



BackTalk Newsletter

May 2024



May is the Month of Expectation, the Month of Wishes,
the Month of Hope! - Emily Bronte



Utah's Best Chiropractic Seminar
Saturday, October 26th, 2024
8 CE Hours

More details and information coming soon
as it gets closer to the event!



"Personal Injury Business101"

Friday, May 10, 2024 from 9:00 AM to 2:00 PM
South Jordan Chiropractic / Dr. Jay Shetlin
(10464 S Redwood Rd. South Jordan, UT 84095)

**The Best from Larson Law
Bryan, Adam & Tracy are speaking at the event!**

For more information:
<https://www.whiplashgroup.org/personal-injury-seminars/>

Seating is limited to 25

Contact 385-257-1700 to register!

Personal Injury Terminology: Settlement

An agreement between a plaintiff and defendant to resolve a case. A settlement can occur when each party agrees on a specific amount of compensation for the plaintiff.

4TH ANNUAL CHARITY GOLF TOURNAMENT



We are looking for a Title Sponsor

If you are interested to be our title sponsor,
please send an email to info@chiroheroes.org

Talon's Cove, Saratoga Springs

2220 S Talons Cove Dr,
Saratoga Springs, UT 84045

June 12, 2024

Registration begins at 7AM

Breakfast: 7AM-8AM

Shotgun starts at 8AM

Lunch & Raffle to follow

 <https://www.chiroheroes.org>



BREAK THE CHAINS

Come Join ChiroHeroes In Our Fight Against Human Trafficking, Sex Slavery, and Slavery.
100% of Proceeds Go Directly to Support Those Impacted by Human Trafficking.

SENSUS DIAGNOSTICS



Affordable Diagnosis and Treatment

Concussion testing which won't break the bank. At Sensus Diagnostics, they use board-certified neurologists to diagnose the injured party. Once an accurate diagnosis is obtained, a treatment plan is put in place, and the client begins the road to recovery with excellent SOAP notes and reports.

Clients can come to the clinic for testing along the Wasatch front or their techs can schedule testing in your client's area.

We at Larson Law highly recommend Sensus Diagnostics for affordable diagnosis and treatment of concussion symptoms!

Book Patients: 385-457-8098

Call/Text: 801-758-5019

Fax: 801-630-8746

concussionclinics@gmail.com

Some DC's say: "I don't see very many PI cases"

By: Bryan A. Larson

Yes, we talk to a lot of DC's throughout Utah. A common thread that we hear among most is that they say that they don't see many PI cases. Why is that? Is it merely a matter of perception? In most practices, PI cases will never be the entire volume of patient case load. However, it can be the most profitable aspect of your patient case load. If you aren't getting what you believe to be enough PI cases, is it because your advertising does not focus on that at all? One of the most effective ways of advertising present is through social networking. Larson Law has aggressively jumped into the social networking platforms.

See what we are doing at:

- Website - www.larsonlawutah.com
- Facebook page - <https://www.facebook.com/LarsonLawUtah>
- Instagram - <https://www.instagram.com/larsonlawutah/>
- TikTok - <https://www.tiktok.com/@larson.law.utah>

We invite you to peruse the videos we have created and the advertisements we have been utilizing. Social networking works!

Don't assume your current patients know about your work in personal injury and/or the benefits of chiropractic in personal injury. The greatest source of new cases, may be from your existing patients and their friends and family. Make them your best source of advertisement. The public understanding of health care is at a low

level. Unfortunately, when an automobile crash occurs and when a person goes to the emergency room they may be told by the doctor's there that their aches and pains, sprains and strains will simply "go away". Or, they may be prematurely directed to physical therapy or some other type of clinic. If any referral or directions is given by the ER it is most likely to be self-serving, such as another department within the same hospital. This battle may be difficult to win. It is certainly going to have to involve more than simply taking an emergency room doctor to lunch and helping him understand the benefits of chiropractic. This isn't necessarily a bad idea but it is probably not cost or time efficient. The same thing is true with general practitioners or GPs. Nevertheless, we encourage you to develop relationships with other types of healthcare providers because they can be a source of patients for care that they do not practice in.

If you build it, they will come. If you want to have a thriving personal injury practice begin first by developing the competency that you need to attract such patients. Your greatest tool for conversion of a patient to the idea of chiropractic may be during your report of findings. Do not overlook or under sell the importance of your report of findings to the patient. Be competent, be clinical, be technical, and help the patient understand the seriousness of the nature of the injuries that they have. Patients can be overwhelmed after a MVC. They need to see your office as a life raft amid the storm.

Be sensitive to common motor vehicle collision injuries that often chiropractors do not focus on. Be aware of mTBI (concussion), PTSD, "dashboard knees", "seatbelt shoulder", and other kinds of injuries that the patient may not be immediately focusing on because their neck and low back hurt more.

With the patient, focus on the objective findings and the improvement of those findings shown through re-examinations. This will demonstrate to the patient (as

well as adjusters, lawyers, arbiters, juries, ect) that chiropractic works and is demonstrated by objective improvement in the patients exam and re-exams. This is a powerful tool to sell chiropractic to the entire legal system. Know how to bill properly. For example, an existing patient does not receive a “new patient” exam even if that code pays more. Re-exams are paid for in the personal injury cases, even if not in health insurance.

Learn to do the little things like avoiding problem phrases like, “tenderness to palpation” (Strike the word “tenderness” from your vocabulary). Use “painful to touch” as this is what most spasms are. Or, “Inflamed to touch”. Likewise most temperature changes apparent during muscle spasms are something obvious and objective. Avoid the uses of the phrase “MMI”. If the patient has stopped making progress through chiropractic, explain instead that the patient has plateaued but will need to continue care to maintain their level of improvement through periodic chiropractic adjustments, ect. Or, in the alternative, state that “although the patient has plateaued through chiropractic care I recommend “Blank” care to take the patient to another level of improvement”. If you use the phrase “MMI” unadorned with further explanation, you can bet that the adjuster reviewing the file will want to cut off payment for any future care after that date.

Actively encourage your patients to tell their family and friends about your practice. Actively encourage your patients to obtain competent legal counsel as soon as you realize that they were involved in a motor vehicle collision that was not their fault.

Do not wait! The sooner that you refer the patient to legal counsel the sooner money beyond PIP can be flowing into your office for the care you have given the patient. If you delay and/or the patient delays your account receivables will suffer because of it. If you wait, the patient or their selected attorney may screw things up!

Even though our particular office is in South Jordan, we routinely sign up patients via Zoom meetings throughout the State. In some incidences we will make efforts to go to the home of the patient or office of the physician to sign the patient up to represent them. However, usually this is not necessary. Representation by competent legal counsel is painless and free. If you have a patient that has questions or is concerned or uncertain about legal counsel or afraid of lawyers, give us a chance to at least talk to them and we usually can ease fears and concerns. If the patient thinks that they want to handle it themselves or represent themselves, you need to put them on a cash payment basis as soon as their PIP has exhausted. If you don't your balance is at high risk for non-payment. Most patients do not know what they are doing. Unfortunately, this will discourage some patients from coming in to get treated but it also ensures that at least you will be paid for the care and treatment that you are giving them. Never accept any deal that requires you to pay for a patient referral! Or, sends you a patient with any kind of money or promise attached.

Finally, let us help you build your practice. We can train your staff on the in's & outs of the billing process, dealing with adjusters and overcoming the hurdles that occur in practice management.

LARSON LAW WEBSITE IS



Click button below to check it out!

[LARSON LAW WEBSITE](#)

Rayus Radiology Forum



**JOHN R.
EDWARDS, MD**

Summit Brain & Spine

TUESDAY JUNE 18TH @ 5:30 PM

**10701 S. Riverfront Pkwy.
South Jordan, UT 84095
(Rec Room, bottom floor)**

Join RAYUS Radiology Utah for an engaging discussion on "**Neurosurgery Case Series – Why Imaging is Important.**" Connect with fellow professionals and enjoy a delicious dinner courtesy of RAYUS!

*** The views and opinions expressed at The Forum are those of the presenter and do not necessarily reflect the official views of RAYUS Radiology. ***

RSVP NOW!

brady.torgerson@rayusradiology.com



Larson Law Pamphlets & Business Cards

Please let us know if you are in need of Larson Law pamphlets and business cards.

We can mail them out to you or feel free to stop by to pick them up.

Let us help you with your Personal Injury case flow!

We appreciate all referrals!

Did you know Larson Law has Facebook Pages, Instagram, TikTok and more!

Click icon links below to follow our pages!

We'd love for you to join and like our pages!

If you have any recommendations for our BackTalk newsletter or our upcoming seminar,
please email us at ceri@larsonlawutah.com

Find Us Online



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This email is being sent to you as a respected chiropractor in our community.

Our mailing address is:

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