

Entrepreneurial Services Spotlight

Wellsville Chiropractic offers chiropractic care for all ages. In addition to chiropractic care, they also offer acupuncture, massage, trigger point therapy, DOT physicals, sports physicals, sports taping, k-tape (kenesic tape) and laser therapy. You can purchase a variety of nutritional supplements, analgesic creams, and supportive care items there as well. If necessary, they can make referrals for physical therapy, X-ray, MRI, CT scan and lab work as well as refer to other specialists. The business employs four people including two chiropractic assistants and a full-time massage therapist. The business is located at 711 Main Street in Wellsville. Dr. Nicole Vlcek Sullivan is the chiropractor and opened the business in August of 2013. We interviewed her regarding the services Wellsville Chiropractic offers to Wellsville and the surrounding communities.

“Chiropractic (meaning done by hand) is offered as an alternative treatment approach to several health problems including but not limited to musculoskeletal and neurological conditions. Typically, patients suffering from back pain, headaches, joint pain, sciatica, and sports-related injuries are the most common patients to seek chiropractic care. However, we can also help with conditions such as neuropathy, TMJ dysfunction, ear infections, reflux, muscle spasms, disc herniations, and fibromyalgia,” Vlcek Sullivan explained to us.

When asked what problems she is solving for her customers, Dr. Nicole tells us, “Most often our patients are seeking relief from pain-related problems that other providers and treatment options have failed to resolve.” As for the benefits of their services, we learned their holistic approach to healthcare is accessible, affordable, effective, and convenient. Regarding what sets Wellsville Chiropractic apart from their competition, she explains, “We give every single person that walks in our office the best of our abilities from the start. We pride ourselves on our word-of-mouth referrals and reputation. We treat our patients like family!”

All businesses have products or services that are their most popular. We had a conversation about this topic and Nicole said, “Hands down the chiropractic adjustment is our most popular service. So many other chiropractors get wrapped up in all the other “stuff.” We educate our patients on the many benefits of chiropractic care as well as the other conditions that can be helped by an adjustment. Our massage therapist is quite popular, too!” A service Nicole has been surprised by is the popularity of the DOT (Department of Transportation) physicals which include the exam and the motor vehicle certificate. “I initially got certified to be a convenience for several of my local patients that need to have them. What surprised us is the number of these we do each year right here in Wellsville. We have clients coming for these physicals from all over the KC area and have even helped out-of-town drivers from as far away as Florida and Pennsylvania,” she told us.

Wellsville Chiropractic has a very loyal customer base that is 100% referral based. Nicole mentioned, “To date, we have treated over 3500 patients in our office. We would not have the success we have had without satisfied patients.” Regarding our question about advertising, she went on to tell us, “99% of our marketing is patient referrals. We love being active and

participating in our community which also brings awareness of Wellsville Chiropractic. Besides that, we have a Facebook and online presence.”

We then talked about new products and services Wellsville Chiropractic plans to offer soon. Dr. Nicole told us “We hope to have x-rays back up and going within the next year, and we have some early discussions about expanding the office to include some new providers with services to offer our current and future patients as well as community members.” We then turned our focus to products or services that haven’t been well received in the past. Dr. Nicole told us, “We really try to keep our “extras” limited and stay focused on trying to be exceptional at the services we offer rather than being mediocre at many different services. We offer referrals to other exceptional partners for services we do not offer.”

A target market or demographic is a particular group of people at which your products and services are aimed. These people are the most likely to use what you have to offer and where a business wants to focus its marketing campaigns. For Wellsville Chiropractic, Dr. Nicole tells us this target market is anyone with a spine! That includes most of us! 😊 Dr. Nicole added, “We see patients as young as three days old to our oldest on record being 104! Everyone can benefit from chiropractic care whether a newborn dealing with birth trauma or reflux/colic, a toddler with an ear infection, a kiddo with growing pains, a high school athlete with joint pain, a person with low back pain, a pregnant woman with sciatic discomfort or the ailments of arthritis as we age.” As we learned here, most everyone can use and benefit from chiropractic care from time to time.

The list of benefits of chiropractic care are immense. Humans are meant to move! “When a joint becomes stuck and is not moving correctly whether from an injury or repetitive use, it causes dysfunction which can lead to swelling, pain, balance issues, and impacts the way we live our daily life. The nervous system plays a huge role in our immune system as well,” Dr. Nicole explained to us.

We then asked Dr. Nicole what the most asked questions are about chiropractic in general and the services she offers. She said, the number one questions she hears from her patients is, “Do I have to keep coming back?” She told us, “The simple answer is No! Sometimes a condition or injury will require some follow ups but that varies by case. Ultimately, you are the one in control of your care; however, we do like to note that humans are creatures of habit and sometimes the things we do are not the best or easiest on our body. Tune ups are never a bad idea. Most patients choose to come back in on their own periodically because they feel so good after they get adjusted.”

When asked about the core values and brand of Wellsville Chiropractic, we were told, “Our core values are compassion, integrity, respect, honesty, and trust. We also value improvement and strive to always continue to learn and do better! Our brand is about treating each patient as a unique individual and customizing treatment for them. We are interested in hearing their goals and then determine what we can do to help them get back to the things that matter most to them.”

We asked Dr. Nicole how she measures or defines success in her business. She humbly told us, "Although I am self-employed and run my own business, that's not really how I view the way my business works. I work for my patients. I make it a point to give every patient I encounter my very best. When patients leave happy, they refer family and friends to me that keep my business growing. My success is seeing people make improvements in their health, feeling better and leaving with a smile on their face!"

Small businesses in small communities like Wellsville rely on the people of the town to shop local and use the services offered. We asked Dr. Nicole how the Wellsville community could best serve her business. She began with this question and continued to explain, "Do you or someone you know think you could benefit from chiropractic care? Send them our way! If you have been to our office, we would very much appreciate your reviews on Google and Facebook." Reviews about great services or products are invaluable to any business these days.

We at the Wellsville Chamber of Commerce exist to help the businesses that become members of our organization. We strive to help businesses grow and partner with them to do so. We asked Dr. Nicole specifically how the Wellsville Chamber could help Wellsville Chiropractic. She asked us to keep her posted on activities and events in the community and to notify her of any opportunities where she can help or be involved in. We will do that. We have increased the number of events that the Wellsville Chamber is directly sponsoring and provide a monthly newsletter to keep our members and community informed of all that is going on in Wellsville!

Wellsville Chiropractic is open for business Monday through Thursday from 9:30AM-1PM and 3-6PM. They can be reached at 785-883-2234, at their website at www.wellsvillechiropractic.com or by email at wellsvillechiropractic@gmail.com. Please be sure to like and follow us on Facebook as well.