

Patient Retention OS™

Your Practice Retention Roadmap

The Agenda

- 📌 The mechanics of building a **successful** Practice 🛠️
- 📌 Figure out what your practice **Black Hole** is and how to identify it 🕳️
- 📌 **Systems** to fix your retention problems 🎉
- 📌 **Tools** to help you with Retention 📊
- 📌 Produce better, more **consistent** clients results 🧑⚕️

The 3 Rules For A Successful Workshop

👉 Be present

👉 Get involved

👉 Get uncomfortable

My **Goal** For You For Tonight 🏆

📌 I want to at least **100 x Your ROI** ...



Uncomfortable Question ...

Drop in the chat:

👉 what % of your new patients are still under care at visit 12?

The Bottlenecks

- 1) Lack of **understanding** on a subject matter
- 2) Lack of **clarity** (once you know the subject matter)
- 3) Lack of **action** (once you get the clarity)

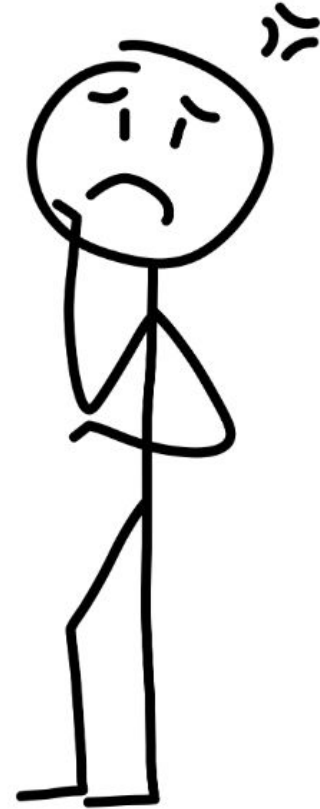
The Fixes

- 1) **Defining** what you do
- 2) Fix the **right problem**
- 3) Build and implement:
systems, processes, & procedures to shift patient's narrative

If one of the above are missing ...

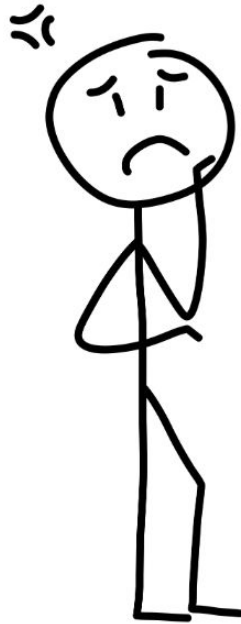
👉 More £££ on marketing to get more NPs ... for them to leave you after a few visits ...

CLARITY

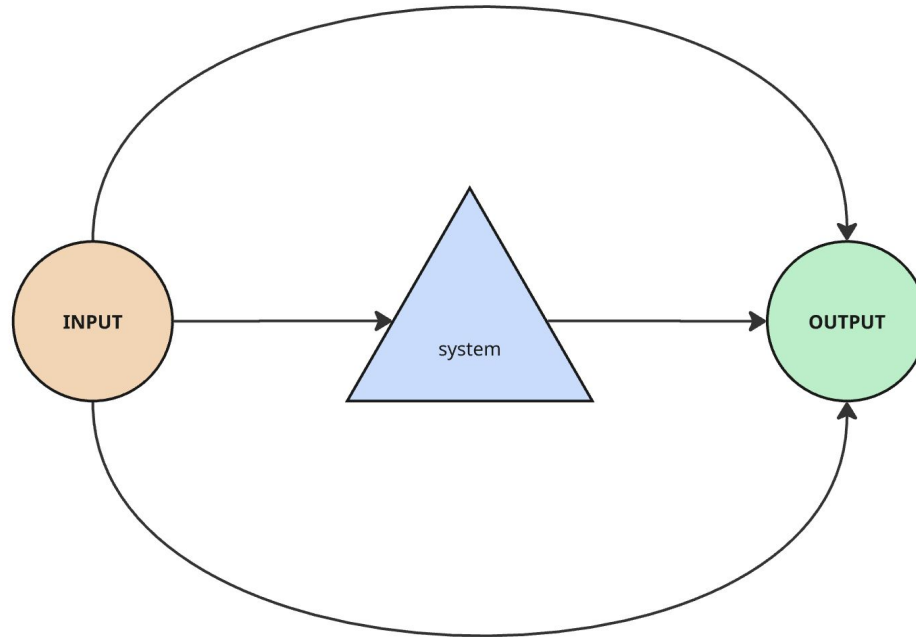


What do **Chiropractors** do?

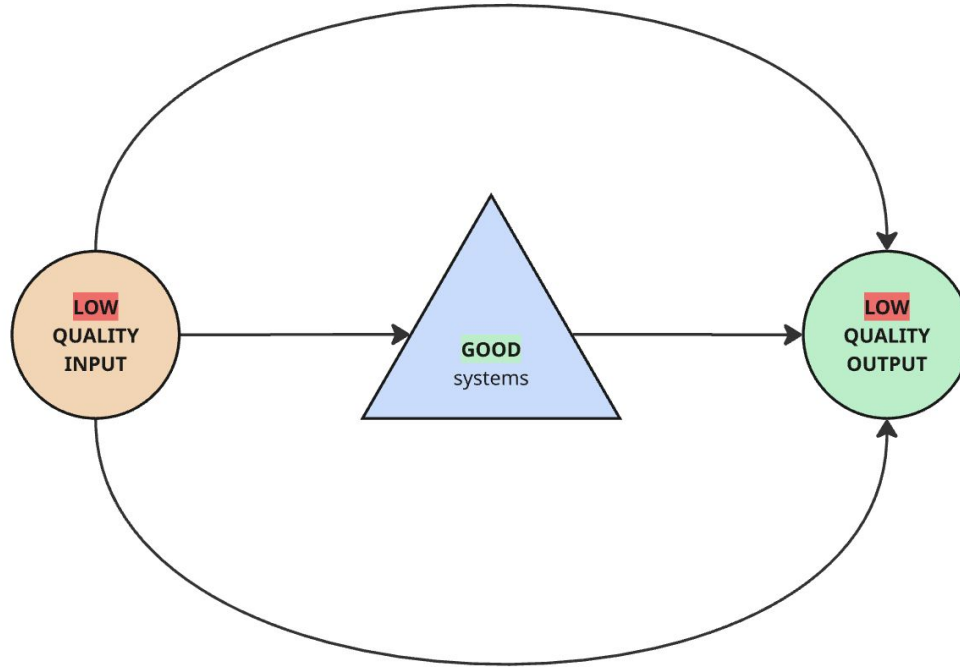
In one sentence ...



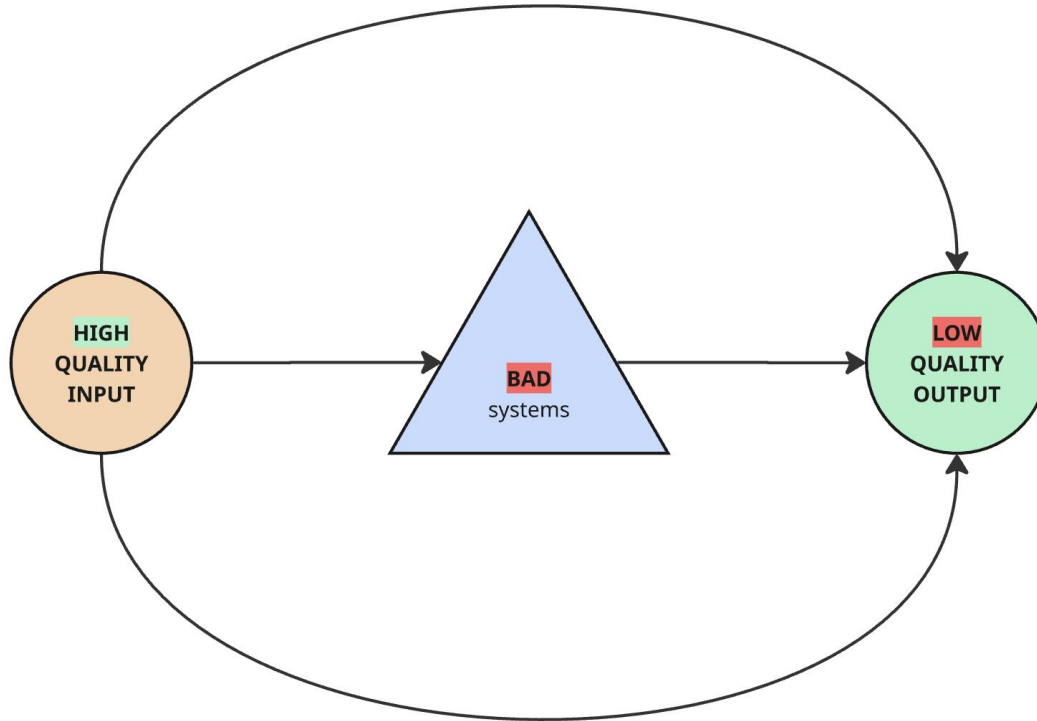
The science of **CONSISTENT** growth ...



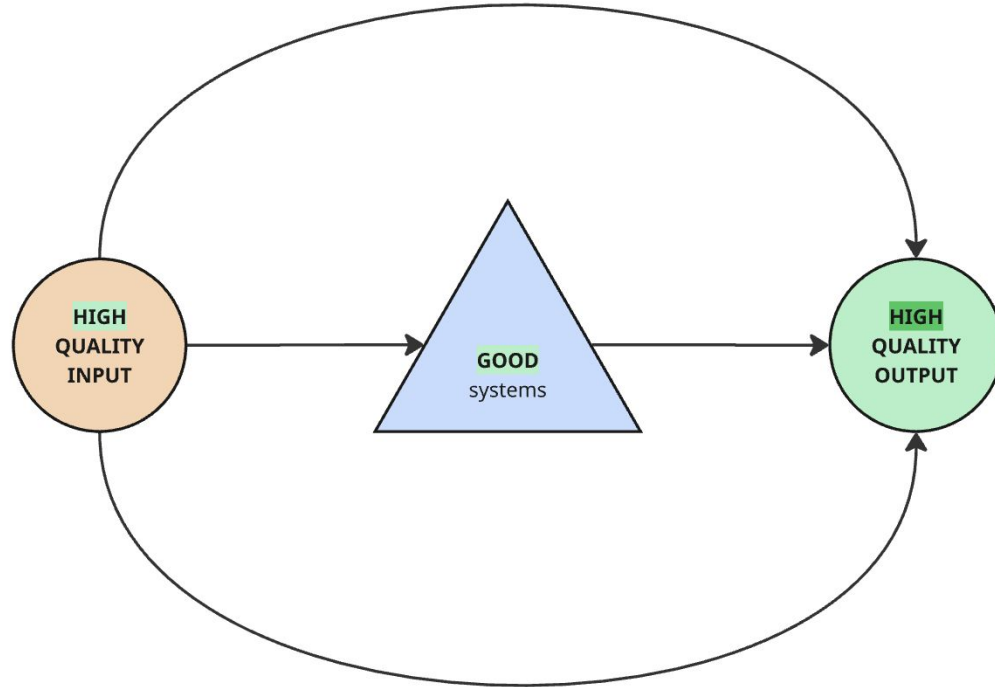
INPUTS **VS** SYSTEMS ?



INPUTS **VS** SYSTEMS ?



Being 'ok' **isn't** ok anymore ...



Let's **Diagnose** Your Retention Problem

1. Do you know what personal **'success'** looks like in your career?
2. Do you know your current **baseline**?

The 3 Baseline 'Metrics'

1. We Change People's Lives ... One Person At a Time

2. pKPIs

3. cKPIs

The **Ambiguity** Effect

Patients rather go with the worse option that **they understand** than choose a better option that makes **no sense** to them.

👉 **The Fix:** help your patients (and team) know **EXACTLY** what's happening next.

The **Ambiguity** Effect

- 👉 What they get
- 👉 How it works
- 👉 And what change is going to happen in their life.

... what does the path **forward** look like ...

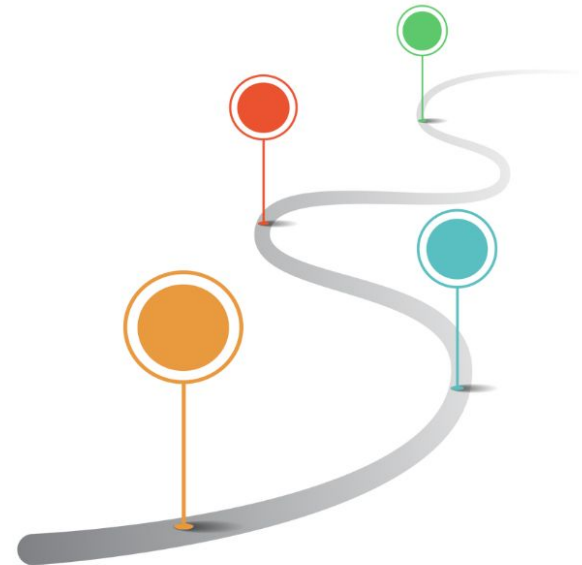
One Action → **One Outcome**



Every Patient Has A Journey ...

Be **EXTREMELY intentional** when you design the journey for YOUR patients ...


 [Our Patient Journey](#)




START - The **Big Four** Questions

 **What's wrong** with me?

 **Can you help** me?

 **How long** is it going to take?

 **How much** is it going to cost me?

STOP - The **Big Four** Reasons Patients Drop Off

 “I feel **better**”

 “I feel **worse**”

 “I feel **the same**”

 “I don’t have the **time and/or money**”



Education Problem



Value Problem

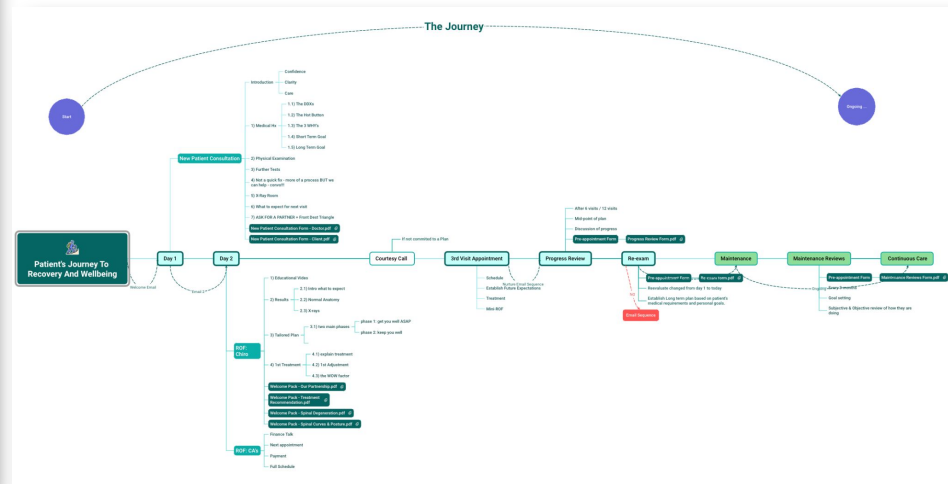
Your First Step ...

Design the **entire experience** for patients who come to your practice

The screenshot shows the PracticePeak Mastermind dashboard. At the top, there is a search bar and notification icons. Below are six program cards, each with an icon, title, description, and a progress bar:

- Success Roadmap (START HERE)**: 100% progress. Description: Learn how to navigate the program, set clear expectations, and maximise your success...
- PracticePeak Ascension System™**: 100% progress. Description: Five belts. Clear milestones. And a roadmap to personal and business mastery.
- New Patient Acquisition Playbook**: 97% progress. Description: Learn how to generate New Patients consistently, predictably, and effectively...
- Metrics Mastery Playbook**: 89% progress. Description: This program is a game-changer. Every practice (single doc or multi-team) needs to...
- The Perfect Patient Journey Playb...**: 100% progress. Description: This program gives you and your team a clear, step-by-step system to create a...
- Table Talk Mastery™**: 100% progress. Description: The Ultimate Communication System from Day 0 to Maintenance Care. This program w...

A pink arrow points from the search bar to the 'Success Roadmap' card, and a pink box highlights the 'The Perfect Patient Journey Playb...' card.



Question ...

On average - after how **many visits** do patients disappear?



The Black Hole of Patient Care

Every clinic has a *statistical drop-off point*.

Not because:

1. patients are “lazy”
2. they don't value their health
3. they're price-sensitive

But because **your system and team stop pulling them forward.**



Useful **Metrics** To Help With Drop Offs

👉 Patient **Visit** Average (PVA)

👉 Care Plan **Commitment Rate** (%)

👉 Care Plan **Completion Rate** (%)

👉 **Maintenance / Preventative Care** Commitment Rate (%)

👉 **Ongoing Care** Progress Reviews Completion(%)



PVA Benchmarks

Rough guide for UK clinics (minimum 12 month period):

< 6 PVA

👉 You're running an "acute pain clinic", not a care journey.

6 - 12 PVA

👉 Some education, weak commitment, leaky early journey.

12 - 24 PVA

👉 Decent, but still losing people early.

24 - 36+ PVA

👉 Now you're transforming people's lives



In case you **missed it ...**

Action Point 1: Design Your Perfect Patient Journey



Bonus 1



The Perfect Patient
Journey Builder™

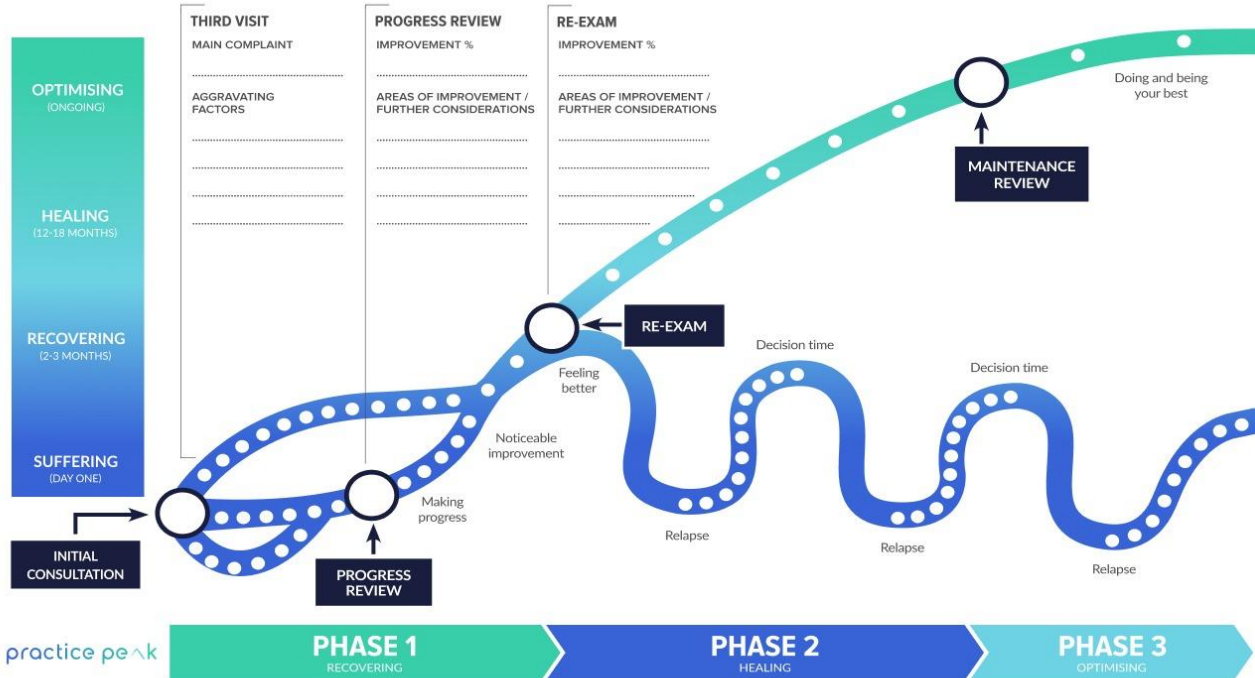
Action Point 2: Apply The Journey In Your Practice

👉 So simple ...
you won't believe me ...

The Retention Roadmap

PATIENT NAME:

FILE NO.



practice peak

Bonus no. 2

The User Manual For Your Patient Retention Roadmap

practice peak

The Patient Retention Roadmap™ Training

The Retention Roadmap

REVIEW NAME: _____
FILE NO: _____

PHASE 1
INITIATION

PHASE 2
RECOVERY

PHASE 3
MAINTENANCE

- **The New Patient Consult:** ☑ Day 1 New Patient Consultation
- **The ROF Framework:** ☑ Day 2: ROF Framework
- **The ROF Rocket:** ☑ The ROF Rocket For Clinicians 🚀
- **Day 3 Special Visit:** ☑ Day 3 - Special Third Visit SOP
- **The Progress Review:** ☑ Progress Review Journey To Recovery SOP
- **The Re-Exam:** ☑ Re-Exam Journey To Recovery
- **Maintenance Reviews:** ☑ Maintenance Reviews SOP ✂

Action Point 3: Systemise the journey

The Patient Orbit™ System



The 3 Pillars of the Patient Orbit™ System



I) Build Multiple Touch Points Outside the Clinic

- ✓ Email sequence throughout the Patient Journey.
- ✓ Push notifications via app (if you have one).
- ✓ Social media **engagement** that **educates** and **entertains**. (IG, FB, YT)

II) Segment Your Orbit

- ✓ **Active patients** - weekly engagement.
- ✓ **On a break** (active with no future appt) - monthly nurturing and updates.
- ✓ **Former patients (deactivated)** - reactivation offers, success stories, seasonal tips.
- ✓ **Referrers** - loyalty appreciation schemes.

III) Automate the Orbit

- ✓ Reactivation email sequences after X days of no visit (*annual event ?*)
- ✓ Birthday messages, seasonal health check nudges.
- ✓ Google Reviews auto nudges.

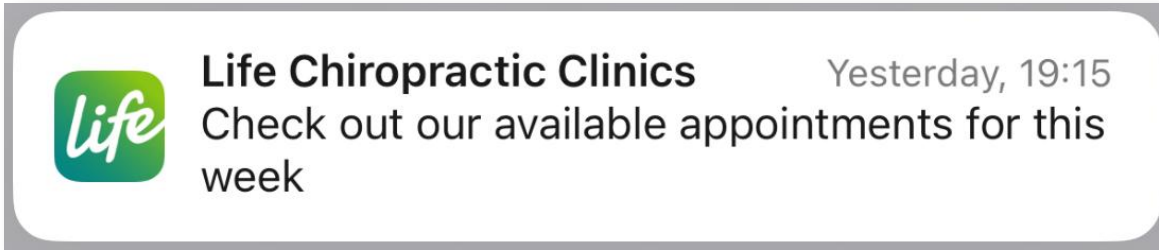
The PracticePeak Patient Orbit™ System

Email pathways throughout the Patient Journey.



The PracticePeak Patient Orbit™ System

Push notifications via app (if you have one).



The PracticePeak Patient Orbit™ System

Automate Important Tasks



The PracticePeak Patient Orbit™ System

Do you communicate with your patients
when they are NOT in your office ???



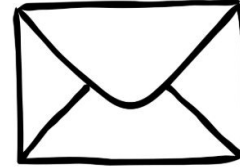
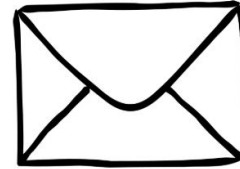
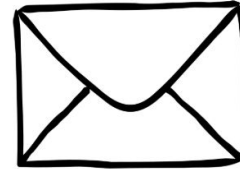
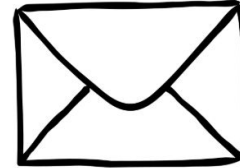
Patient Communication Pathways

👉 Welcome Pathway

👉 Nurturing Pathway

👉 Cancellation Pathway

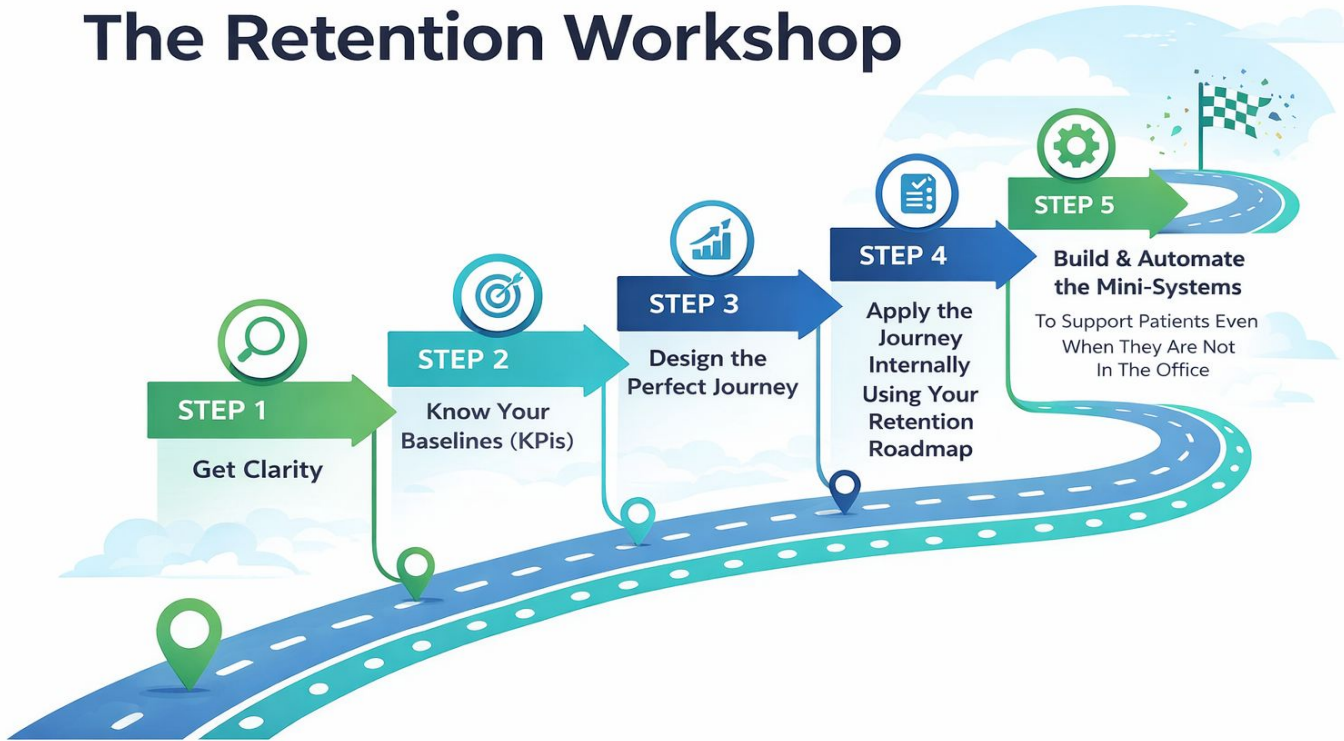
👉 Re-activation Pathway



Bonus no. 3



The Retention Workshop



Retention Tools

- 👉 The '**Pulse**' Of Your Practice (key metrics)
- 👉 The AI **Journey Builder**™
- 👉 The Retention **Roadmap**™
- 👉 The **Patient Retention Roadmap**™ Manual
- 👉 The **Table Talk** Manual™
- 👉 The **Writely**™ Tool
- 👉 The **Retention Coach**™

Bonus no. 4



Are we going to **100x your ROI** ?!

3 Clinics Looking To Implement ...

A screenshot of a calendar event interface. The event is titled "PracticePeak™ Strategy Call" and is 1 hour long. The event is scheduled for February 2026. The calendar shows dates from 1 to 28, with the 19th, 20th, 23rd, and 24th highlighted in blue. The PracticePeak logo is visible at the top of the event details. A "powered by Calendly" badge is in the top right corner of the calendar view.

practice peak

PracticePeak™

PracticePeak™ Strategy Call

🕒 1 hr

📄 Web conferencing details provided upon confirmation.

Select a Date & Time

< February 2026 >

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

powered by Calendly

Thank You !