



COX® TECHNIC
COMPLETE

Your Total Cox® Chiropractic Marketing Solution

AT LAST!

A PAINLESS WAY TO GROW YOUR PRACTICE

COX® TECHNIC COMPLETE is the only chiropractic marketing program designed to help you ...

-) Differentiate yourself as a Cox® Technic practitioner.
-) Increase referrals from the medical community.
-) Build your patient base with proven marketing techniques.
-) Boost patient confidence using Cox®-prepared educational materials.
-) Run your practice smoothly with comprehensive Cox® support resources.
-) Get Cox® certification and continuing education at significant discounts.
-) Keep current with the latest research reports, clinical data, and news articles reinforcing the scientific basis of Cox® Technic protocols and outcomes - direct from Dr. James M. Cox himself!

ATTRACT

*that **1 patient in 4** who represents **95%** of all spinal care expenditures!*



"Cox Technic practitioners are members of a distinct chiropractic community. The more of us who participate in Cox Technic Complete, the more resources we can pool, and the more we can spread the word about the effectiveness of our approach to spinal pain relief. Working together, we'll help each other ... as well as our patients."

— Dr. James M. Cox,
Creator of Cox® Technic Spinal Manipulation

REMARKABLY AFFORDABLE, TOO. **FLIP THE PAGE FOR DETAILS.**

COX® TECHNIC COMPLETE

The Best Program Yet to Enhance Your Patient Flow and Clinical Outcomes

Ever wished for a **better, simpler, less time-consuming, less costly, and more effective** way to market yourself as a Cox® Technic practitioner? This is it!

And nobody but Cox® Technic offers it—because nobody but Cox® Technic could!

With COX® TECHNIC COMPLETE, you get everything necessary to maintain a strong marketing presence, reach out to patients, increase referrals, and grow your practice. **We've prepared it all for you.** And we've purposed it to showcase your branding—right along with the Cox® name. It won't cost you a fortune, either.

The more practitioners who participate in COX® TECHNIC COMPLETE, the more you share the cost of materials all of you have wanted but may not have been able to afford individually. So participation pays!

JUST LOOK AT ALL YOU GET!

COX® PRACTICE SUPPORT

Business Forms • Letterhead Stationery • Envelopes • Business Cards • Clinical Nutrition Charts • Exercise Instruction Sheets • Patient Education Information Sheets & White Papers • Pre-Formatted Office Forms for Examinations, Re-Exams, Intake, History, Subjective Questionnaires, Short Term/Long-Term Goals, Daily Tracking Sheets • Colleague Education & Communication Tools: PowerPoint Presentations, Patient Care Resource Form Downloads • "Cox® Back School" Community Presentations in PowerPoint or Video • MORE!

COX® MARKETING TOOLS

Online Search Engine Optimization (SEO) • Online Social Marketing Tools & Support • Access to Produced :30 TV & Radio Spots • Newspaper & Magazine Ads • File of Ready-to-Brand & Print Topic-Oriented Postcards • File of Ready-to-Print Cox® Technic Information Sheets • Various Commonly Issued Press Releases for Newspaper, Web, Email & Patient Distribution • Patient-Oriented Newsletters with Content Created by Cox® & Branded for Your Practice • MORE!

YOUR OWN COX® TECHNIC WEBSITE

Featuring Your Name, Your Logo, Your Branding & Information Specific to Your Practice Alone • Cox® Technic-Prepared Content • The Ability to Add Your Own Content Quickly & Easily • Unlimited Web Pages • Built-In Social Networking Tools • Search Engine Optimization Tools & Training to Make Sure People Looking Online in Your Market Find Your Cox® Technic Services • Vivid Educational Animations & Graphics • Ongoing Support & Instruction from a U.S.-Based Team of Web Experts • MORE!

COX® TRAINING & CERTIFICATION

Free Subscription to "Cox® Research Pearls" – Monthly Publication Offering Dr. Cox's Summaries of the Latest Spine Literature • Discounted Cox® Certification Courses • Free Online Download Portal Offering Access to Our "Dr. Cox Presents ..." Talks • MORE!

AND SEE HOW LITTLE IT COSTS!

JUST \$
200 /MONTH

MULTIPLE-DOCTOR PRACTICES?

The total program cost per doctor decreases the more doctors you have.

1ST DOCTOR: \$200/MONTH

EACH ADDITIONAL DOCTOR: \$100/MONTH

So a practice with, say, 4 doctors would pay \$500/month – for a total program cost per doctor of just \$125/month.



Your Total Cox® Chiropractic Marketing Solution

EXPLORE THE PROGRAM FURTHER AND SIGN UP TODAY AT COXTECHNICCOMPLETE.COM