

Dr. Lisa Goodman

Job Title: Wellness Coordinator

Report to: Lisa Goodman, DC

Approved by: Lisa Goodman, DC

FLSA: Non-Exempt

Salary: Part time hourly

Job Summary:

This position requires empathy, positivity and genuine care for our patients and our community. Proficiency, efficiency, and multitasking in the full range of general office services, communication with patients, providers and staff, internal and external marketing are necessary. Basic knowledge of chiropractic, acupuncture and massage including insurance are required.

- **Knowledge:** Ability to answer questions about clinic services and specialties provided including techniques, retail items, services offered and insurance (training provided)
- **Customer Service/Patient Experience:** Providing excellent customer service at all times including offering help, positive attitude and a smile
- **Communication:** Fielding a high volume of phone calls, answering emails and text messages in timely manner
- **Marketing:** Plan and execute social media, website, newsletter communication
- **Providers/schedule:** Maintain all provider schedule and adapt to the evolving needs of providers and patients
- **Networking:** Discover and maintain community, small business and health care relationships
- **Support:** Complete overflow work from providers, document and distribute messages
- **Insurance:** Knowledge about auto insurance and comfort communication with patients about their choices, training is provided
- **Maintenance:** Inventory management, retail organization, occasional tidying and small maintenance
- **Events:** Assist in planning events including our charity golf tournament held in August, assist in event-day operations
- Must be available to work on Saturdays

Additional Responsibilities:

- Make decisions using critical thinking skills, solution oriented
- Work autonomously as well as in a team setting
- Create and maintain patient relations
- Balancing daily financials, cash handling
- Participation in at least 5 off-site events per year (paid)
- Additional responsibilities as directed by management as needed
- Baby holding
- Dog petting

- Wearing amazing halloween costumes

Experience and Education:

- High School Diploma
- College a plus but not required
- Knowledge of chiropractic, massage, and acupuncture
- Customer service experience a plus

Skills and Attributes:

- Social media and related apps
- Use of Mac computers and software
- Knowledge of Google docs, Canva and editing software
- Proficient in typing and internet searches
- Outgoing and friendly demeanor
- General knowledge of office equipment
- Excellent communication skills

Physical Requirements:

- Must be able to stand for long periods of time (6+ hours)
- Bend, twist, and lift (occasionally 20lbs or more)
- Basic cleaning duties (vacuum, laundry, trash, dusting, bathroom maintenance)

Benefits:

- Front desk staff are entitled to one 60 minute massage session per month
- Chiropractic 1x/week

Job Title: Office/Practice Manager

Report to: Lisa Goodman, DC

Approved by: Lisa Goodman, DC

FLSA: Non-Exempt

Salary: Full time

Job Summary:

This position requires an experienced practice manager or senior level office assistant to lead our holistic team of 10+ staff members and continue to evolve and grow the practice. The patient experience is our number one priority, so you must be friendly, outgoing, organized and driven. This position also requires proficiency in the full range of office management including organization, project coordination, general office services, marketing and networking. A passion for and background in chiropractic, acupuncture, massage and nutrition is expected, and experience appreciated. This role also includes oversight of all communication to employees and patients. Additionally, a thorough understanding of health insurance billing and collections is required.

Essential Job Functions:

- Manage front desk employees including their schedule, responsibilities, and training
- Manage the providers schedule, patient coordination, and professional needs
- Manage, organize, and anticipate inventory needs for both retail and office upkeep
- Manage social media, website, newsletter, online reviews
- Ability to answer questions about services provided including insurance, techniques, retail items, services offered
- Manage community outreach and networking/referral opportunities including schools, businesses, gyms, health care providers
- Manage internal calendar - staff, provider schedules, time off, team meetings, holiday hours, networking meetings/events, social media, daily/weekly/monthly tasks
- Maintenance - including furnace filters, manage vendors (windows, cleaning)
- Work with billing manager and/or manage health insurance and auto insurance billing - verification, communication, collections, etc.
- Expert knowledge and customization of practice management software - *Jane* - training provided
- Event planning including retreats, holiday parties and other events
- Reports - tracking patient visits, recalls, provider productivity, "take off" reports
- Problem solving - anything and everything
- Maintaining HIPAA Compliance
- Perform all Wellness Coordinator tasks (see job description)
- Wearing amazing halloween costumes

Additional Responsibilities:

- Create, manage and streamline all front desk and administrative procedures
- Coordinate all events including participating, providing equipment and marketing tools
- Coordinate meetings including team meetings and networking meetings
- Navigate repairs, maintenance and physical property, including windows, floors, snow removal, kitchen, laundry facilities. etc

Experience and Education:

- High School Diploma
- College a plus but not required
- Knowledge of chiropractic, massage, and acupuncture also a plus
- At least two years of office management experience

Skills and Attributes:

- Use of Mac computers and software
- Proficient in Word, Excel, and Google Drive
- Very quick, efficient and confident decision maker
- Outgoing, confident, and friendly demeanor
- Excellent communication skills
- Ability to solve complex issues and juggle multiple tasks at once

Physical Requirements:

- Must be able to stand for long periods of time (6+ hours)
- Bend, twist, and lift (occasionally 20lbs or more)
- Basic cleaning duties (vacuum, laundry, trash, dusting)
- Hold door and babies when necessary
- Occasional Shoveling during winter months

Job Title: Associate Chiropractor

Report to: Dr. Lisa Goodman

FLSA: Exempt

Approved by: Dr. Lisa Goodman

Salary: Full Time Commission

Job Summary: This position requires proficiency in assessing, diagnosing, treating, managing and documenting care for patients in all areas of the musculoskeletal system. Diagnostic skills should include basic knowledge in all areas of medicine. May provide treatments including spinal adjustments, myofascial release, physical medicine or other manual medicine. May order and interpret advanced imaging including X-rays or MRIs. May refer to allied health care providers in the best interest of the patient. This position will communicate frequently and efficiently with other providers and support staff.

Essential Job Functions: (Required Section)

- Obtain, record and maintain patients' medical histories
- Determining when to order imaging or further testing
- Advise patients about recommended courses of treatment and execute treatment plans including New Patient Email / Phone Call
- Perform *expert* treatment including manual adjustments to the spine or other articulations of the body to treat the musculoskeletal system. Adjustments may also include a drop table or instrument.
- Perform other *expert* treatment which may include but are not limited to instrument assisted soft tissue mobilization, manual therapy, myofascial release, trigger point therapy, FAKTR, infrared laser, spinal decompression
- Counsel patients about nutrition, exercise, sleeping habits, stress management, or other matters.
- Complete treatment notes in the SOAP format within 24 hours of seeing a patient
- Complete necessary reports within 2 days of request
- Spend up to 6 hours per week networking, marketing, teaching classes, writing articles, blogs and community outreach.
- Work collaboratively with front desk and other practitioners in the best interest of the patient
- Weekly Grand Round Meeting
- Colorado State Licensed, Nationally Board Certified, CPR current

Additional Responsibilities: (Important section)

- Greet and establish rapport with patients including family knowledge
- Must be available for all meetings (grand rounds, nutritional representatives)
- Referral to providers internally
- Be informed of retail items and prescribe when indicated
- Write articles and blogs as needed, up to 10 per year
- Create social media posts

- May participate in up to 5 events per year as requested (job fairs, volunteer events, community events, networking)
- Maintain workspace cleanliness and repair of equipment (machinery, cleaning)
- Networking/marketing

Experience and Education: (Required Section)

- Bachelors of Science Degree required
- Doctor of Chiropractic Degree required
- Nationally Board Certified Chiropractor
- Colorado Chiropractic license required
- CEUs as required by the state
- 2-4 years of previous work experience

Skills and Attributes: (Important Section)

- Additional sports chiropractic credential (CCSP, CSCS or similar)
- Prenatal credential (Webster Technique certification)
- Critical Thinking - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems
- Writing & Speaking - Communicating effectively in writing and verbally as appropriate for the needs of the audience.
- Social Perceptiveness - Being aware of others' reactions and understanding why they react as they do
- Deductive Reasoning - The ability to apply general rules to specific problems to produce answers that make sense
- Inductive Reasoning - The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events)

Physical Requirements:

- Ability for Standing on feet for long periods of time
- Frequent bending
- Lifting/Carry/Push/Pull 50lbs+ with good body awareness and ergonomics
- Frequent use of fine motor skills

Wellness Coordinator Key Results Area (detailed job function)

Key Results Area #1: Master of First Impressions

- Greet all patients upon arrival with a smile.
- Acknowledge the reason for their visit. (i.e. Dr. X will be right with you)
- Learn patient names and family relationships.
- Confidently speak on behalf of Washington Park Chiropractic.

Key Results Area #2: Customer Service Experience

- In the morning, voicemail and email are checked before opening.
- Answer the phone with a smile: "Washington Park Chiropractic, this is (your name) how can I help you?"
- Reply to emails promptly with complete grammar, full sentences and sign, (your name), *Wellness Coordinator*
- Stay apprised of all patients' "regular" schedule, charges and re-exam needs.
- Record all changes to personal information.

Key Results Area #3: Building Our Business

- The practice is only as good as our schedule is full, the most essential part of your job is to reschedule patients on their way out the door or before you hang up the phone.
- When new patients call in, they are doing so to schedule an appointment. Make them feel good about their decision, be enthusiastic and confident that we can help them
- When existing patients call in to cancel or reschedule, be sure to get them on another day:
 - The doctors book up fast, you might want to keep one on the schedule.
 - To be sure you get your preferred time, you should schedule now.
 - No problem at all, is the afternoon better / is early next week going to work for you / would you like to do a massage instead?
- Offer upgrades / combined appointments to all patients.
 - Extended Massage Time
 - Combine chiro treatment with massage
 - Add family members to the appointment
 - Are they still doing well on supplements?

Key Results Area #4: Improvise / Be Flexible

- Keep a solid knowledge of chiropractic and our techniques.
- Confidently talk about how we are different from other clinics.
- Perform tasks as assigned by doctors or therapists.
- Maintain a tidy and organized office ongoing (lobby, glass, bathrooms, front desk, kitchen).

Key Results Area #5: Culture Cultivation through leadership

- Perpetuate the detailed, overachieving, skilled, on-time and up-beat culture of the practice in a fun and relaxed environment
- Share with all patients ongoing promotions and excitement at the practice
- Maintain professional attire at all times. No faded jeans, graphic tee shirts, flip flops, shorts, etc. Business casual or professional athletic attire.
- Constantly grow and develop your knowledge of chiropractic products, services and how they serve the industry and our practice.
- Follow through with Instagram, Website, Newsletters, Slack

Key Results Area #6: Organization / Daily Tasks

- Scanning: keep scanning up to date
- MIAs - Review Missed/canceled appointments and send return visit reminders if not rescheduled.
- Referral Thank You Cards - prepare and address thank you card for providers to complete, place in provider inbox
- Paperwork: Prepare and edit forms. Know which forms each patient needs and make sure they are completely filled out
- Cleaning: Daily tasks include watering plants, empty trash, vacuum, sweep, dusting, stocking bathrooms.
- Inventory & Ordering: Notify practice manager of resale items and office supplies needed.
- Solicitors: Manage expectations, collect information and respond if necessary.
- Collect payment and enter in JaneApp.
- End of Day Reports printed and proofread daily.