**The science of Chiropractic communication: how to deliver an evidence-based communication in your office.**

**Presented by Roberto Monaco**

**Class time: 2 hours**

The outcome of this course is to help the doctors deliver clinical Chiropractic communications that are ethical, scientific-based and patient-oriented. This course will help the doctors educate new and current patients about Chiropractic care.

**Hour 1:**

**Communication science applied to a Chiropractic clinical setting:**

1. The elaboration likelihood model
2. The cognitive dissonance model
3. The uncertainty reduction model

**The structure of Chiropractic communication for proper patient duplication:**

1. Chiropractic philosophy
2. The central nervous system
3. Stress and its impact
4. The vertebral subluxation
5. Wellness Chiropractic care

**Hour 2: Building your patient communications.**

1. The reason behind clinical patient narratives
2. The structure of a clinical patient narrative
3. Using patient narratives as an educational tool to fully understand the diagnosis and treatment plan
4. Online vs in person communications
5. Mastering compassionate communication