

OPTIMAL HEALTH UNIVERSITY™

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Empower Your Health. Empower Your Life.

Power Questions for June 2018

Use Power Questions to spark interest in *Optimal Health University™*. Once a patient is interested, ask him or her to take copies of *Optimal Health University™* to friends, family and co-workers. Assure patients that by sharing *OHU™* with others, they can make a profound difference in their friends' lives — and help create a healthier world!

OHU™ Summertime is back-pain season. This month, hold a summertime patient appreciation day, topped off with a workshop on how to prevent back-related injuries this summer. Encourage patients to share with friends and family three ways chiropractic improved their life. Use this month's hand-out, *Summertime Tips for Back Pain Prevention*, to publicize this promotion.

HAPPY
FATHER'S
DAY!

Have you ordered your FREE OHU PowerPoint® Presentations and Implementation Manual yet?

The OHU handouts are a key component of the OHU theme-a-week patient education system. This system is proven to boost new patient volume and retention by inspiring patients to refer others.

To get the most out of your OHU subscription, we offer a variety of free tools aimed at allowing your office to succeed through theme-a-week marketing. These tools include PowerPoint® presentations on one highlighted topic each month, documentation forms and a winning implementation manual.

If you have not yet taken advantage of any of these success-building tools, please e-mail info@preventicare.com or call 1-831-313-0335 today!

Week One

June 3 - 9

OHU™: *Why Pregnant Women Need Chiropractic Care*

Power Questions:

- ✓ Do you know anybody who is expecting a child?
- ✓ Did you know that pregnant women need chiropractic care?

Week Two

June 10 - 16

OHU™: *Steroid Injections Worsen Joint Pain*

Power Questions:

- ✓ Name two people you know who suffer from back pain.
- ✓ Did you know that steroid injections for back pain, while popular, often do more harm than good? Who do you know who would be interested in this research?
- ✓ Do you have any friends or loved ones who have had joint injections for pain relief?

Week Three

June 17 - 23

OHU™: *Berries Are Brain Food*

Power Questions:

- ✓ Name two of your friends who are interested in nutrition.
- ✓ Have you eaten any berries this week?
- ✓ Trivia Question: *Name three conditions that eating berries may prevent.*
(See handout for several possible answers.)

Week Four

June 24 - 30

OHU™: *Summertime Tips for Back Pain Prevention*

Highlighted OHU Topic of the Month. (See PowerTip of the Month suggestion.) Request your free PowerPoint® presentation on this topic by e-mailing info@preventicare.com.

Power Questions:

- ✓ *Trivia question:* Name three ways chiropractic has improved your life.
- ✓ Name two friends of yours who play golf
- ✓ This week we are encouraging patients to share with friends and family ways to prevent summertime back injuries. Will you help us educate your friends and family this week?