuesday AM** |  |  | Y | N |  |
| **Tuesday PM** |  |  | Y | N |  |
| **Tuesday Total** |  |  |  | |  |
| **Wednesday AM** |  |  | Y | N |  |
| **Wednesday PM** |  |  | Y | N |  |
| **Wednesday Total** |  |  |  | |  |
| **Thursday AM** |  |  | Y | N |  |
| **Thursday PM** |  |  | Y | N |  |
| **Thursday Total** |  |  |  | |  |
| **Weekly Total** |  |  |  | |  |

**DRs: Pick 2 Volume Changer Actions per session if you did not care for a New Patient -or- if you did not BEAT the OV total for that session. You MUST rotate and not repeat actions.**

1. Gratitude
2. Referral
3. Spinal workshop Additions
4. Reactivations Process
5. Reactivation Phone call
6. Setting up outside event for free, telling the patients
7. Setting up outside event for free, placing the call
8. Community connections
9. 3 Daily Promises for Excellence
10. Challenge 10% of patients to more
11. Video/Audio yourself doing 1 step of the script
12. Call anther TLC DC and share what’s GOOD in your practice today
13. Listen to TLC audio on the website
14. Your AM Daily 1 rituals
15. Register for TLC Seminar
16. Go to Live Doctors Training
17. Re-Read your AR letter
18. Work on TLC Foundational Discipline

**CAs: Pick 1 Volume Changer Action per session if you did not care for a New Patient -or- if you did not BEAT the OV total for that session. You MUST rotate and not repeat actions.**

1. Spinal Workshop additions
2. Ask for Referral – make it personal
3. Reactivation Process – find names for Dr. to call
4. Send Thank You Notes – patients, community, coffee shop, other Dr., etc.
5. Spontaneous Calls/Notes to Existing Patients
6. Set up Outside Talk – begin the conversation: “What would your company like to learn about? What would benefit your co-workers?” etc.
7. Social media engagement
8. Study weekly education article, share w/ patients
9. Listen to TLC audio on website
10. 3 Daily Promises for Excellence
11. Community Connections: “Do you believe this is a health-conscious community? Is there a local health care provider you would brag about?”
12. Practice Scripting
13. Day 1/2 Videos – watch 2-3 minutes to better understand the “Why”
14. Build up the Dr./team
15. Offer to lift something from a team member