



Charles Roost, D.C.
Lansing, MI

The Big Questions

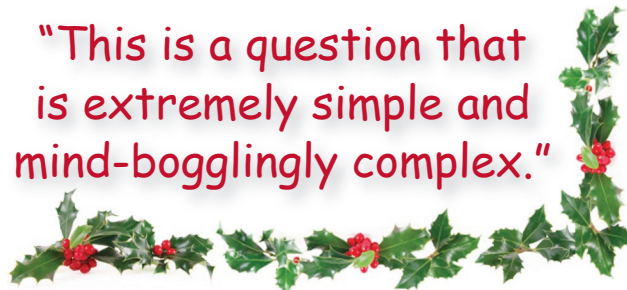
*First in a Series on
Practice Management*

As we chiropractors forge our way through our professional lives, we each face one big question. ‘How do we balance our professional calling against the call to eternally and significantly impact our circle of influence (our family, patients, etc.)?’ ‘How do we maximize our income-generating potential while maintaining our focus on meeting needs and pointing people toward God?’ ‘How do we walk the line between success and significance?’ Okay, those were three big questions, yet the answer is one. At least, I think it’s one at this point in writing these thoughts down. I reserve the right to change that to two or three answers.

Let’s look at the first question. Balancing our profession with our eternal calling requires regular, repetitive, consistent reminders of why we are doing what we are doing. We are blessed in our profession to have a willing audience of people who seek us out for advice. It is a small step from assisting them with their physical goals (*a task we are imminently suited for in chiropractic*) to encouraging them to seek God in their journey through life. Certainly we, of all people, can understand how the spiritual impacts the physical and can offer direction and advice in both arenas. In other words, work on your own statement of purpose, and then work on making all you do support that purpose. Granted, it takes discernment to know how much to say and when. However, God has given us His Holy Spirit to direct us with that. What a great platform from which to really help people find wholeness, health, and to meet their full potential.

Next, I will jump to the third question. Walking the line between success and significance is much the same. We are each given a finite number of hours in our lives. My calculations peg that number at approximately 657,432. That’s the number of hours in a 75-year life span. You and I get to choose how we spend them. No refunds. No returns. No exchanges. Every year we spend 8,760 of them and every day, 24 of them. Once spent, they are gone forever. I suggest we choose wisely, for how we spend our hours are the only things we really have control over. So think through your daily schedule. How are you spending your

“This is a question that is extremely simple and mind-bogglingly complex.”



irreplaceable hours? Are you swapping them for entertainment, money, and self? Or are you investing them in loving people and knowing God better?

And now for the second question, which involves the issue of maximizing the overall potential of our professional lives, particularly in terms of building a healthy, thriving, productive practice. (I know this will make three answers, rather than one, but hey - who’s counting when it comes to such an important topic?) How do we build a healthy practice in an integral, productive fashion? This is a question that is extremely simple and mind-bogglingly complex. Simple, in that there are only four factors that impact it. Complex, in that implementing those four fundamental factors that cause practice growth, in light of our unique talents and skills and personalities, will demand all of our discern-

Concluded on page 10,

Big Questions concluded,

ment and all of our ability to tap into the leading of the Holy Spirit.

The four factors:

- New business - attracting new patients
- Repeat business - retaining existing patients for reasons that are in their best interest
- Increased back door business - offering additional services that our patients want and need
- Internal controls - limiting expenses without sacrificing quality, and training of ourselves and our staff

It really is that simple. In fact, it sounds too simple, summarized into four easy pieces of business growth. Yet each of these factors is a topic that requires focus and skill to master. I'm no practice management guru, but I would like to take the next few articles to develop each of these imperative factors a little bit.

For now, let's remember:

- Seek first the kingdom of God, and all the rest will take care of itself
- Remember that we are stewards of our hours and minutes
- Discipline yourself to take time to master each of the four factors of a healthy business

Dr. Charles Roost has been a member of the CCA since 1989 and currently serves on the board of directors as chairman of the Missions Committee. He resides in Lansing, MI, with his wife Judith and family.
