

A Patient's Perspective of

Cornerstone Health

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The Value of Cornerstone Health

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What is Cornerstone Health?

Partnership

It's like you're partners in health. [Dr. Fergus] does the work but you get a bunch of exercises to do on your own. And so it's not like he's responsible for your health, it's a partnership.

- J.

[Cornerstone] puts you in a position to help yourself. Because if you do your exercises and you participate in your therapy, you'll get better faster and you can do things to help yourself when you're not in the office.

- K.

I understand that I have a part to play in this. I can't look at Dr. Fergus and say, "You didn't fix me." He could diagnose this perfectly and I could not do the exercises, I could not choose to move in a certain way. It's me and him.

- E.

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What is Cornerstone Health?

My Team

You need the right team with the right personality that can help you, be all you can be. That's what you want. You want that team behind you. And I think that's Cornerstone. They're the people that I want behind me. They're my team.

- P.

The In-between

It's this in-between stuff where it's chronic enough or painful enough where you really should address it, but it's not... a surgical case. So what do you do with those people? And I would argue there's a lot of people out there who are just living with chronic pain just because they think they should. If there's another way, why not find it?

- K.

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What are some Key Qualities?

Holistic and Comprehensive

The real strengths are that Cornerstone will look at the whole person... [They have] a level of holistic competence that I hadn't experienced before.

- J.

They treat the whole person.... So how can you just focus on one area and think that's all there is? Because in reality it's all connected.

- K.

He's asking questions about diet and making suggestions. He's asking about medicine. He's asking about vitamins. He's asking about how I can modify certain poses or exercises in a physical practice. It really feels like there's a lot of suggestions that he's had that have been helpful.

- A.

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What are some Key Qualities?

Knowledgeable and Articulate

He's good about, in a non-jargony way, explaining what he's doing.

- A.

He doesn't mind people asking questions and he has explanations and the explanations are thorough.... I appreciate the attention to detail.

- E.

[Dr. Fergus] is a very excellent listener and a creative thinker. And I think that that really sets him apart from many medical professionals. If there was an exercise that he thought would be good for me and I couldn't figure it out, he would explain it in a visual way or he would explain it in a story or he put it in context or he would work his way up to it in steps. His instructions were always very clear but underlying that was a creative way of listening and explaining.

- M.

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What are some Key Qualities?

Personalized and Flexible

Dr. Fergus really being able to understand what is going on and to look at the person as the person and not just do a cookie cutter regiment.

- M.

I can say, “I don’t think so” and so he’s able to within a minute modify the exercise to my body to what needs to be done.

- J.

Integrated

The diagnosis and treatment are by the same person. Or it’s by someone who is supervising the person who is doing the treatment. To me that’s a different approach, a different model. It’s more integrated. And so the feedback loop is probably a lot smaller than with the traditional IBJ, Athletico model.

- K.

1 The Value of Cornerstone Health

What are some Key Qualities?

Healing, not pain management

The interventions are intended to be healing and restorative rather than just pain management. Dr. Fergus was doing some intervention or release on my neck and I asked him about it. I said, “Is this a muscle release?” He said, “actually, we’re restoring or bringing more capability back into this part of the body.” So then it occurred to me, “Oh, so we’re not just doing pain management, we’re really working on healing” and that’s appealing to me.

- A.

the type of doctor that [my daughter] needs to see she was getting like 5 minutes and their goal was “let’s try to hold this so it doesn’t progress to be worse” and my goal as a parent is “can we make this better?” I think Cornerstone had that same goal.

- M.

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Qualities of an Ideal Patient

2 Qualities of an Ideal Patient

Curious

Some people are never going to ask a question.... They may not care. I think his method will appeal to people that [are]... willing to participate. You have to be open to it, you have to... be curious.

- E.

Motivated to Participate

It's first of all an active participation by the patient. It's not like other places where you go there and you lay there and they crack, they do the work on you and you walk out of there.

- J.

Has Long-term View

As I age I'd like to have him as a provider I could see for many year to help with some of the natural pains of aging and such.

- A.

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In-home Exercises

3 In-home Exercises

Help them VISUALIZE

Having the patient stop and thinking about it helps bridge that gap between doctor's visit and your home life.

- C.

Give REFERENCE MATERIALS

I would love to see a one page handout on what Dr. Fergus is doing.... I am someone who is a little more visual. If I could look at what he's doing and understand it better I would like that.

- A.

it would be pretty cool if there was some kind of program where Dr. Fergus has a library of his exercises and basically what he would do is click, click, click on these 3 exercises and send it to the person via text or email.... it's very specific and a program to follow opposed to him verbally saying, "Do these 3 exercises" it's more instructional.

- A.

3 In-home Exercises

Increase **ACCOUNTABILITY**

One thing that would probably help is if there was a checklist. If I had to fill out a form everyday that said what I was doing and how long I was doing it and I had to bring it back in for him to see.

- A.

Maybe some sort of accountability system. Because of my personality because I like to check boxes. It would be cool if Cornerstone had this app and your plan is laid out in the app so they can see it and we can see it and then our homework exercises are laid out and then there's, "You're supposed to do this exercise for this many minutes or this many times per day" and you can go in and check what you've done and they also immediately get that information so they could review that before my next appointment and talk about it.

- A.

REMINDE them

Another thing that could be helpful is even automated reminders

- A.

3 In-home Exercises

More PRACTICE TIME

So perhaps that could be more streamlined where... he'll show me an exercise and I'll walk out the door and I can practice them for 10 minutes with Denny, say, before I leave.... It's hard for me. If you're showing someone something new, to try it for 2 minutes in the office and if you have 4 of them to remember them all—not going to happen for me

- J.

I've always had it in my mind what a perfect chiropractic session would be like... [Dr. Fergus would] work on you for 30 minutes and if you wanted to, you could stay an extra 25, 30 minutes and have someone there putting you through exercises and you doing that part.

- M.

EQUIPMENT

He's like, "Ok, do you have this at home? The little rubber band thingy or a yoga mat?" If I was a single dude, I wouldn't have any of that.... It would be good if they could just send you home with that stuff.... If they could sell it or rent that stuff. Why don't they just sell it? Or throw it in.

- A.

4

Transferring Patients to Team

4 Transferring Patients to Team

Still Connected to Dr. Fergus

Example of law firm:

- Associate would ask partner if didn't know
- Partner reviewed all documents

- J.

I also want someone who is... not afraid to ask him.... Don't be embarrassed that you don't know it. It's fine with me. We can all work together on this.

- J.

I know that there's a chiropractor behind it. That's a real doctor that's looking out at the exercises I'm doing, whether he's in the room or not, and he checks in with these guys, and I know that he does.

[Q: So is it important to you that you know that Ben is behind the scenes?]

Yeah, absolutely.

- P.

4 Transferring Patients to Team

[Q: When was the last time you met with Dr. Fergus to talk about your situation?]

It's been months. I think the last time I spoke with him was at 6 weeks

[Q: So you haven't met with him since mid-February? (3.25 months ago)] No.

[Q: Do you know if he is up to date on your current situation?] I think he is? ...I don't know to what extent he knows about me.

Introduce Team Early

In the beginning I was skeptical because I didn't know, didn't have any experience with Denny. [Q: And why is it now that you're comfortable.] Because I've worked with him for so long and I seem comfortable. But I think if I had started with Denny then I wouldn't have any doubts. But it's because I was handed off to Denny and I didn't really know him. If Denny had been the one to diagnose me in the beginning then I would be fine with that.

- T.

[Q: And what did you know about Denny?] Nothing. Well, I knew that he's a physical therapist and has worked with sports people.

- T.

4 Transferring Patients to Team

Different Strengths

[Q: Did you have any hesitations with working with someone else other than Dr. Fergus?]

No. She was great. And I knew she had gotten certified and it was another way of reaching the same areas.

[Q: Was she giving you treatment that Dr. Fergus wouldn't have been able to himself?]

Exactly.

- M.

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Notes:

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How do you describe Cornerstone Health to your friends?

What are some common misconceptions about Cornerstone that you're aware of?

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Did anything said by the patients surprise you? If so, what?

What from the patients' answers resonated most with you?

What from the patients' answers aligns with Cornerstone's mission the most?

2 Qualities of an Ideal Patient

Notes:

2 Qualities of an Ideal Patient

Cornerstone is not a good fit for what kinds of patients?

Putting ailments/pain aside, Cornerstone is the ideal clinic for what kinds of patients?

3 In-home Exercises

Notes:

4 Transferring Patients to Team

Notes: