

5 Easy Steps to Get You Started with SBN

Step 1:

Download the PMA guide that came with your “Welcome Email”. Print this off; this is everything you need to know about your reporting website!

Download your Sample Report that came with your “Welcome Email”. Print this off and put it around your office for your patients to see.

Step 2:

Go to your member website and log in with your username and password that you selected (if you forget they are in your welcome e-mail). Download important documents to your desktop so they are easy to find.

Patient Forms > New Patients & Pre Appt. Forms > Pre Appt.: Patient Symptom Survey (PSS)

Everything about testing > Labcorp or Quest (depending on what lab you are using) > Test Codes & Pricing

- This will give you all test codes and prices for any additional testing outside of the Merkle Panel

Everything about testing > Labcorp or Quest (depending on what lab you are using) > Cover Letter to Send w/ Each patient

- Send this letter with every requisition form you send to LabCorp or Quest

Doctor & Office Support > Order Testing Supplies > Testing Supplies Order Form

Step 3:

On member website go to Downloads & Videos > Getting Started > Marking Your Practice

Read through “Getting Started with SBN” – this is less than 2 full pages ☺

Download “Introductory letter to patient” and send this out to all current patients

Watch “Marketing your Nutrition Practice” hosted by Tracey Merkle.

Step 4:

On member website go to Downloads & Videos > Getting Started > Brochures & Flyers

Download some of the brochures and flyers and put them around your office

There is a poster order form that you can fill out and fax back to SBN to order 24x36 posters for your office

Step 5:

Click on Reporting and Analysis under member menu.

Pull out the PMA guide that you printed off in Step 1 – Focus on “Making a Patient Profile” and “Building a Report” section of the PMA guide, as these will be the most important as you get up and running.

Go through the PMA site and try and get familiar with it as much as possible.

#1 Thing To Do

Get yourself, family, and staff tested first. The most important thing is to be able to explain the process to your patients and there is no better way to do that than to do it yourself!

This will give you practice on using the PMA site and going through the process so that when you have real patients you what is going on.

Then start with your most loyal chiropractic patients.

Have them bring in old blood work and enter it manually, show them what the reports can do!