

## CORPORATE MEMBER SPECIAL RECOGNITION

### LEADERSHIP LEVEL

#### The Highest Level of Partnership

##### Adler Giersch, PS

Richard Adler, Attorney at Law  
206-682-0300

##### Consolidated Imaging

Toni Bothell, Office Manager  
425-291-9191

##### Graham Lundberg & Peschel

Ken Golden, Managing Partner  
206-448-1992

##### Orthopedics International Spine

Robin Gustafson  
206-323-1900

##### Radia Imaging

Sharon Gibbons, Marketing & Communications Coordinator  
425-297-6238

### PLATINUM LEVEL

#### A Superior Level of Involvement

##### Brican Corporation

Laurent Goldstein, President  
800-644-1055

##### Epic Imaging

James Kern, Marketing Director  
503-253-1105

##### Foot Levelers

800-553-4860

##### Spine Institute Northwest

Solomon Kamson, MD, MHA  
425-486-1000

##### MyoVision

David Marcarian, President  
800-969-6961

##### Peick | Conniff, P.S.

John C. Peick, Attorney at Law  
425-462-0660

##### Take Shape for Life

Jami Krietzman, RN, CCRN  
503-690-4313

##### Thera Tek USA, LLC

Noel Davenport, NW Chiropractic Sales  
206-781-1776

##### Robert A. Zielke, Inc., P.S.

Robert A. Zielke, Attorney at Law  
206-315-9200

### GOLD LEVEL

#### Support Above and Beyond Regular Level Partnership

##### Amfit Custom Foot Orthotics

Melanie Shelton, Sales & Marketing Coordinator  
800-699-2100

##### Biofreeze

Bob Poirier, VP of Operations and Sales  
800-246-3733

##### Biotics Research NW, Inc.

Gray L. Graham, President  
800-636-6913

##### Erchonia Medical

Charlie Shanks, Vice President  
Diane Southwick, Wash. Rep.

888-242-0571

##### Hardwick & Pendergast, P.S.

Morton Hardwick/Joseph Pendergast III, Attorneys at Law  
425-228-3860

##### MW Injury Resolutions

Jean Maglady/Charlotte Weigel  
Attorneys at Law

425-637-3096

##### Medifusion

Mel Rottinghaus, CEO  
866-494-1919

##### Metagenics

Doug Gaynor, Marketing Director  
800-692-9400

##### OUM Chiropractor Program

Kran Edwards, Marketing Specialist  
800-423-1504

##### The Pettibon Institute

Jenni Hawkins, General Manager  
253-852-5590

##### Professional Practice Specialists

Jeffrey Dieter, DC  
800-645-7590

##### Quick Notes

Ken Schenley, Vice President  
954-680-5776

##### Robinson & Kole

David Robinson, Attorney at Law  
360-671-8112

##### Law Offices of Morris H. Rosenberg, P.S.

Morris H. Rosenberg, Attorney at Law  
206-903-1010

##### Standard Process NW, Inc.

Jerry Cinnenkohl, President  
800-292-6699

# Member Spotlight

## Corporate Member Profile:

### Thera Tek USA, LLC

**WCSA Corporate Partner**  
since: 2002

**Year Established:** 1991

#### Key Management:

Robert Harada, Tierney Davenport.  
Chiropractic Division: Noel Davenport

#### Description of Business:

Providing clinical supplies, equipment and services to chiropractors and other healthcare professionals in the Pacific Northwest.

#### Geographic Areas Served:

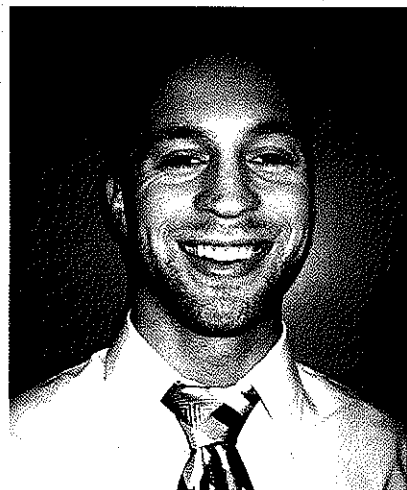
Mainly the Pacific Northwest

#### Philosophy:

Thera Tek is here to provide complete satisfaction of every facet of clinical need. Thera Tek values local business and experiences the nuances of the local economy. Thera Tek is proudly located in Seattle for local chiropractors.

#### About being a Corporate Partner:

WCSA is the best source for DCs, patients and local businesses to come together in a positive, mutually beneficial manner.



Noel Davenport

### Thera Tek, USA, LLC

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ndavenport@theratek.com • www.theratek.com

## Corporate Partner Spotlight

This month, we welcome two corporate partners to the Leadership Level—the second highest partnership available to companies and organizations who wish to connect with the chiropractic profession.

**Thera Tek USA, LLC** Longtime corporate partner Thera Tek has elevated its membership to the Platinum Level. Bob Herada, Tierney Davenport and Noel Davenport are committed to providing chiropractic offices with high quality, reasonably priced products and services ranging from treatment tables to a full range of clinical supplies. You can reach them at 800.858.0250 or by email to sales@theratek.com. Their website is www.theratek.com.

**Take Shape for Life** Jami and Bill Krietzman now join the WCSA at the Platinum Level as an additional representative of Take Shape for Life. They provide expert coaching that helps chiropractic offices implement nutritional intervention for disease and weight management. You can reach them at 503.690.4313, by email at: fitandhealthynow@verizon.net or on the web at <http://fitandhealthynow-hp.tsfl.com/hp/index.asp>.

### Footmaxx Drops Membership

We regret that Footmaxx has not elected to renew its membership with the WCSA. We urge you to use the services of Foot Levelers (800.553.4860), Amfit (800.356.3668) and The Orthotic Group (800.551.3008).

# How E-mail Marketing Can Boost Your Practice

Michael Lewis, DC, CCSP, CSCS and

Noel Davenport, TheraTek, WSCA Corporate Member



The use of email marketing opens up invaluable marketing opportunities for your business, if done appropriately and with care. We asked two WSCA members, one a Seattle chiropractor and the other a Corporate Member, to share their perspectives on how their email marketing strategies have helped to grow their businesses. Dr. Mike Lewis and Thera Tek sales representative Noel Davenport share their stories here.

## Why is email as a marketing tool a good fit for your business?

**Dr. Mike Lewis:** I have subscribed to a website service (Chiroplanet) for the past six years, and have come to depend on this form of electronic communication now more than ever. Practicing in a metropolitan area, I would estimate that 90% or more of my patients use email on a regular basis. I still send out a quarterly direct-mail printed newsletter, and it hurts every time I pay for the postage. Hurts bad.

**Noel Davenport:** TheraTek.com has been my main focus for two years. I have watched TheraTek.com grow from a modest webpage to a strong e-commerce site. This site has become an essential sales tool, vital to the future of our business: providing supplies, equipment, and most importantly, service to healthcare professionals. Everyday our local and national e-commerce grows! The reach and speed of internet technology enables a local business like Thera Tek to evolve faster and serve a larger audience than ever before.

## How have you utilized this technology in your practice?

**Dr. Mike Lewis:** Four years ago, I opened up a new office and my new office website was instrumental in creating a smooth transition for my patients. The link to the website was sent out as a mass email before the move and again soon after. The maps, directions and parking instructions were invaluable, and much more cost effective than sending out multiple postcards or newsletters.

Since the move, the website service sends out a very tasteful email to my patient database once a month, offering health suggestions, chiropractic news and news of recent research. It was very important to me that I could support the content in these emails, and that it sounded as if it could have come from my mouth (or keyboard).

After returning from a vacation years ago, a patient suggested that in the future I announce my vacations ahead of time. Great idea. By sending out an email a month ahead of time, I now get a bump in my numbers before leaving, and it's a good way to reactivate patients who haven't been seen in awhile. This year I sent out an electronic holiday card announcing we would be closed the week of Christmas. I make sure not to abuse this service, and only send out mass emails when it is newsworthy.

Starting next month, we will be sending electronic birthday cards to save on postage and paper. Better for my wallet and the environment.

**Noel Davenport:** Clinics see value doing business with a local company. Clinics also enjoy the ease of online ordering. TheraTek.com turns online business into a local experience for chiropractors in the Northwest! When a client wants to do business via internet, we attempt to "speak their language." Place an order via fax, we fax. Place an order via phone, we call. Place an order online, we email!

Email marketing is the best channel of communication to reach online customers. Keep in mind, not everyone wants or is willing to be internet approachable. An email may provoke an interest but be sure to keep alternate communication available. We provide local (Seattle) phone numbers and our physical address within every outgoing email. This reminds clients that we're not just an anonymous online company. Nothing can replace a one-on-one conversation.

## What tips can you share with others?

**Dr. Mike Lewis:** I am no expert; in fact, I would prefer that the majority of the process be as hands-off as possible. I would make sure you spend some time shopping around for a quality website service. Look over their content, make sure you can stand behind their advice, exercises (if offered), and other information.

Don't abuse the service. Every other month I get maybe one person that asks to be taken off our email list. If patients were inundated with frequent emails, I would surely get more "unsubscribe" and the desired impact would be lost, and have a negative effect. Emailing is a great tool to help keep you in front of your patients' faces (no need to cram it down their throats).

**Noel Davenport:** Remember, email unto others as you would have others email unto you. Thera Tek does not send "spam" to the general public. By only contacting those who may want to be contacted you increase effectiveness. However, a targeted mass-email is a great option for generating new business.

Reaching a segment of the private individuals in a targeted manner is usually more difficult than reaching professionals. Know your audience. First, define the segment you're trying to reach. Use an online resource that can provide email addresses (I suggest emailresults.com for contact lists and geoselector.com for general demographics.) Keep databases clean and current. Every time a new marketing email is sent, the email database will need to be cleaned up by deleting invalid emails. And don't forget to add additional addresses you may have acquired since the last email.

Frequency of emails should be limited in order to remain potent. Consistency will maintain attention. I suggest the email to have a recurring schedule; monthly works well for Thera Tek. I suggest no more than once a week and no less than once a month.

Lastly, avoid too much fluff and not enough substance. When you want people to take precious time out of their day, make it worthwhile. If your promotion is a "special" make sure it is special! Would you read your marketing email?

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—Michael Lewis, DC, CCSP, CSCS, maintains a private practice in the Eastlake neighborhood of Seattle. He has practiced in Washington since becoming licensed in 1993.

—Noel Davenport handles Northwest Chiropractic Sales for Thera Tek. He can be reached for questions or comments at 206.781.1776 or [ndavenport@theratek.com](mailto:ndavenport@theratek.com).