



## **Paperless Solutions and docSTAR Offer Pain Free Document Solutions**

### **Crabtree Chiropractic Center**

For over 20 years, the knowledgeable associates at Crabtree Chiropractic Center have been helping patients relieve pain and other problems caused by the misalignment of the spinal column in the Raleigh, NC area.

### **The Win?**

Now the staff is relieving their growing paper pains with a **docSTAR Workgroup Pro system** with a 5-Retrieve User Pack for their busy office of 13 employees. The entire sales cycle from initial call to demo and proposal to close...was three and a half weeks.

### **Any key factors that helped close the sale?**

“The Chiropractor just didn’t want to devote the space required to keep all of his paper files. The office would scan all of the information in each patient’s file and throw away the paper. The primary patient form that Chiropractors typically use is an 8½ x 14 double sided form called the **Chiropractic Travel Card**,” says Page Wilson, Paperless Solutions.

The Travel Card is ideal for documenting patient diagnosis, objective, treatment plan, and assessment. This card allows for recording patient contact information including insurance data. This is scanned initially, but the original is kept in paper form in the patient’s file. This is the only active document used by chiropractors and is utilized on each patient’s visit. Therefore, the patient’s file only has one document in it, so it takes up a lot less space.

### **How did you get the lead?**

The lead originated at docSTAR. The chiropractic clinic’s chief Chiropractor located docSTAR through a web search and contacted docSTAR for more information. The lead was then assigned to Paperless Solutions based on their assigned territory. A call was then made and an appointment was set.

### **Up against any competition?**

“Fortunately I was not up against any competition with Crabtree Chiropractic Center. However, I have recently come across another Chiropractor that believes the competitors’ software, Future Health, which they recently purchased for \$18,000 can help them with imaging. So far, this Chiropractor hasn’t been successful in this endeavor,” says Page.

### **Any tricks/tips to pass along to other Partners?**

“Chiropractic clinics with more than one Chiropractor are good prospects. They are required to keep so much information on each patient and over time this mounts up. The ease in which they can get rid of that paper and free up premium office space is a huge selling point. Also, a good way to start your conversation with the prospect is to take the time to show the prospect how docSTAR will greatly simplify their current processes,” continues Wilson.

## **Congratulations to Page Wilson and Paperless Solutions on another great job...another great win!**

Attention Partners: We want to win every opportunity, let us know how we can help! If you have any Success Stories, please let us know...we would like to let all of our Partners hear about these successes.