

What is a Pop-Up Clinic?

One of the easiest and best ways to create relationships with gyms and fitness studios, is to host a pop-up clinic within their walls. Think of a pop-up clinic as a mobile version of your practice. Pop up clinics are a win-win collaboration. While they are easy and cost little to no money to put on, they will take a bit of time away from your practice or outside of your normal business hours. I would argue that two hours of nearly free grassroots marketing in a gym will benefit your practice more in the long run than hundreds of dollars spent on an advertising campaign.

Why host a Pop-Up Clinic?

When an athlete or gym member is injured, it makes it very difficult or in some cases impossible for them to workout. This can mean lost revenue for the gym. This makes pitching a pop-up clinic at their location ideal. You are helping to ensure that they don't lose members and of course, that their members stay healthy and participating. Even if a patient has to modify workouts due to an injury, with your support at least they will still be part of the gym community. Secondly, pop up clinics pack more of a punch that business cards or flyers hung in the gym's bathroom (although I would do that as well!). Other members watching your on-location clinic will spark interest and cultivate even more new patients.

Preparing for your Pop Up

In addition to a portable chiropractic table, put together a box of items that you easily take to any pop-up clinic at a moment's notice. Some items might live in the box while other items that you use on a daily basis will have to be added just prior to the event. PS. you do not need to have a portable table, but it will add more credibility to your mobile clinic. Each time to you return from a pop-up clinic restock your box. Always wear branded apparel and dress 'athletically professionally' to your pop-up.

Lives in the box

- Face Paper or reusable face fuzzies (cut squares of fleece work great)
- Cleaning wipes, paper towels, alcohol spray
- Lotion or emollient
- Brochures, business cards, coupons (with QR code)
- Swag: Pens (and a mug to hold them), lip balms, water bottles, stickers or ice packs
- Gloves
- Kinesiology tape, scissors
- Paper consent and soap note forms and clipboard (sometimes paper is easier at events)

Added right before event

- Modalities: IASTM instrument, tens unit, cupping supplies
- Speeder board, portable drop piece
- Massage gun (charged)
- iPad (charged)
- Other clinical tools

Optional

- Folding table with table cloth
- Cooler with ice packs, waters

** Use the checklist on page 4, print it, laminate it and put it in your box to refer to before every pop-up clinic**



Coordinating with a Gym

We have established that a pop-up clinic is a win-win for a gym and for your practice. However, gyms are being marketed to daily by manual therapists and (by your colleagues!) and you need to stand out. I recommend that you visit a gym in person, wearing your branded apparel and bring a goodie bag of swag. The best time to stop in is after a day time class, there is a high likelihood that an owner will be there during the day and after class they may have a moment to talk to you. Here are a few approaches to try:

- Flip the script: Let the owner know that you are creating a list of “Gyms Approved by *your practice*” for your patients and you would like to add them to that list. That way, when you have a patient who needs a good workout with possible modifications, you feel comfortable referring them to this gym! List their gym on your website as well as a paper handout. Once they like that idea, move on to the pop-up pitch
- Pop-up pitch: Let the owner know that you’d like to offer a free pop-up clinic at their gym after one of their busier classes as ‘added value’ to their members. Remind them that your goal is to keep their members healthy and active at their gym
- First time: If you have never done this before, start with your own current gym. Let them know you prioritized their members as you are launching this new service
- Testimonials: If you have even one pop-up under your belt, lead with that. Mention that this was so easy and successful at another gym and you have selected them to be your next location
- Keep it going: Offer that if successful, this could be a quarterly offering at their gym and they can even promote it in their own newsletter as a benefit of membership.

Appointments and Marketing

Just like at your practice, you should schedule appointments for your pop up clinic. This will require about two weeks of promotion on the part of the gym. Keep a grassroots and exclusive feel to it. I recommend appointments no longer than 15 minutes. In two hours you can see eight patients and that is plenty.

- Flyers in the gym bathrooms with a QR code to schedule
- Sign up sheet at the front desk
- Mention in the gym newsletter, facebook page, instagram at least twice over two weeks
- Create a graphic (I like Canva) that includes: Free/complimentary chiropractic and sports injury consultations and mini-treatments from Dr. _____ on *date* and *time*. Sign up *location*

Mini Treatments

I never recommend offering full treatments at a mobile or pop-up clinic. The goal is to convert the free appointment into a paid appointment at your clinic. Therefore you will want to provide a sample of your knowledge via a problem-focused consultation, report of findings, treatment and home recommendations.

- History - focus on the problem area while also inquiring about medical history (injuries, illnesses, surgeries, medications)
- Exam - focus on the problem area only - verbally mention other areas you would examine when they come to the office
- Report of Findings - let them know exactly what you think is going on, include a differential of other possibilities. Detail what your treatment approach would be in the office with more time and equipment
- Treatment - problem area only with just 1-2 techniques, for example myofascial release and tape or adjustment and Graston or adjustment only
- Home recommendations - be helpful! Send your potential patient home with some DIY treatments or in the gym exercises they can do to help



Follow Up and In-Office Care

You have collected your patient's email address and phone number so now is the time to use it. Be sure to follow up with an email or phone call to see how they are doing after their mini-treatment and recommend additional care in your office. Here are a few strategies

- Email the day of the treatment or phone call to check in the day following treatment
- Offer an option to waive the in-office exam fee since you have already met them and performed a mini exam. Once they report to the office you still have to do in-office forms and a full exam, but it will go faster

Special Circumstances

Most chiropractors spend 45 minutes plus with a new patient. Spending just 15 minutes with a new patient comes with some challenges, especially in these situations. Never forget that you are a clinician, do not do any treatment you are not comfortable with

- Never been to a chiropractor before - save the adjustment for in-office, start with soft tissue treatment or simply educate
 - Patient has severe pain, trauma or additional red flags - do not treat, see in office or refer for imaging / medical evaluation
 - Patient feels worse during or after treatment - educate and follow up, refer if necessary
 - Has a long list of complaints - ask the patient to prioritize and focus on one complaint, follow up in the office for additional exam and treatment
 - Would like more treatment than you have time for - ask the patient to prioritize and focus on one complaint, follow up in the office for additional exam and treatment
 - Existing patients - full treatment might be an option as you do not have to do a full new patient exam
- ** Complex cases are a great source of in-office follow up care **

More traction from your Pop-Up

With permission from gym members/patients, this is the perfect time to start marketing for your next pop-up clinic. Have someone take photos or video during your pop-up clinic.

- Social Media: story, post or go live
- Newsletter
- Create a pop-up form on your website, email it to gyms who did not commit as a follow up opportunity
- Schedule another pop-up at the same location immediately



Pop-Up Clinic Equipment Checklist

Lives in the box

- Face Paper or reusable face fuzzies (cut squares of fleece work great)
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