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Basic Outline for setting up Lunch & Learn Health Talks

1. Design a health talk to introduce yourself to the community. Ideally you should keep your presentation under 10 minutes. I have found that a somewhat abbreviated version of the [CBP PowerPoint works fantastic.](#)
 2. The only equipment/forms you need to bring to the talks are a laptop, a projector, a prospective new patient sign in sheet and of course food.
 3. Talk to local restaurants that supply box lunches for large meetings. Try to keep the cost under \$8 per lunch. Find a place that will deliver the food to your office.
 4. Set up the health talk by doing the following:
 - a) Go to the nearest business (hair salon, mortgage lender, dentist office, dent station, it does not matter) walk up to the secretary and say the following: "Hello my name is Dr. Smith I have recently opened a chiropractic clinic very close to your office, I am introducing myself to everyone that works in the community by catering lunch for them. Could I please talk to someone about bringing lunch in for the entire staff"?
 - b) If the person in charge gives the o.k. than set up a date and tell them that you will be going over some stress reducing exercises/posture related exercises/ways to decrease headaches, basically whatever your health talk is on. It is not necessary to explain that you will be bringing in a PowerPoint and doing a 10 minute health talk, keep it simple.
- Important Tip:*** When setting up health talks at area businesses, try to set up the talk for four or five people at a time. I do this on Friday mornings. Everyone is in a good mood which makes it easy to talk to them. I try to set things up for one entire week. It usually takes 30 minutes to one hour to set up five talks.
5. Two days prior to the health talk fax a copy of the menu choices available from the restaurant you have chosen. Make sure that there are options for the people to choose from. This makes the people in the company that you are speaking at make

a commitment to be at the health talk.

6. Have them fax the food order back to your office.

7. Fax the food order form to the restaurant with delivery date instructions to your office.

8. On the day of the talk; be prepared and ON TIME. Take the equipment necessary to do the health talk, the food, and a sign up sheet to the office/business where you are speaking. Be charming, friendly and enthusiastic while meeting with the people.

Important Tip: make sure all equipment is in proper working order ahead of time. You only have one chance to make a first impression.

Your Closing Statements

9. Keep it simple and to the point. After you have performed what was a well-practiced/rehearsed health talk in an engaging manner, end it with "if anyone is suffering from any of the ailments that I have mentioned today we offer a free evaluation and x-rays".

Further explain: "This is a special promotion we are doing for everyone that works in the area."

"If you would like to have an evaluation performed so that you can see what your spine looks like, please put your name and number on the form and we will get an appointment set as soon as possible."

10. Take the list back and immediately have your assistant start setting up appointments.