

Concerning Memberships...



There is some confusion about our membership option. Hopefully, I can clear this up.

There are a lot of services out there that are membership-based, and you might be thinking "gym membership" or "car wash membership" or something like that. Those types of membership COUNT ON YOU NOT USING THEIR SERVICES. Membership here means that I agree to take care of you every week. If you don't show up, I will cancel your membership - it's just not right, it's just not fair, and it saves a lot of hassle. Membership here is like a membership at the Piedmont Club or the Golf Club. It grants you access to a prestigious place for a prestigious reason. It gives you membership to an elite group of people. Granted - our office is not the Taj Mahal or the Piedmont Club Mansion ... yet. But our membership fee isn't that high, either.

1. It is NOT a way to get cheaper care. Yes, it would cost you less to get on the membership plan, but if that is your only reason, membership is not for you, and will only cause both of us frustration. It is a way to conveniently pay for access to me. It is set up for weekly care. Joining a membership plan and coming 3 times a week AS YOUR PLAN is like going to the buffet and PLANNING on staying all day and only paying once, even though you ate 3 meals. If you NEED 3 visits per week, then I will tell you and there is an off-menu plan for that.

2. It is NOT temporary. The Membership was designed as a commitment plan. I will create a way for payments to be convenient if you commit to paying me on this day every month, for a long time. IF you really understand Chiropractic, this makes sense. If you are asking 'why a long time?' then membership is NOT for you ... yet.

3. It IS for the betterment of you and your family. FAMILY is the keyword. If only one person in the family is using the membership, you may not understand the devastation that Vertebral Subluxation causes.

4. It IS for access to my skills and expertise. Membership gets you access to me when I am in the office. It is the VIP pass to have me as your go-to-guy for all things Chiropractic. It saves you time and allows us all to focus on why we are here to begin with - Chiropractic. It takes the focus off money because that is settled. It takes the focus off 'retention' because that is settled. It takes the focus off a lot of distractions because the commitment on both our parts is made.

5. It IS cheaper than pay-per-visit. That is the trade-off for committing to a long-term relationship.

6. It IS monthly - a calendar month - regardless of the events on the calendar, and regardless of the number of weeks on the calendar. Part of the 'discount' is accounting for the fact that both of us will be missing a week or three in the year.

MATH TIME:

Individual Membership

- 52 weeks at \$50/visit = \$2600/year vs 12 months at \$175/month = \$2100/year.
- That's an \$500 savings, or 10 visits if paid for individually

Family Membership

- 52 weeks at \$75/visit = \$3900/year vs 12 months at \$250/month = \$3000/year.
- That's a \$900 savings, or 12 family visits if paid for individually.