

DESKTOP DESIGN 101: PROMOTING YOUR PRACTICE

What message does your letterhead, business cards and logo convey? Coordinated and classy or dreadfully dull? Now you can use your computer to create attractive, eye-catching stationery, promos and handouts....

PERSONAL COMPUTERS are wonderful. They make everything from processing claims, patient accounting, and generating forms to maintaining S.O.A.P. notes, documenting patient files and reviewing x-rays so much easier. But that's not all they can do.

Many chiropractors are discovering that the pc can be an excellent tool for marketing and patient education. When teamed up with a good quality printer and/or copier, your computer can virtually replace your local printshop for small print jobs.

It no longer takes a professional typesetter or highly trained graphic artist to create the artwork for printed promotions and reports. With a little bit of practice and a discerning eye, you and your staff can turn out attractive, professional-looking documents right from your own desktops.

"So," you ask, "where do we begin?" Well, at the beginning....

The Right Software Makes It Simple.

Choosing the right program.

The computer program in which you'll be creating your job is generally called the application. Nowadays, even the simplest text program can handle different typstyles, colors and pictures, but most people opt for the high-powered word processing programs such as Microsoft Word,[®] WordPerfect[®] or ClarisWorks.[™] A more sophisticated user might choose to work in one of the many page layout and publishing programs on the market today including Microsoft Publisher,[®] Adobe PageMaker,[®]

CorelDraw![®] and QuarkXpress,[®] which offer enhanced graphic design and printing capabilities. All of these programs provide basic tutorials to get you going quickly and easily.

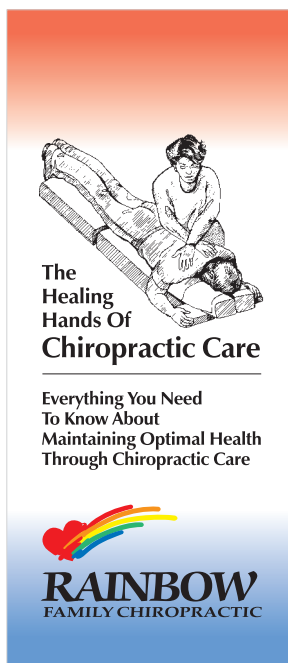
Selecting the fonts and text layout.

Many word-processing and page layout programs come with a selection of basic fonts (typefaces) and easy-to-use predesigned templates. Templates are

blueprints for fonts, layout and formatting on reports, fliers, brochures, business cards and stationery. They're set up and ready to go, just waiting for you to add your own text, logos and illustrations. But if you're feeling creative, you might want to try your hand at designing your own job.

A word of advice: *keep it simple, and keep it reader-friendly.* Don't get too fancy with your headline type—you

WHAT DCs ARE DOING WITH THEIR PCs



When Linda Moscowitz, D.C. opened Rainbow Family Chiropractic in Oceanside, New York in 1996, she was all set to use her computer and ink jet printer to help stretch a tight start-up budget.

"It's amazing what you can produce from your desktop," says Dr. Linda. "We started by having a logo custom-designed by ChiroClips[™] and transferred to disk so we could create our own letterheads, envelopes and business cards on the pc. We then began to create our own appointment cards, magazine ads, fliers, brochures and coupons. Now we're moving on to the Report of Findings and educational handouts. And it's all being done on the same computer we use to do our practice management."

Having a pc in the office can open up new marketing horizons. Dr. Andrea Hayslip and Dr. David Rundfeldt operate Total Health Chiropractic in Queens NY and Lincoln Park, NJ. They use their computers

to promote a wide variety of programs.

"Promotions make the chiropractic experience more exciting," notes Dr. Dave. "The more excitement we can generate, the more willing people are to tell friends and family members about our office."

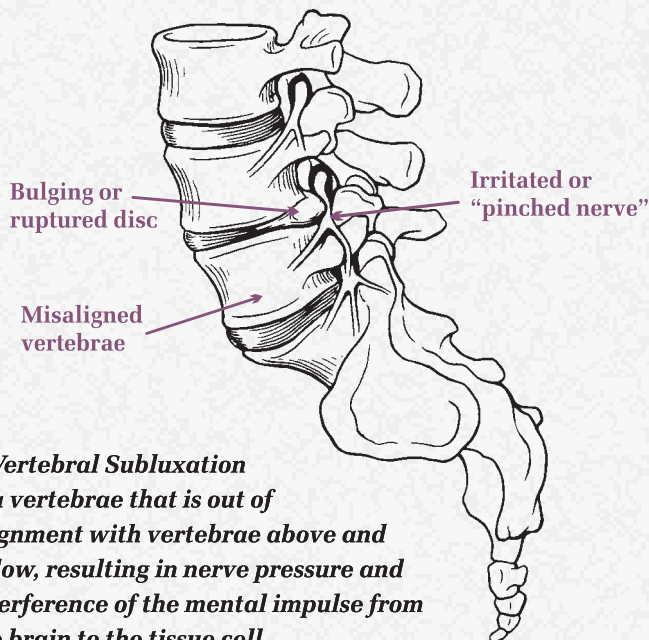
Total Health Chiropractic sponsors a number of community programs during the year such as toy and clothing drives, for which they create office signs and fliers. To get their younger patients involved, they run a Kids Club program, generating colorful membership cards that are marked on each visit and can be redeemed for a prize. And to keep adults better informed, they publish a "Topic of the Week" handout, complete with illustrations.

Patient educational materials should be designed to be "reader friendly" and easy to understand.



SPINAL CARE

Chapter 2: Vertebral Subluxation



A Vertebral Subluxation is a vertebrae that is out of alignment with vertebrae above and below, resulting in nerve pressure and interference of the mental impulse from the brain to the tissue cell.

want people to be able to read it at a glance. Choose a font that's easy on the eyes for text copy, and make sure it's a size large enough for elderly patients to read. For example, 10, 11 or 12 point type is generally acceptable for text, and 14, 18 and 24 point type is fine for headlines and subheads.

Keep in mind that while text set "justified" (aligned both on the left and right sides of the column) gives your message an scholarly look, it is sometimes a bit intimidating. Text set "flush left" (aligned on the left, but ragged on the right side of the column) is often perceived as friendlier and more inviting.

Adding Impact To Your Output.

It's one thing to get your message formatted to fit on the page, it's quite

another to make it attractive enough to grab the reader's attention. Let's face it, most people don't like to read. They don't have the time. They don't have the inclination. It's up to you to make your audience stand up and take notice. And you can do just that by adding visual impact to the written word.

"One picture is worth a thousand words."

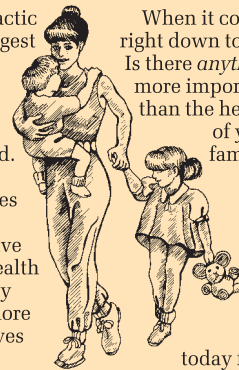
You've heard it a million times, you know it's true, but you're a doctor—not an artist! Logos, icons, illustrations and photographs have always been an integral part of good design. Not only do they increase reader awareness and understanding of your subject matter, they enhance readability by adding interest and impact to your material.

There are now a number of ways you can incorporate graphic images into your document. In the past, most images were either drawn or photographed and stripped into the final artwork. You can still do that, of course. However, with today's technology, any image can be converted into data, ready to be placed into your job right at your desktop.

For example, you can hire an artist or photographer come up with the visuals you need and scan the images into the computer. (Scanners have recently come down quite a bit in cost, and are as easy to use as a photocopier.) Don't have access to a scanner? Many service bureaus, copy centers and

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CHIROPRACTIC



FAMILY CARE

DR. JANE SMITH
ONE CENTRAL ST, ANYTOWN

The right picture can be worth 1,000 words!

printshops will scan your art to disk for a small fee. Be careful, however, to get written permission from the artist or photographer each time you use the images. (Copyright laws are pretty specific: you can't even cut out an image from a publication, ad or brochure and use it in your promotion without paying the artist for it.)

Clip Art To The Rescue.

Any easy way to save both time and money (not to mention copyright infringements!) is to use "clip art" illustrations. Available on CD-ROM or diskette, clip art can be colorized, resized and/or edited on the pc for placement into any document, and may be used as often as you like without paying additional fees.

Chances are good that you already have some clip art, supplied by your word-processing or page layout programs, and you'll find additional clip art available from various software providers or on the Internet. Until recently, however, there were few chiropractic images available. **ChiroClips™ has recently introduced the only clip art library designed exclusively for the chiropractic community, offering a wide variety of images including logo symbols and icons, textbook-quality anatomical illustrations, drawings of chiropractors and patients, body mechanics and people of all ages enjoying dynamic good health (through quality chiropractic care, of course!).**

Photographs are also available on disk from stock photo companies. Remember to check the documentation on the software — clip art suppliers offer repeated use of their images as long as you abide by the terms of their license agreements.

Adding Accents With Color, Design and Paper.

Color, design and paper stock all work together to provide you with a distinctive look. Used correctly, they will help you get your point across by setting the stage for your message.

Think carefully about the underlying statement you'd like your printed pieces to make. Would you like

to be perceived as traditional or contemporary? As conservative or progressive? Choose bold colors to infuse your message with energy and vitality; muted colors to calm anxieties.

The same holds true for design elements: geometrical elements like stripes and borders convey clear-thinking, while subtle designs and tint patterns offer comfort.

beautiful new pre-printed papers on the market today. Your local stationer can help you choose from a full spectrum of papers that will work beautifully in your printer or copier. Today's papers are available in all the formats you'll ever need, including letterheads, envelopes, business cards, labels, postcards and tri-fold brochures scored for easy folding.

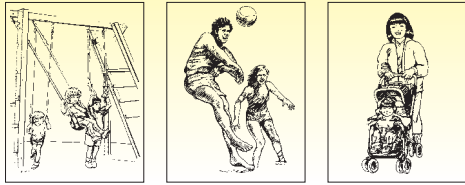


A coordinated look creates an aura of professionalism.

Paper works in even more subtle ways to enhance your presentation. Use glossy or coated stocks to add excitement. Rely on the tactile response to textured stocks to reassure and nurture.

If making decisions on color, design and paper seems like more work than you have the time and energy to invest, try using some of the

Mail-order companies such as PaperDirect provide the largest selection of textured papers, paper formats and preprinted designs, and offer their own templates to work with your application software as well as many other presentation products to help you market your practice. (Call PaperDirect at 1-800-A-PAPERS for a free brochure.)



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Preprinted papers liven up black and white output.

It's Hard To Go Wrong With Today's Hardware.

Now that you've got your job laid out, typeset, illustrated and designed, you'll need to print the finished product. For small print runs, you may want to output your job directly from your printer. On larger runs, however, you'll probably find that printing out one master copy of your job and reproducing it on your office copier might be more efficient. For some jobs, you may just opt to take your master artwork to your local copy center or printshop. Whichever route you take, keep in mind that the better the hardware, the more professional your output will be.

Getting the best print quality.

What determines print quality? Resolution, for one thing. Print images are measured in terms of the number of dots created per inch (dpi). The higher the resolution, the sharper the image. Laser printers have long provided 600-800 dpi resolution, but many of the newer ink jets are coming out with 600 dpi options as an alternative to the coarser 300 dpi mode.

Paper also affects print quality. Textured papers are great for the final printed piece, but can't give you either the ink coverage or image clarity you may need for reproduction. You'll want to choose a smooth-finish sheet created for laser or ink jet printers when you're outputting master copies on the printer for reproduction on your copier.

Printing the final product.

The right printer for the job is largely determined by four factors: the color, size, quantity and finishing of the final product. Most laser printers offer beautiful black and

white output, and can easily handle letter and legal size sheets. Although they're faster than ink jets, they do have some drawbacks for in-house production: few laser printers can deal with duplex printing (printing both sides of the sheet), non-standard sheet sizes or unusual paper weights.

While ink jet printers are usually too slow to handle large print runs, they do offer some interesting options. For instance, the most popular ink jets are capable of printing a variety of odd sizes from half-sheets to banners in either color or black ink, and almost all allow you to print on both sides of the page. In either case, printing in-house leaves any folding, stapling or collating up to you.

In many cases, reproducing your job on a copier (either in your office or at a local copy center) might be your best bet. Some copiers even do all of the duplexing, collating and stapling for you. And a number of the copy centers will fold and/or trim your copies. Of course, you always have the option of taking camera-ready artwork to a print shop. Many will even accept your file on disk or allow you to modem or e-mail your data direct.

Put Your Computer To Work In Making Your Practice Grow

If you're among those chiropractors who already use a computer in the office, you know how much time and money a pc can save. Now you can put that very same computer to work in helping you market your practice. It's easy to do, and ultimately very rewarding.

If you don't own a computer, have no fear. Ask your neighbor, your nephew or your new CA to give you a hand. You'll soon be wondering how you ever got along without one!

As creative director for her own award-winning design firm, Jan King has been creating sophisticated, eye-catching promotions for large and small businesses for 25 years. Over that time, she has shifted her daily work from the drawing table to the pc. Many of her present clients use Jan's designs on their own computers, working within templates to change their message from promotion to promotion.

When Pat Costello, a close friend of Jan's, enlisted her aid in helping a chiropractor develop her practice, the two ran into an unexpected stumbling block. They couldn't find viable clip art for chiropractors. Not one chiropractic caduceus, no logo symbols, no spinal segments, and certainly no sublaxations. Every chiropractor they called owned a personal computer, but no one had any chiropractic clip art illustrations. So they decided to do something about it.

They developed ChiroClips: a diverse collection of attractive, high quality and truly functional clip art images for the chiropractic community. To find out more about ChiroClips, call Jan or Pat toll-free at 800-678-8884 or fax to 516-678-7257.

Visit ChiroClips™ on the Internet:
www.chiroclips.com



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100 DALY BOULEVARD, SUITE 2108
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TEL: 516-594-9334 ■ FAX: 516-678-7257