INTEGRATIVE DRY NEEDLING

Operational and Behavioral Parameters to Launch a Successful Integrative Dry Needling Program

The successful implementation of a dry needling program — whether for an individual clinician or an entire practice — rarely fails because of a lack of information or technical skill. More commonly, implementation struggles occur because:

- there is no clear operational or clinical integration strategy,
- clinicians are uncomfortable changing established practice patterns,
- providers fear negative patient reactions or soreness responses,
- or they lack confidence in communicating the value and purpose of dry needling services.

Successful implementation requires more than technical training alone. It requires preparation operationally, clinically, behaviorally, and from a patient communication standpoint to create consistent adoption and long-term success.

Here are high-value items that should be a part of the initial implementation plan

1. Review state practice act requirements and consent/documentation policies. Go to your IDN dashboard and download and modify the patient consent form with your company branding

2. Develop a dry needling policy and procedure manual. (See IDN Policy and Procedure Template Manual in the FastTrack App)

3. Order DN supplies and equipment. See IDN manual for suggested initial supplies and go dry needling supplies page for suggestions on starter bundle packages.

4. Train front desk and scheduling staff on how to communicate, schedule and bill for cash-based DN services. (See Front Desk & Support Staff DN Training manual in the FastTrack App)

5. Establish and practice patient communication and expectation scripts regarding soreness, response, and treatment goals. (See Clinician Communication Training Guide in the FastTrack App)

6. Develop a clear plan for how dry needling will be integrated into your specific clinical workflow, including when to introduce it within the plan of care, which patient presentations are most appropriate, and how treatment response will guide ongoing clinical decision-making and progression.

7. Develop your cash-based dry needling fee schedule. (See Why DN is Cash-based and the IDN Cash-Based Dashboard in the FastTrack App).

8. Create a phased implementation plan rather than trying to needle every condition immediately. Identify 5-10 “ideal” dry needling patients or diagnoses to begin the implementation of dry needling

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care.

9. Identify mentor/support resources for clinical questions during early implementation. (See the IDN discussion forum on your dashboard account and Q&A webinars on the FastTrack app)

10. Develop outcome specific tracking measures to monitor patient response, clinical utilization, conversion to cash-based DN services and overall treatment outcomes. (See IDN Cash-Based Dashboard in the FastTrack App).

11. Develop a patient specific dry needling marketing message/announcement and a follow up marketing campaign via email and social media. (See Dry Needling Patient Marketing Pieces on the IDN Dashboard and on the FastTrack app)