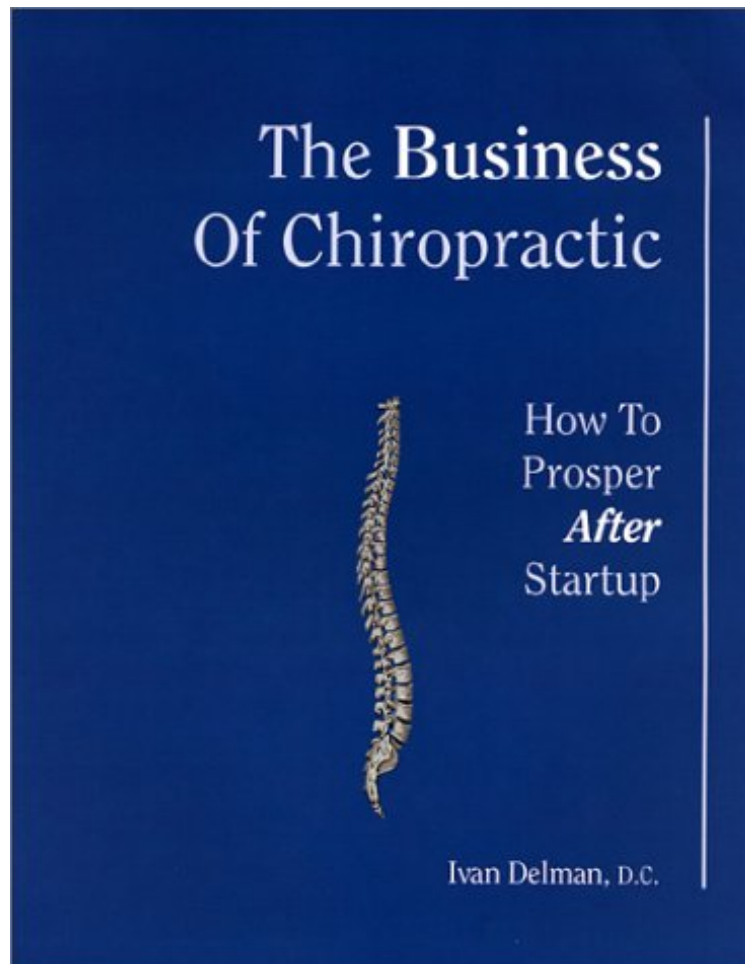


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## The Business of Chiropractic : How to Prosper AFTER Startup

*Ivan Delman*

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had had Dr. Delman's book, I could have cut down that to a month. Dr. Delman has successfully covered the bulk of what I found to be true in developing my practice. This is definitely a must-have for the new practitioner -- worth at least one hundred times-plus the cost of the book -- and an excellent review for the seasoned doc. 1 of 1 people found the following review helpful. Dr. Delman has met a critical need

By Dr. Robert L. Dubin  
Dr. Ivan Delman has written a comprehensive guide to life after opening one's practice. In this perilous time of both ever expanding responsibility and shrinking resources for health care providers, Dr. Delman has provided a resource that could significantly improve the bottom line, while maintaining extremely high ethical standards, for any health care provider who follows his advice. I heartily recommend this book to anyone who is interested in a successful and enjoyable practice experience.

A "How-to" book which illustrates the procedures necessary for managing a successful Chiropractic practice. The 22 chapters explain subjects such as how-to: Apply an easy-to-use system for setting and measuring goals. Easily analyze your practice strengths and weaknesses then how to prioritize solutions. Develop and manage a dependable office staff. Prepare cost-effective advertising that works! Use simple statistics that will measure your business success plus identify the areas that need your attention. Proficiently develop a successful chiropractic practice where you will actually make a profit from your

...essential reading for all aspiring Chiropractors and has a wealth of practical information to offer even the experienced practitioner. -- Editor-in Chief, Midwest Book , August 22, 2000 I just read your book and wish I had read it long ago. -- Richard Rogovin, DC, Valrico Florida, January 31, 2000 This book introduces proven and successful management concepts that are followed by action steps. -- Editor, Dynamic Chiropractic, June 26, 2000

About the Author  
Dr. Delman's first degree was in Business Management. For twenty years his career path was focused on the management of manufacturing plants, several car racing-related businesses then claims management in the insurance industry. He then changed his career to chiropractic and for twenty more years successfully practiced his new profession until he retired to travel around the USA. As he and his wife traveled around the country, they had the opportunity to visit with many chiropractors and other health practitioners. He discovered that, although they were excellent professional technicians, many were struggling with the survival of their practices. The most common element causing this struggle was the lack of the basic business knowledge necessary for successful operation. It became obvious to Dr. Delman that there was a business crisis developing in many single owner health practices. This was due to decreased income from managed care, increased competition from similar providers plus a lack of information regarding the successful ways to manage a health-care practice. Therefore, this book was written to be used as a business reference for the health provider who is unhappy with the growth or success of their practice.