



HEALTHCARE ENTREPRENEUR AND FUNCTIONAL MEDICINE SEMINARS



Presented by:
Regan Archibald, LAc., CSSAc.
Functional Medicine Practitioner
Entrepreneur

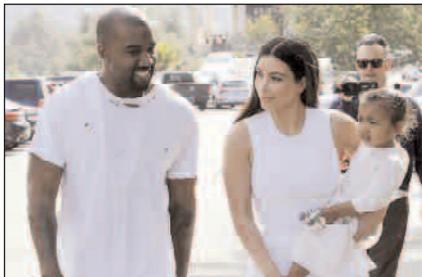
Session 1 **Leaning on Kayne West to Revolutionize** **Healthcare**

Revolutionize Healthcare in America	4	Bruce Lee Style of handling objections in the ROF	21
Beyond the Primary Script.....	7	External Marketing	22
Mastering the Art of Speaking.....	7	Weight Loss Workshop	23
Functional Nutrition, getting to the root cause	10	Check Writing System.....	24
Marketing 2016	20		

HEALTHCARE ENTREPRENEUR AND FUNCTIONAL MEDICINE

Healthcare Entrepreneur and Functional Medicine

"Leaning on Kayne West to Revolutionize Healthcare"



Regan Archibald, Lac., CSSAc.

Functional Medicine Practitioner

© 2016 Go Wellness, Inc. All Rights Reserved.

This month will be your best month, this year will be your best year. Start crushing it now. Imagine how good you will feel when your goals are being realized and people are being helped.

Goals for Today

- Learn how to think BIG in order to build your DREAM PRACTICE.
- Get the Industry Secrets on Marketing in 2016.
- Expand your Clinical Skills in treating Weight Loss, Adrenal, Thyroid and Gut issues.
- How to Overcome Objections to Care.
- Mastering the Art of Public Speaking.
- Bulletproof Communication in Financial Close

"My interest in life comes from setting myself huge, apparently unachievable challenges, and trying to rise above them." -Sir Richard Branson

Session 1 Goals

Session 1 Goals: Participants will be able to double their practice in 1 month by implementing the systems taught in this agenda.

Saturday 9:00 to 10:00

REVOLUTIONIZE HEALTHCARE IN AMERICA.

Are you doing what it takes to build your dream practice and to become a leader in your community? Flow State for Enhancing your Practice.

10:15 to 11:30

BEYOND THE PRIMARY SCRIPT:

The NEW 2016 marketing campaigns to flood your office with 8--10 new, high quality patients per week, who will gladly pay out of pocket for your services. Converting Leads to ROFs.

11:45 to 1:00

MASTERING THE ART OF SPEAKING:

Learn how to close 80% of your prospects with "Stress, Digestive Health and Hormones."

LUNCH 1:00 to 2:00

SATURDAY AFTERNOON: Protocols and Skill Building

2:00 to 3:00

FUNCTIONAL NUTRITION, GETTING TO THE ROOT CAUSE.

How to implement food sensitivity testing, micronutrient analysis and functional nutrition that is based on lab values. GMO's and Bacteria.

3:15 to 4:15

YOUR SECRET TO FREEDOM:

Automate with quality video content that educates, trains and closes prospects on wellness programs. (Please bring your smart phones)

HEALTHCARE ENTREPRENEUR AND FUNCTIONAL MEDICINE

4:30 to 5:30

BRUCE LEE STYLE OF HANDLING OBJECTIONS IN THE ROF

"I don't have time." "That's a lot of money." "I will only do what my insurance will pay for." "I need to talk to my spouse."

SPA TIME!!! PLEASE TAKE CARE OF YOURSELF AND RELAX

HEALTHCARE ENTREPRENEUR ADVANCED TRAINING

SUNDAY

9:00 to 10:00

PURPOSE AND CORE VALUES:

Creating your lifestyle and functional medicine practice in a month. (For most people this process takes 4 or 5 years but the revenue lost by waiting to make the change in your practice is at least \$100k per year. You will do it in a month!)

10:15 to 11:30

REVERSING AUTOIMMUNE ISSUES, THYROIDITIS, DIABETES AND DEPRESSION WITH LIFESTYLE TRAINING AND FUNCTIONAL MEDICINE.

11:45 to 1:00

MASTERING THE FINANCIAL CLOSE...*

and implementing the entire lifestyle and functional medicine close with your acupuncture and chiropractic treatments.

*This Training is for Go Wellness Clients enrolled in the Healthcare Entrepreneur and Functional Medicine Program. Please Inquire

*SUNDAY: MARKETING AND ROLE PLAYING

9:00 to 10:00

Primary Script Mastery and Cultivating the Art of Patient Communication

10:15 to 11:30

NEW PATIENTS ARE EVERYWHERE

How to use a survey, build on that with the primary script and then close individuals for care.

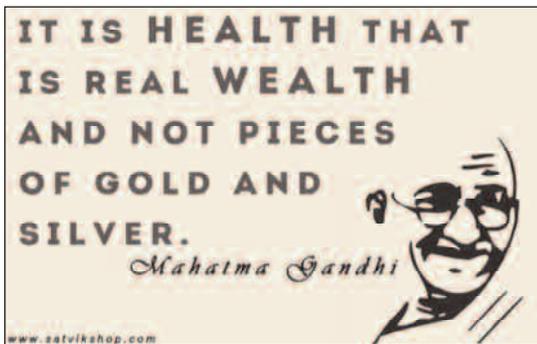
11:45 to 1:00

MARKETING WEIGHT LOSS

How to Double referrals with the Check writing referral program How to Effectively manage vital statistics to expand your practice!

*This event is for all guests and David Singer Clients.





50% of Americans suffer from chronic conditions; this is projected to increase by 6% per year through 2030.

Nearly 85% of all healthcare spending is to treat the symptoms of chronic disease.

American family of 4 will spend \$20,728 per year on healthcare. –Milliman Medical Index

Health insurance premiums have increased nearly 200% since 2000. Insurance profits 69% increase in past 5 years.

According to USA, Inc. annual healthcare costs average \$42,500 for people in 65-85.

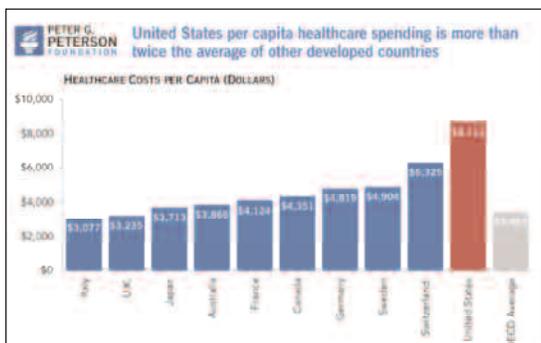
Cost vs. Reward

78% of health care costs (\$2.1 trillion) are driven by lifestyle and environmentally related preventable chronic disease. Commonwealth Fund

81% of Americans take at least one medication a day...

World Health Organization has ranked the U.S. at 33rd in healthiest countries.

“90% of all diseases prevalent today are not treatable with orthodox medical procedures”



5 Correct Actions Health Care Leaders Take

1. Leaders carry with them a massively transformative **PURPOSE** to help as many people as possible get as healthy as possible, and to educate the community about health and wellness.

Get everyone in your life very clear up about that purpose: your patients, team members and your community partners.

Every policy that you write needs to have the clinic purpose infused in it and then a goal attached to it so that you know if you are fulfilling your purpose or not.

When you have setbacks with patients and things aren't going your way review your purpose, it seems to help.

Your purpose is your lifeline. Without it you will enjoy your work less, you will perform at a lower vibration and have less of an influence on those around you.

Your purpose needs to be nurtured first thing in the morning everyday, and over and over throughout the day.

My purpose as a healer is to be-

Is to do-

Is to have-

So that-

Write down 3 words that will remind you of your purpose:

"Living with purpose means to consciously direct your intentions and actions towards meaningful experiences and objectives." Brendon Bruchard

My Purpose in Life is to Create What in the next month?
(Double my practice, communicate in a way that brings in 5 patient referrals per week where 80% close on wellness programs, etc)

Now feel what does it feel like to fulfill your purpose?

What is the experience your patients are having when you are on purpose?

What are you having because of it?

Now how will you nurture yourself while you are consistently generating enough energy to fulfill your purpose?

2. Leaders have a PLAN that is expressed with continuous action towards the purpose

Leaders get everyone who they work with clarity about the plan and get everyone involved and they set the tone for the project and carry the highest levels of enthusiasm.

Every week carve out blocks of time to work on your business and set deadlines for the big projects that will move you forward.

What time and day will you work on your favorite projects? *The secret to expansion is to prioritize the projects that you are most stoked about.

Now write down what some of those cool bigger projects are: ** (Marketing venues, writing content for your blog or website, connecting with your community through videos or podcasts, take a training course to advance your skills, research new services that both the business and the clinic benefit from.)

Monitor your stats every single day if not more. Leads, ROFs, Collections, Visits, and Events. You are not succeeding in your role as a business owner if you are not keeping stats.

What stats are you keeping currently? What ones do you need to add?

What will it take to double your practice in a month?

Set blocks of time aside for ROFs so that you aren't distracted by the randomness of the clinic.

What jobs can you automate so that you can focus on bigger things that help you reach your purpose?

What are your biggest distractions and how will you confront them?

Are you planning on recharging at least once a month by getting away or unplugging? Breathing every hour while you get some water?

3. Leaders are Consistently more PRESENT

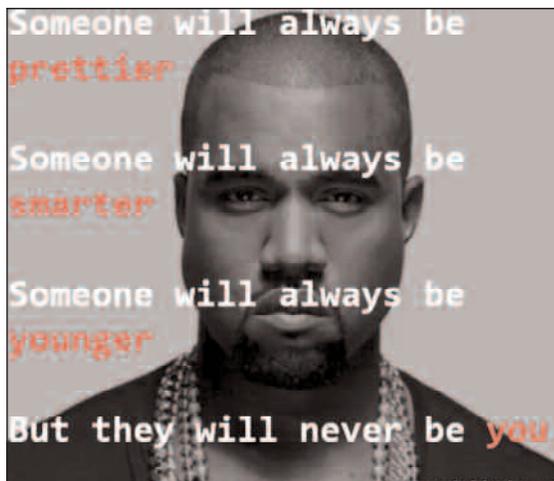
Leaders don't let the daily drama pull them away from the purpose of the day. They can see clearly that things will go right because they have taken the correct steps in their planning for the future. Staying present in the moment is supported on already having thought out the future path. You are not creating decision-making fatigue by second guessing everything you are doing, you are moving steadily on the course.

Do the Mindset morning daily. This will allow your mind to stay in a manifesting state where you can feel the abundance that is everywhere. Remember that you already have everything you need.

- 5 minutes: Meditate
- 5 minutes: Affirmations and Meaning
- 5 minutes: Visualizing your day and your life

Start your morning off with meditation and by visualizing your dreams then commit to not take things so seriously. What time of day will you set aside for this practice? We all have patients who are very needy and they can suck the life out of you and your team unless you are 100% present with them. I find that 2 or 3 minutes of presence with them will be all they need for validation. You lose your ability to help them or your practice when they dictate the course of care and manipulate the flow of your office.

What patients are your toughest ones? Are you staying fully present or are you getting pulled into their story?



4. Leaders Generate higher levels of Energy

Set reminders for yourself to breath and do some qi gong, reflect briefly on your mindset morning intentions, think of something kind you can do for someone, or one of my favorites is to send a funny e card text or play a prank on your friends or staff.

Leaders have more fun!

Get a mastermind group where you can help each other learn and grow. In the mastermind groups that I am currently in and have been in over the years I have found that my problems are usually much smaller than most of the other individuals and they offer insights that have been invaluable for me.

Who are you working with on your practice goals? Who are you helping to inspire?

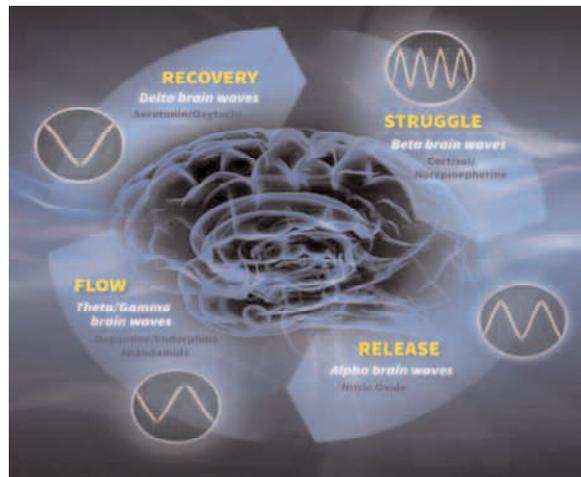
5. Leaders know how to work from Flow state

Brain waves for tipping FLOW

Alpha waves for action. This is where you commit to something and shut out outside distractions and focus on the task at hand.

Beta waves are for assessing situations, feeling fear and predicting future.

Theta waves for processing novel stimuli and getting into creative states of mind.



10 conditions for FLOW state

1. Clear Goals that align with skill set.
2. Concentration on one thing.
3. Loss of self-consciousness- the merging of action and awareness.
4. Altered state of time- the day “flies” by.
5. Direct and Immediate feedback- adjust your approach based on your results.
6. Balance between ability level and challenge- push your limits just enough.
7. Personal control over the situation.
8. Lack of awareness of bodily needs.
9. Effortless activity that is intrinsically rewarding.
10. Absorption: focus is on the activity alone- no distractions.

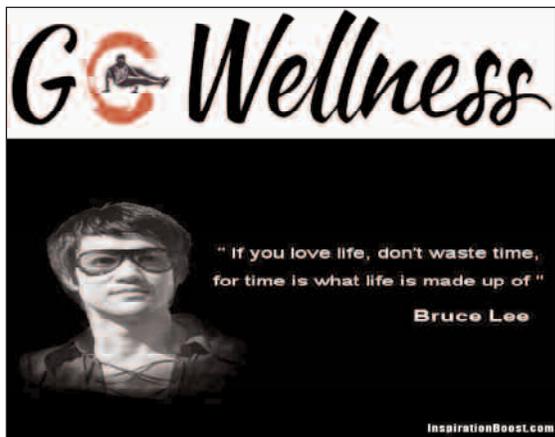
-The Rise of Superman, Steven Kotler

If you love life then don't waste time for time is what life is made up of

Bruce Lee

Believe in your flyness, conquer your shyness

For every sale you miss because you're too enthusiastic, you will miss a hundred because you are not enthusiastic enough"



Do you have a marketing plan?

Primary Script: "Do you have any health problems that concern you?"

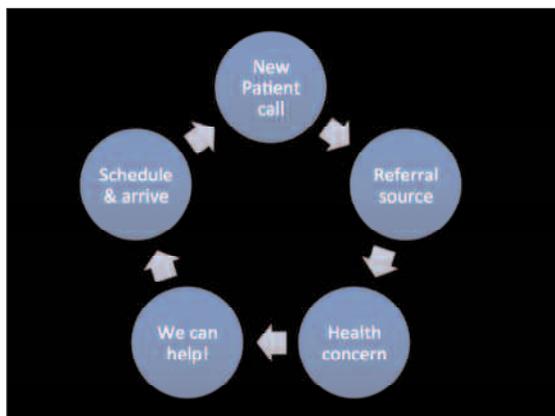
Steps

- Introduction: get their name and number. Ask how they heard about the clinic.
- Establish purpose (Why are they calling)
- Complaint: 40% of the time they have a larger complaint than what they are telling you.
- Talk about your clinic success.
- The Close-SCHEDULE THE PERSON

How Your Clinic Treats....

We take a wellness approach to health by addressing three basic categories of traumas;

1. Physical Trauma; 2 types of nerves. Nerves of pain and nerves of function.
2. Emotional Trauma; adrenals, liver, etc



3. Chemical Trauma; 82,500 chemicals we are exposed to every week.

"These traumas may all be addressed as part of the primary script."

Heart of the Process

"Communication is 20% what you know and 80% how you feel about what you know." Jim Rohn

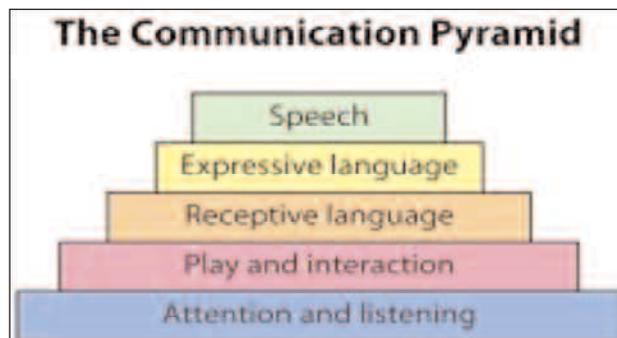
Words: 7%

Visual: 55% (body language, eye contact, hand gestures, facial expression)

Vocal: 38% (pitch, speed, volume, tone of voice)

TOP 10 TIPS FOR PRO PUBLIC SPEAKING

1. SPEAK DAMMIT!
2. ARTICULATE DAMMIT!
3. ENUNCIATE DAMMIT!
4. SPEAK LOUDLY DAMMIT!
5. SPEAK SLOWLY DAMMIT!
6. PAUSE OCCASIONALLY DAMMIT!
7. MAKE EYE CONTACT, DAMMIT!
8. MOVE YOUR BODY, BUT DON'T BE FIDGETY, DAMMIT!
9. DON'T BE BORING DAMMIT!
10. SMILE DAMMIT



9 Survival Tips for Public Speaking

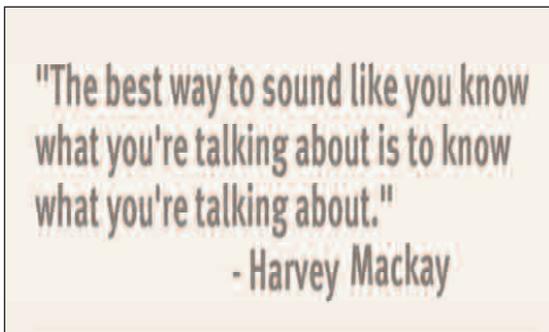
- Dress for the occasion
- Preparation
- Know the room and the technology
- Engage your audience
- Purpose and Knowing your audience
- Be confident...own the floor
- Avoid "Ums and Uhs"
- Timing
- Humor your Audience

- Winston Churchill: Used a lot of body language.
- Sheryl Sandberg, COO facebook: Tells stories to deliver the message.
- You!

Getting Results by using effective steps.

1. You are the expert
2. Stress survey
3. Gift of Health

Be the EXPERT



Top 100 Prescriptions in Revenue

Product	Sales \$
Humira.....	\$8,290,106,091
Abilify.....	\$7,995,192,015
Sovaldi (hep C).....	\$6,957,331,432
Crestor	\$5,958,997,432
Enbrel (AS/RA)	\$5,953,627,734
Harvoni (hep C).....	\$5,398,133,616
Nexium.....	\$5,394,307,899
Advair Diskus	\$4,789,231,826
Lantus Solostar.....	\$4,770,782,304
Remicade (Crohn's)	\$4,614,448,608

Worlds Best Speakers

- Steve Jobs: Simple and Focused presentations that was about an experience not computers.
- Abe Lincoln: Gettysburg address was less than 3 minutes.

Marketing Lectures at your Local Library

Your local library, recreational center, assisted living community, town hall, police stations or hospitals make great locations for outside lectures.

Your script is as follows to the person in charge:

" Hi my name is Regan Archibald, I am a local wellness consultant and I am a community volunteer with The Foundation For Wellness Professionals. We are a nation wide Non-Profit 501-3 Corporation similar to the Red Cross. The difference is that our mission is to help prevent disease through community workshops."

"I would like to know if I could get a meeting room for around 20 people once per month to provide them different educational seminars for free in the evening at around 7:00pm"

(Response: That would be fine , let me see what we have available. How would Friday work?)

"I would rather do it on a Tuesday and if not available a Monday or Wednesday"

Once the lecture is scheduled tell the person in charge you will be announcing it in the paper and wanted to know if they would also announce it in any of their mailings, website or emails. Once the time is booked you then contact as many media locations as possible for a free public service announcement or PSA. This would be your local paper, the main paper, the community once a week paper, your town website to be posted as an upcoming event, your local TV and local radio stations such as NPR (National Public Radio). You can also announce it on Craigslist on their event calendar.

Here is a list of lectures that I recommend you do.

- How to balance your hormones naturally
- The 5 secrets to Permanent Weight loss
- How functional medicine can eliminate your health problems

Other great topics are:

- Natural solutions to digestive problems
- Natural solutions to Arthritis pain
- Natural solutions to learning problems and ADHD
- Natural Solutions to Depression

Now you need to confirm these people who are coming and invite them to bring a friend. Here is my best tip on how to sign up 100% of the people at the talk. Offer a Free Urine Test for toxic chemicals

How to create a working relationship with your local health food stores, Vitamin Shoppes and Natural foods supermarket.

Natural food supermarket have private rooms to teach classes on cooking. Your approach with the store manager would be to teach classes on different health problems and natural solutions to those problems.

The main this is to meet with their supplement depart-

ment and decide what products to promote. You could end your lecture by selling a \$20 coupon good to purchase anything in the store if they want to come to your office for an evaluation.

The script would be:

" I would like end this workshop today by giving you a gift. It is the opportunity to come to my clinic for a comprehensive consultation and wellness screening to find the true cause of your health problems."

If we found the true cause of your problems we can figure out a way to get rid of them. To do this I will personally spend more time discussing your health problems and history than you have ever spent with any other doctor.

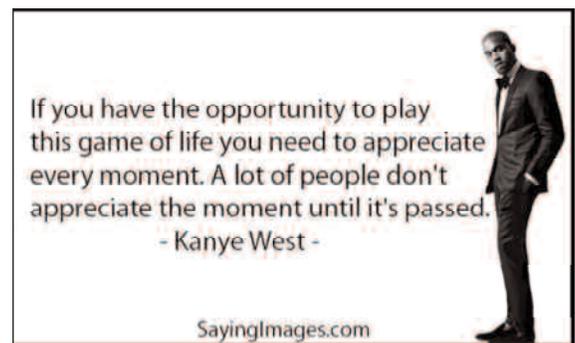
The time I will spend with you is worth over \$300+ and the urine test alone would normally cost you \$75 if you went to a lab.

I will then test your stress levels and their effect on your adrenal glands

I will use saliva tests for PH and a Urine test for toxic chemicals to determine what is happening with you biochemically.

The reason we make this available for free is because my purpose is to help as many people as I can and I want to help you.

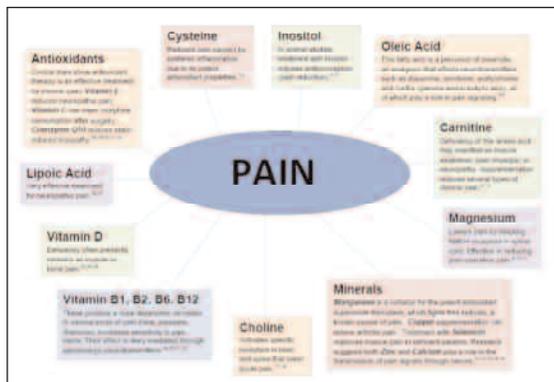
The only thing I ask is if you want to come in, is to make your appointment before you leave and purchase a \$20 gift card to be used in this store.



Nutrient imbalance, either deficiency or excess. Nutrients are what fuel our bodies basic metabolic processes.

The NHANES Nurses' Health Study; "50% of Americans, are deficient in things like vitamin A, vitamin D, vitamin C, vitamin E, all the important fat-soluble vitamins."

97% of Americans don't get enough choline, potassium and fiber.



- Eat whole real, colorful plant food – 8–12 servings of fresh vegetables, fruits, beans, nuts, seeds, whole grains every day full of antioxidants and phytonutrients
- Take mitochondria protective and energy boosting nutrients such as acetyl-L-carnitine, alpha lipoic acid, coenzyme Q10, n-acetyl-cysteine, NADH, D-ribose, resveratrol, magnesium aspartate
- Increase omega 3 fats to help build your mitochondrial membranes"

Functional Nutrition

Nutrigenomics (the "epigenetics of food and nutrients") Nutrients modulate physiologic processes at the molecular level, this modulation gives rise to the phenotype of health or disease.

Nutrition Fats

Dr. Hyman says...

"We should obtain the bulk of our antioxidants from food – namely whole, real, unprocessed plant foods. And we should take antioxidants as a team, not individually.

So here's what to do to protect your mitochondria and prevent rusting.

- Eat less processed, junk food, sugar and empty calories. In fact you should really avoid them altogether
- Detoxify – get rid of environmental and internal toxins
- Address inflammation
- Balance your hormones

Here are things to boost and protect your mitochondria:

- Exercise – interval training increases the efficiency and function of the mitochondria, and strength training increases the amount of muscle and number of mitochondria

MCTs

Another healthy yet underrated fat are Medium-chain triglycerides, or MCTs, found in large amounts in coconut oil. They are unique in that they are a form of saturated fat, yet have many health benefits. Their digestion is near effortless and, unlike other fat, MCTs are utilized in the liver and are easier on the pancreas, liver, and digestive system. Within moments of MCTs being consumed, they are converted by the liver to energy which make it an excellent source of energy during an intense workout or race. It has been shown to promote heart health, a strong immune system, a healthy metabolism, weight loss and youthful skin.

Phytonutrients

Healthy fats like raw unprocessed plant based oils also carry hundreds of phytonutrients such as chlorophyll, phytosterols, Carotenoids, Lignans (Phytoestrogens), tocopherols, tocotrienols, Flavonoids (Polyphenols) among others. Flax oil, for instance, when extracted properly can retain high levels of cancer fighting lignans, while hemp oil is rich in many phytonutrients, in particular receiving a lot of attention for its high levels of

immune boosting, alkalizing, and cleansing chlorophyll.

Antioxidants

Plant based oils can also be a great source of antioxidants. Chlorophyll found in hemp oil has antioxidant like properties while berry seed oils are packed with antioxidants in a highly concentrated form. Raspberry, cranberry, and

Detoxify

get rid of environmental and internal toxins

Address inflammation

Balance your hormones

Here are things to boost and protect your mitochondria:

Exercise – interval training increases the efficiency and function of the mitochondria, and strength training increases the amount of muscle and number of mitochondria

Organic Foods

Originally, all foods were “organic.” They were grown and prepared without pesticides, herbicides, chemical fertilizers, hormones or irradiation. Foods were unrefined, whole or minimally processed. Since World War II and the advent of chemical farming and food processing, the soils and foods of much of the world have been depleted of many important minerals and nutrients.

Our food these days, whether of vegetable or animal origin, is not only deficient in nutrients, but also full of pollutants and farming chemicals. The modern process of denaturing foods via heavy refining and chemical treatment deeply affects the life force of our food supply, making it difficult to foster equilibrium and health.

Pesticides, which have been shown to cause cancer and liver, kidney and blood diseases, create extra work for the immune system. They lodge and accumulate in tissue, resulting in a weakened immune system, and consequently allow other carcinogens and pathogens to filter into the body and affect our health. Organic certification is the public’s assurance that products have been grown and handled according to strict procedures without persistent toxic chemical inputs.

Top 10 reasons to buy and eat organic foods:

1. Keep chemicals off your plate. Pesticides are poisons designed to kill living organisms and thus are harmful to humans. Many approved pesticides were registered long before extensive research linked these chemicals to cancer and other diseases. Organic agriculture is a way to prevent any more of these chemicals from getting into the air, water and food supply.
2. Protect future generations. Children are four times more sensitive to exposure to cancer-causing pesticides in foods than adults.
3. Protect water quality. Pesticides pollute the public’s primary source of drinking water for more than half the country’s population.
4. Organic farmers work in harmony with nature. Three billion tons of topsoil erodes from croplands in the U.S. each year, and much of it is due to conventional farming practices, which often ignore the health of the soil. Organic agriculture respects the balance necessary for a healthy ecosystem; wildlife is encouraged by including forage crops in rotation and by retaining fence rows, wetlands and other natural areas.
5. Save energy. More energy is now used to produce synthetic fertilizers than to till, cultivate and harvest all the crops in the U.S.
6. Help small farmers. Although more and more large-scale farms are making the conversion to organic practices, most organic farms are small, independently owned and operated family farms. USDA reported that in 1997, half of U.S. farm production came from only 2% of farms. Organic agriculture can be a lifeline for small farms because it offers an alternative market where sellers can demand fair prices for crops.
7. Support a true economy. Organic foods might seem expensive at first. However, your tax dollars pay for hazardous waste clean-up and environmental damage caused by conventional farming.
8. Promote biodiversity. Planting large plots of land with the same crop year after year tripled farm production between 1950 and 1970, but the lack of natural diversity of plant life has negatively affected soil quality.
9. Nourishment. Organic farming starts with the nour-

ishment of the soil, in turn producing nourishing plants. Well-maintained soil produces strong, healthy plants that have more nutrients than conventionally grown produce.

10. Flavor. Organic produce simply tastes better. Conduct your own taste test!

Adapted from materials provided by Whole Foods Market and the Organic Trade Association.

GMO's

You hear a lot about GMO's these days. What is the best way to avoid GMO's? Eat whole foods! What exactly is a GMO? Genetically modified foods have had foreign genes inserted into their genetic codes.

"Genes change every day by natural mutation and recombination, creating new biological variations. Humans have been exploiting this for centuries—shuffling genes in increasingly systematic ways and using extensive crossing and artificial selection—to create many combinations that would never otherwise have occurred. Just about everything we eat is derived from livestock, crops, and micro-organisms bred specifically to provide food. Humans have also redistributed genes geographically: the soybean is native to Asia but is now grown throughout the Americas, and the potato, native to the American continent, is grown throughout the temperate world. DNA has never been "static," neither naturally nor at the hand of people.

Genetic modification is an extension of this. However, unlike conventional breeding, in which new assortments of genes are created more or less at random, it allows specific genes to be identified, isolated, copied, and introduced into other organisms in much more direct and controlled ways (see boxes). The most obvious difference from conventional breeding is that genetic modification allows us to transfer genes between species." Leighton@campden.co.uk

The average American's diet relies heavily on corn, not so much in its vegetable form, which is okay in moderation, but in its more toxic forms like high-fructose corn syrup, which is found in a lot of the fake, processed foods available in your grocery store or restaurants. If you are vegan or vegetarian, you probably get soy in your diet as a protein substitute.

Potential benefits of genetically engineered food include:

- More nutritious food
- Tastier food
- Disease- and drought-resistant plants that require fewer environmental resources (water, fertilizer, etc.)
- Decreased use of pesticides
- Increased supply of food with reduced cost and longer shelf life
- Faster growing plants and animals
- Food with more desirable traits, such as potatoes that absorb less fat when fried
- Medicinal foods that could be used as vaccines or other medications

Potential risks include:

- Modified plants or animals may have genetic changes that are unexpected and harmful.
- Modified organisms may interbreed with natural organisms and out-compete them, leading to extinction of the original organism or to other unpredictable environmental effects.
- Plants may be less resistant to some pests and more susceptible to others.

It is easy to see that there are perceivable benefits to genetically modifying our foods. It is less apparent to many that there can be a huge and detrimental impact upon our health by eating the same.

So...what should we do?

- Remove processed foods from your diet and eat whole foods.
- Eat animal protein that is organic and naturally raised.

It's virtually impossible to provide a complete list of genetically modified food (GM food) in the United States because there aren't any laws for genetically modified crops!

Some estimates say as many as 30,000 different products on grocery store shelves are "modified." That's largely because many processed foods contain soy. Half of North America's soy crop is genetically engineered!

Rapeseed: Resistance to certain pesticides and improved rapeseed cultivars to be free of erucic acid and

glucosinolates. Glucosinolates, which were found in rapeseed meal leftover from pressing, are toxic and had prevented the use of the meal in animal feed. In Canada, where "double-zero" rapeseed was developed, the crop was renamed "canola" (Canadian oil) to differentiate it from non-edible rapeseed.

Honey: Honey can be produced from GM crops. Some Canadian honey comes from bees collecting nectar from GM canola plants. This has shut down exports of Canadian honey to Europe.

Cotton: Resistant to certain pesticides - considered a food because the oil can be consumed. The introduction of genetically engineered cotton plants has had an unexpected effect on Chinese agriculture. The so-called Bt cotton plants that produce a chemical that kills the cotton bollworm have not only reduced the incidence of the pest in cotton fields, but also in neighboring fields of corn, soybeans, and other crops.

Rice: Genetically modified to contain high amounts of Vitamin A. Rice containing human genes is to be grown in the US. Rather than end up on dinner plates, the rice will make human proteins useful for treating infant diarrhea in the developing world.

Soybean: Genetically modified to be resistant to herbicides - Soy foods including, soy beverages, tofu, soy oil, soy flour, lecithin. Other products may include breads, pastries, snack foods, baked products, fried products, edible oil products and special purpose foods.

Sugar cane: Made resistant to certain pesticides. A large percentage of sweeteners used in processed food actually comes from corn, not sugar cane or beets. Genetically modified sugar cane is regarded so badly by consumers at the present time that it could not be marketed successfully.

Tomatoes: Made for a longer shelf life and to prevent a substance that causes tomatoes to rot and degrade.

Corn: Resistant to certain pesticides -- Corn oil, flour, sugar or syrup. May include snack foods, baked goods, fried foods, edible oil products, confectionery, special purpose foods, and soz drinks.

Sweet corn: genetically modified to produces its own insecticide. Officials from the US Food and Drug Administration (FDA) have said that thousands of tonnes of genetically engineered sweet corn have made their

way into the human food supply chain, even though the produce has been approved only for use in animal feed. Recently Monsanto, a biotechnology food producer, said that about half of the USA's sweet corn acreage has been planted with genetically modified seed this year.

Canola: Canola oil. May include edible oil products, fried foods, and baked products, snack foods.

Potatoes: (Atlantic, Russett Burbank, Russet Norkatah, and Shepody) - May include snack foods, processed potato products and other processed foods containing potatoes.

Flax: More and more food products contain flax oil and seed because of their excellent nutritional properties. No genetically modified flax is currently grown. An herbicide-resistant GM flax was introduced in 2001, but was soon taken off the market because European importers refused to buy it.

Papaya: The first virus resistant papayas were commercially grown in Hawaii in 1999. Transgenic papayas now cover about one thousand hectares, or three quarters of the total Hawaiian papaya crop. Monsanto, donated technology to Tamil Nadu Agricultural University, Coimbatore, for developing a papaya resistant to the ringspot virus in India.

Squash: (yellow crookneck) - Some zucchini and yellow crookneck squash are also GM but they are not popular with farmers.

Red-hearted chicory: (radicchio) - Chicory (*Cichorium intybus* var. *foliosum*) is popular in some regions as a salad green, especially in France and Belgium. Scientists developed a genetically modified line of chicory containing a gene

Cotton seed oil: Cottonseed oil and linters. Products may include blended vegetable oils, fried foods, baked foods, snack foods, edible oil products, and smallgoods casings.

Tobacco: The company Vector has a GMO tobacco being sold under the brand of Quest® cigarettes in the U.S. It is engineered to produce low or no nicotine.

Meat: Meat and dairy products usually come from animals that have eaten GM feed.

Peas: Genetically modified (GM) peas created immune responses in mice, suggesting that they may also create serious allergic reactions in people. The peas had been

inserted with a gene from kidney beans, which creates a protein that acts as a pesticide.

Vegetable Oil: Most generic vegetable oils and margarines used in restaurants and in processed foods in North America are made from soy, corn, canola, or cottonseed. Unless these oils specifically say "Non-GMO" or "Organic," it is probably genetically modified.

Sugarbeets: May include any processed foods containing sugar.

Dairy Products: About 22 percent of cows in the U.S. are injected with recombinant (genetically modified) bovine growth hormone (rbGH).

Resources: Works Cited

Alice Henneman, MS, RD, UNL Extension in Lancaster County. "UNL Food: Food, Nutrition & Health." n.d. Lancaster County Extension. 1 2013. <<http://lancaster.unl.edu/food/>>.

Barton Goldsmith, Ph.D. "The Best Tools for Building a Healthy Relationship Foundation." *Psychology Today* February 2012.

Brazier, Brendan. *Thrive*. Canada: Dacopapress, 2007.

—. *Thrive Fitness*. Cambridge: Da Capro Press, 2009.

Carl Beuke, Ph.D. *You're Hired*. New Zealand, 2011.

Carr, Kris. *Crazy Sexy Diet*. New York: Morris Book Publishing, 2011.

Deborah Kotz, Angela Haupt. 7 Mind Blowing Benefits of Exercise. 2012. <http://health.usnews.com/health-news/diet-fitness/slideshows/7-mind-blowing-benefits-of-exercise/>. January 2013.

Dragonwagon, Crescent. *Bean by Bean*. New York: Workman Publishing, 2011.

Hyman, Dr. Mark. *Blood Sugar Solution*. New York: Little, Brown & Company, 2012.

James Scala, Ph.D. *The New Eating Right for a Bad Gut*. New York: Penguin Group, 2000.

Joel Fuhrman, MD. *Eat to Live*. New York: Little, Brown & Co., 2003.

Kirby, Rommy. *Radiant Optimal Wellness*. January 2013. <http://www.radiantoptimalwellness.com/blog/2013/01/decode-insane-food-labels-organic>. January 2013.

Marano, Hara Estroff. "Relationship Rules." 1 October 2004.

Moran, Victoria. *Creating a Charmed Life*. New York: Harper Collins Publishers, 1999.

National Academy of Sports Medicine. "Essentials of Sports Medicine." PDF. n.d. http://www.nasm.org/docs/pdf/nasm_essentials_workshop_presentation-%28pdf-2mb%29.pdf.

Phillips, Bill. *Transformation*. Los Angeles: T-Media, Inc., 2010.

Ratey, J.R. *Spark: The Revolutionary New Science of Exercise and the Brain*. Little, Brown and Company, 2008.

Rollins School of Public Health, Emory University. "National Diabetes Prevention Program." 2012. PDF. January 2013.

Shapely, Dan. *The Dirty Dozen - 12 Foods to Eat Organic*. September 2012. <http://www.thedailygreen.com/healthy-eating/eat-safe/dirty-dozen-foods%2Fslide-1>. January 2013.

Shapiro, Susan. *Huffington Post*. 4 April 2012. <http://www.huffingtonpost.com/susan-shapiro/habit-or-addiction>. January 2013.

U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. "Summary Health Statistics for US Adults: National Health Interview Survey." 2008.

US Government. *Basics of Protein*. October 2012. <http://www.cdc.gov/nutrition/everyone/basics/protein.html>. January 2013.

USDA. *Choose My Plate*. December 2012. 10 December 2012. <<http://www.choosemyplate.gov/downloads/GettingStartedWithMyPlate.pdf>>.

Walthers, Johnna Albi & Catherine. *Greens Glorious Greens*. New York: St. Martins Press, 1996.

Whole Foods. *Sea Veggies*. January 2013. <http://www.wholefoodsmarket.com/recipes/food-guides/sea-veggies>. January 2013.

Willcox, Dr. Gloria. *Feelings, Turning Negatives to Positives*. Kearney, NE: Morris Publishing, 2001.

William Davis, MD. *Wheat Belly*. New York: Rodale, 2011.

Wolfe, David. *Superfoods*. Berkeley: North Atlantic Books, 2009.

Yankovich, Karen. *Feel the Inner Peace Meditation*. October 2012. <http://karenyankovich.com/feel-the-inner-peace-meditation/>. January 2013.

"There has been a growing recognition that both macronutrients and micronutrients can be potent dietary signals that influence metabolic programming of cells and have an important role in the control of homeostasis..."

M Muller, S Kersten. *Nutrigenomics: goals and strategies*. *Nat Rev Genet*. 2003; 4:315-322

"All of the enzymes that are important in the various phases of liver detoxification require nutrients as cofactors, so nutrient deficiencies from a standard American type of diet, which is really high in calories but low in nutrients, could certainly impair detox capacity, but so can exposure to a wide range of environmental toxins like heavy metals, mold, volatile organic compounds, pesticides, and other chemicals, like BPA, which have become ubiquitous in the environment. Methylation is crucial for proper detoxification. Impaired methylation due to genetic and environmental causes, diet and lifestyle factors, is somewhat common and a really important thing to address." *Chris Kressor, Lac.*



Controlling GI Damage

- Stress
- Environmental toxins (Pesticides, drugs, ETOH)
- Heavy metals
- And--- a "Wonder Drug"

Question: The "Ideal" Drug

Name the drug which is inexpensive, readily available, easy to use, and can treat a wide variety of disorders with virtually no side effects. It has been shown to have

the ability to “turn off” cancer causing genes and “turn on” cancer fighting genes...

Healthy Foods

- Organic and grass-fed (or free-range) lean meats
- Small/wild fish
- Fresh organic vegetables with high fiber
- Fresh organic fruits
- Non-GMO foods
- Minimally processed

Unhealthy Foods

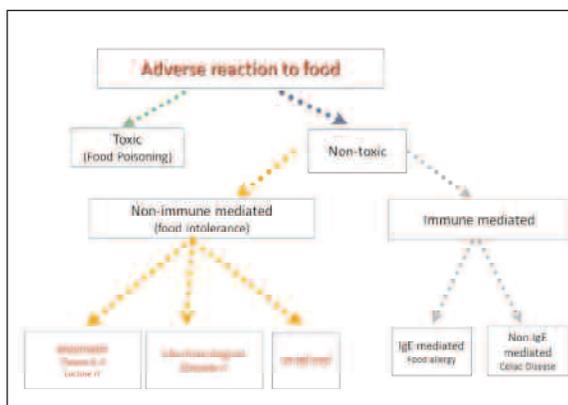
Meats and produce produced with pesticides, hormones, antibiotics, and GMOs

High Fructose Corn Syrup. (It may be corn-sugar, but it will still kill you)

Refined (especially white) sugar and grains

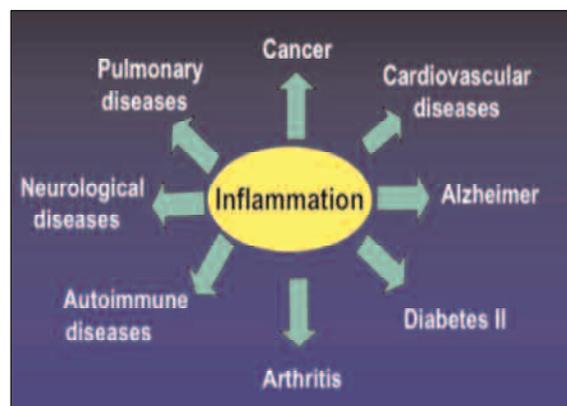
Any processed food

Beware if more than 5 ingredients!



Food Allergies

- The difference between food ‘sensitivities’ and ‘allergies’
- Testing methods
- Increased gut permeability may show an “allergic” response to many foods due to sensitization by particles exposed to the immune system



Inflammation

Modern research is showing that 95% of all chronic disease has an inflammatory component. Food Sensitivity Testing can help to determine a unique anti-inflammatory food plan, not only for weight management but for overall health. Look at the cracks in the tongue. Linked to:

- Gastrointestinal Disorders (i.e. IBS)
- Dermatological Disorders (i.e. Acne, Dermatitis)
- Behavioral Disorders (i.e. ADD & Autism)
- Musculoskeletal Symptoms (i.e. Rheumatoid A.)
- Genitourinary (i.e. Interstitial Cystitis)
- Endocrine (i.e. Hormone Balancing & Weight-Gain)
- And most Autoimmune Disorders

Allergy vs. Sensitivity Symptoms

- | | |
|-------------------------|---------------------|
| Allergy | Diarrhea |
| Rash or hives | Shortness of breath |
| Swelling of the airways | Chest pain |
| Nausea | Anaphylaxis |
| Stomach pain | |

Intolerance/Sensitivity

- Chronic Inflammation
- Obesity
- Migraines
- Skin Disorders
- Stomach pain/Bloating /IBS
- Gluten intolerance
- Rheumatoid Arthritis
- Irritability or nervousness
- Hyperactivity/ADD/ Autism
- Food sensitivities or intolerances affect over 80% of the

HEALTHCARE ENTREPRENEUR AND FUNCTIONAL MEDICINE

population while less than 5% of us actually have an IgE or "immediate" food allergy.

* Even in the absence of the genetic predisposition or celiac antibodies, many people are gluten 'sensitive'

Results

Scores are reported as four categories:

GREEN identifies a non-reactive item

YELLOW identifies an equivocal reaction

ORANGE identifies a positive reaction

RED identifies a strong positive reaction

ALCAI Food Sensitivity Test Results
 Patient Name: APRIL A. BROWN
 Test Date: 12/16/2016
 Health Care Provider: JOHN S. BROWN, D.O.
 Lab # 4096

VEGETABLES

Asparagus	GREEN
Artichoke	GREEN
Beet	GREEN
Broccoli	GREEN
Brussels Sprouts	GREEN
Cauliflower	GREEN
Celery	GREEN
Cucumber	GREEN
Eggplant	GREEN
Kale	GREEN
Kidney Beans	GREEN
Lentils	GREEN
Mushrooms	GREEN
Onions	GREEN
Parsnips	GREEN
Peas	GREEN
Potatoes	GREEN
Spinach	GREEN
Sweet Potatoes	GREEN
Tomatoes	GREEN
Turnips	GREEN
Zucchini	GREEN

FRUITS

Apples	GREEN
Avocados	GREEN
Bananas	GREEN
Blackberries	GREEN
Blueberries	GREEN
Cherries	GREEN
Citrus	GREEN
Coconut	GREEN
Cranberries	GREEN
Dragonfruit	GREEN
Figs	GREEN
Grapes	GREEN
Kiwifruit	GREEN
Lemon/Lime	GREEN
Mango	GREEN
Oranges	GREEN
Peaches	GREEN
Pineapple	GREEN
Raspberries	GREEN
Strawberries	GREEN
Watermelon	GREEN

HERBS

Alfalfa	GREEN
Basil	GREEN
Chives	GREEN
Cilantro	GREEN
Dill	GREEN
Garlic	GREEN
Herbs	GREEN
Horseradish	GREEN
Mustard	GREEN
Onion	GREEN
Pepper	GREEN
Radish	GREEN
Sage	GREEN
Savory	GREEN
Turmeric	GREEN
Wheat	GREEN

SPICES

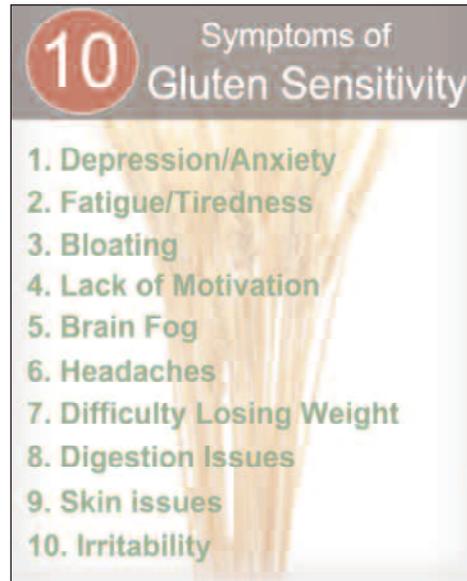
Black Pepper	GREEN
Cayenne	GREEN
Mustard	GREEN
Onion	GREEN
Pepper	GREEN
Radish	GREEN
Sage	GREEN
Savory	GREEN
Turmeric	GREEN
Wheat	GREEN

HERBS - SPICES

Alfalfa	GREEN
Basil	GREEN
Chives	GREEN
Cilantro	GREEN
Dill	GREEN
Garlic	GREEN
Herbs	GREEN
Horseradish	GREEN
Mustard	GREEN
Onion	GREEN
Pepper	GREEN
Radish	GREEN
Sage	GREEN
Savory	GREEN
Turmeric	GREEN
Wheat	GREEN

WHEAT AND SOY PRODUCTS

Almonds	GREEN
Apples	GREEN
Avocados	GREEN
Bananas	GREEN
Blackberries	GREEN
Blueberries	GREEN
Cherries	GREEN
Citrus	GREEN
Coconut	GREEN
Cranberries	GREEN
Dragonfruit	GREEN
Figs	GREEN
Grapes	GREEN
Kiwifruit	GREEN
Lemon/Lime	GREEN
Mango	GREEN
Oranges	GREEN
Peaches	GREEN
Pineapple	GREEN
Raspberries	GREEN
Strawberries	GREEN
Watermelon	GREEN



Gluten Sensitivity-Why Now

Gluten has been in wheat for thousands of years

Are we just better at diagnosing it?

Is the incidence rising?

If there is more gluten sensitivity, why now?

In an article by Dr. Joseph Murray published in 2009 in the Journal "Gastroenterology" on Celiac Disease: (Gastroenterology Volume 137, Issue 1, July 2009)

9133 "healthy" young adults between 1948 and 1954 had antibody tests done

12768 "health young adults" compared in 2009

The undiagnosed patients in the early study had a 4x greater risk of death

The amount of undiagnosed patients in the recent 2009 study was 4.5 times higher than the earlier study (400%>)

Most Common Pro-Inflammation/Allergenic Foods

- Gluten
 - Dairy
 - Corn
 - Soy
 - Egg
 - Peanuts/other nuts
- All are held as part of an elimination diet

Gluten

- * The protein "gliadin" is found in wheat and other grains
- * 30% of Northern Europeans carry the HLA DQ8 gene or DQ2 gene for celiac disease
- * 1% of the population (1 in 100) have celiac disease. Many are undiagnosed

Why the Change

Our gut has a much higher toxin load (pesticides, processed foods, additives)

Wheat has been genetically engineered to be more hearty. This has saved many from starvation, but some believe that it has made the gluten more irritating or has raised the gluten content.



LEAKY SMALL INTESTINE
In most people, links known as tight junctions "glue" intestinal cells together. In those with celiac disease, the junctions come apart, allowing a large amount of indigestible gluten fragments to seep into the underlying tissue and incite immune system cells. Treatments that reduced leakiness could potentially ease not only celiac disease but also other autoimmune disorders involving unusually permeable intestines.

What does gluten do?

- Up-regulates the inflammation response
- Increased free radicals (make you age)
- Thyroid dysfunction
- Hormonal disorders and infertility
- Forms neuroactive peptides "gluten exorphins" which affect cognitive function and increase symptoms in autistic children
- Activates the Immune System

Should Your Patient Be Gluten Free?

It is a personal decision. Should have family 'buy-in'
Definitely a smart first step if they have digestive issues
Not everyone may respond poorly to gluten exposure. Some may detoxify well. Impossible to tell who will because of cross contamination.

Some studies have shown when patients were placed on a gluten free diet versus standard diet in a blinded fashion, the gluten free cohort had less digestive complaints after 6 weeks

Cutting down vs. stopping- Brick wall analogy

What about dairy?

No Cheese please

Two types of protein found in dairy products: casein and whey protein.

Thirty-eight percent of the solid matter in milk is made of protein, 80% casein, 20% whey.

Cheese is made mostly of casein, where most of the liquid whey found in milk has been filtered or strained out.

Morphine in milk?

Two types of protein found in dairy products: casein and whey protein.

Thirty-eight percent of the solid matter in milk is made of protein, 80% casein, 20% whey.

Cheese is made mostly of casein, where most of the liquid whey found in milk has been filtered or strained out.

Why is this happening?

Our diets have changed more in the past 50 years than they have in 10,000 years.

Keeping Your GI Tract Healthy/Repairing Damage

- Specific Diets
- Standard American Diet (sad it is)
- Elimination Diet ("oligo-antigenic diet")
- Mediterranean diet- Abundant Plants foods, fresh fruit as dessert, olive oil as principle fat, cheese and yogurt for dairy, low meat, moderate wine consumption
- Paleolithic Diet

Standard Supplements

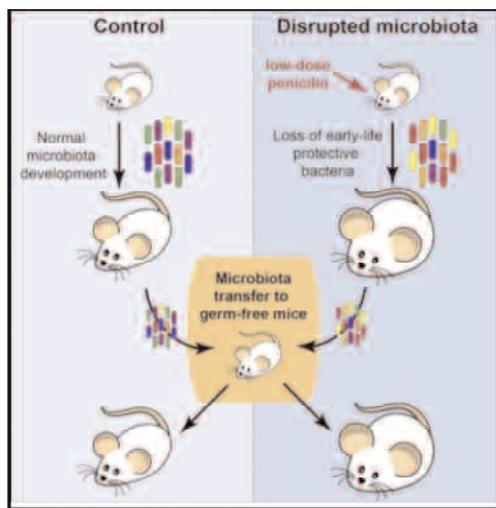
Multivitamin	Vitamin E
Vitamin D	Vitamin C
Calcium	Magnesium
Co-Q10	Curcumin
Vitamin A	Probiotics
B12 and Folate	Fish Oil (DHA and EPA)

Simple Solutions:

- Get a nutrient-dense diet
- Avoid foods that can provoke oxidative stress and inflammation like: 1. refined sugar, 2. excess refined flour, 3. industrial plant oils could be inflammatory, 4. artificial ingredients.
- A paleo type of diet, Bulletproof Diet, or a body type diet.

Are Gut Bugs Making You Fat?

DISRUPTED GUT BACTERIA LEADS TO OBESITY



LMCox et al, Cell 158, 705-721, August 14, 2014

Remove

- Remove refers to the pathogenic micro-flora, fungus, parasites)
- Foods to which an individual is sensitive, intolerant, or allergic
- Environmental stressors such as pollutants
- Stress

Replace

Replace refers to the replacement of factors that may be inadequate or lacking.

“Reinoculate”

Reinoculate refers to the reintroduction of desirable GI microflora (prebiotics, probiotics, synbiotics) to obtain a more desirable balance to the intestinal milieu.

Clinical approaches may include:

- Bifidobacteria strains

Repair

Repair refers to providing nutritional support for healing and regeneration of the GI mucosa.

Clinical approaches may include:

- Nutrients important for GI repair: Glutamine, arginine, vitamin A, vitamin D, vitamin C, zinc

- Mucosal lining support (e.g., phosphatidylcholine)
- Mucosal secretion protectants such as phosphatidylcholine, plantain, polysaccharides
- Support for GALT function (e.g., lactoferrin, lactoperoxidase, whey immunoglobulins)
- Antioxidants known to function in the GI (e.g., catechins)
- Micronutrients shown to support healing (e.g., pantothenic acid, vitamin E, carotenoids,)

Rebalance

Rebalance refers to providing support for restorative processes in a patient's life

Clinical approaches may include:

- ‘Scheduling’ and relaxation
- Mindful eating rest –better choices
- Heart rate variability biofeedback
- Yoga, meditation, prayer, breathing, or other centering practices
- Psychotherapy

Infection Treatments

Standard antibiotics Rx = 7–10 days

- Ciprofloxacin/norfloxin
- Co-trimoxazole oral • Rifaximin
- Herbal treatment time = 4–12 weeks
- Garlic
- Goldenseal (*Hydrastis canadensis*), and all Berberines
- Artemisia/Chinese wormwood (*Artemisia annua*)

Chinese Herbal Solutions

HERBAL (ABX)- antibacterial, antiviral, antifungal with broad spectrum antibiotic functions.

Clears fire, damp heat and toxins.

Use with Gut Flora or Oregano and Olive Leaf for SIBO.

Antibiotic

- Rifaximin is a minimally absorbed oral antimicrobial agent that is concentrated in the gastrointestinal tract, has broad-spectrum in vitro activity against gram-positive and gram-negative aerobic and anaerobic enteric bacteria, and has a low risk of inducing

bacterial resistance.

- Rx of Choice for Small Intestinal Bowel Overgrowth
- (SIBO) NEJM 364;1 January 6, 2011 NEJM 362;12 March 25, 2010

Chinese Herbal Solutions

- Gardenia Complex- antipyretic, anti-inflammatory, hepatoprotective, antibacterial, antiviral, antifungal, decreases excess stomach acid.
- Clears fire, damp heat and toxins.
- Use with Boswellia, Circulation SJ, and Tumero to cut down inflammation.

Other Natural Remedies

- Glycyrrhiza (licorice)
- Grapefruit Seed Extract
- Hydrastis (golden seal)
- Oregano Oil
- Oregon grape, barberry
- Clove
- Allium (garlic)
- Astragalus
- Berberis spp.
- Echineacea
- Salvia (sage)

Common Parasites

A recent study revealed 23.5 % of clinical samples tested positive for at least one parasite (3,223/ 13,857)

– Blastocystis hominis (12.5%) – Dientamoeba fragilis (3.8%) – Entamoeba spp. (3.4%)

Parasites and a Leaky Gut?

39 patients with protozoan infections were compared to 10 healthy controls.

- Intestinal permeability was found to be increased in patients with protozoan infections compared with the control patients; specifically, permeability was increased in the Giardia and Blastocystis groups, although not in Entamoeba coli group.
- The increase in intestinal permeability in patients with Blastocystis hominis suggests that it can be a pathogenic protozoal infection and have systemic consequences.

Herbal Treatments for parasites

Herbal therapies:

- Juglans nigra (black walnut hulls)
- Artemisia absinthium/annua (wormwood)
- Quassia amara (bitterwood)
- Allium sativum (garlic)
- Hydrastis canadensis (goldenseal)
- Oil of oregano
- Olive leaf extract
- Citrus Seed Extract

Stomach Acidity

- Hypochlorhydria
- Pancreatic enzyme
- Clinical signs & symptoms • Betaine HCL challenge insufficiency test.
- Pancreatic elastase is measured in stool as indicator of exocrine pancreatic sufficiency.
- Zypan- game changing for GI issues
- Maldigestion = Incomplete processing of food
- Insufficient HCL
- Insufficient intestinal brush border enzymes
- Decreased CCK stimulation of pancreas
- Insufficient pancreatic enzymes
- Insufficient bile acids
- Betaine HCL tablets (350–3500mg)with protein-containing meal (spaced before & throughout the meal)
- Digestive enzymes with acid pH range
- Swedish bitters
- Gentian root
- Vinegar
- Decrease stress

HEALTHCARE ENTREPRENEUR AND FUNCTIONAL MEDICINE

- Increase vagal tone
- Heart rate variability biofeedback

1. Get a Website

Offer Discounted consultations or services

Discount for those who book appointments online

Free adrenal or heavy metal test (when they finally come to your office)

An educational health guide (packaged in an eBook, webinar, or Free Report)

Websiteswithaloha.com is who I use

2. Get Your Videos Made

Make an introduction video 2-3 minutes that allows people to get to know you. Release 3 videos where you are training your audience on a specific topic. Each can be 15 to 20 minutes in length. Get a YouTube account set up or use Vimeo to host your videos. Make compelling offers

3. Social Media

Facebook, Twitter, YouTube and LinkedIn offer the chance to spread these word of mouth recommendations to a larger audience than they previously by phone or in-person.

4. Create a Blog

Engage your current patients with weekly topics that inspire them and make them eager for your next post.

Not a writer? Hire outside agencies like Max Effect Marketing, Social 5 or a host of other companies to highlight your passions as they relate to health.

Launch a Podcast

Start-up costs are as little as \$50 if you have a computer.

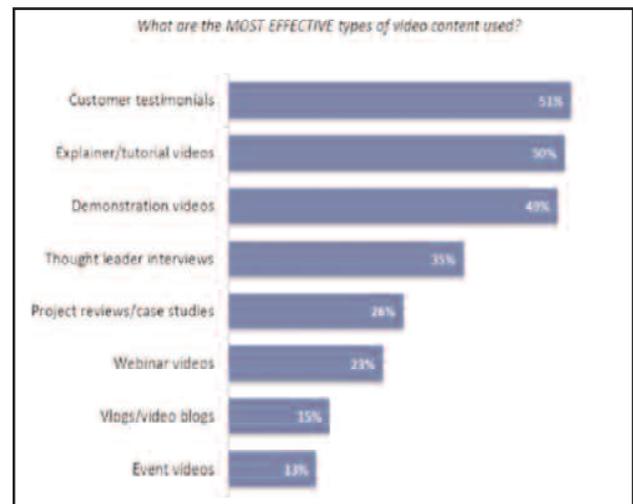
Use Libsyn.com to stream your recordings.

Link up podcast topics in your blog, email newsletter, and on your website.

Get a mic and record into your smartphone or computer.

Share your STORY!

Some prospects may have concerns, disagreements, or objections that delay action. With new patient paperwork give them a print out of 10 most common objec-



tions to getting healthy. Provide answers upfront to simple concerns like the direction to your clinic, your hours of operation, insurance etc., and answers to patients' frequently asked questions.

Handling Objection Training

"The poverty consciousness will voluntarily seize the mind which is not occupied by money consciousness."

Napoleon Hill

- We will need to go home and pray about it.
- I'll have to talk to my spouse.
- We're retired and are on Medicare.
- Do you guarantee your program?
- Can I discontinue the program once I start?
- Let me go home and check my budget.
- Does my insurance cover your services? (Make your policy clear.)
- When will I see results?
- I'm on a fixed income.
- Let me check with my medical doctor first.
- Oh no, we don't do financing.
- That's too much money.
- I want to see how my friend does first.
- How do you know you can help me?

- My insurance should cover all the tests.
- We'll start once back from vacation.
- We never buy without sleeping on it first.

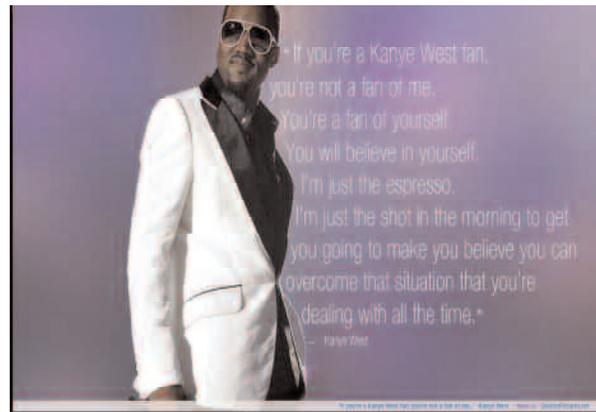
One Objection Only

The only objection has to be money.

"If we are able to find a way to make this program affordable for you, would you like to get started today? Does it feel like the right approach for you?"

"Is there anything else besides finances that would get in your way of starting the program today and making it through successfully 6 months from now?"

Practice Success



- A.) New Patients
- B.) Patient Retention
- C.) Money Collected for each service center.

Your Comfort Zone

"It's not the correctness of the decision that will determine your success but the speed at which you make decisions. The universe surrenders to a decisive person. Intend for things to go right and they will."

"I fear not the man who has practiced 10,000 kicks 1 time, I fear the man who has practiced 1 kick, 10,000 times." –Bruce Lee

Happiness is moving towards what you want.

First write down this word

SYSTEM

Doctor Singer teaches that you must master the system to get new patients, to educate your patients and retain them, to collect money and to hire and train staff to master practice success.

He Says the word SYSTEM stands for:

Save
Yourself
Stress
Time
Energy and,
Money

A system has many steps and you can learn them. The first step of building the practice of your dreams is to learn the steps in the singer systems.

DON'T BE AFRAID TO FAIL

When you do fail, reconnect with your purpose and find out why you failed then learn from it. Those who failed in history have made the most remarkable discoveries.

You master the medicine by treating hundreds of people, by "practicing."

HERE TO HELP

One of the reasons I am here is so that you DON'T MAKE THE SAME MISTAKES I DID. Don't treat the symptoms of your practice, treat the cause.

Any questions, my email is regan@gowellness.com I'm happy to hear from you. www.acueastwest.com/gowellness.com

COMMUNICATION

What you say determines how well you do in practice.

Say the right thing: do well, expand the number of people you help.

Say the wrong thing: patient never arrives/patient discharges him/herself from your care prematurely.

Be yourself in your communication.

KEYS TO CONNECTING WITH PATIENTS

Know something about their life their kids, job, pursuits, hobbies, and anything else meaningful to them.

Be willing to learn from them. They can be a very helpful guide to the source of their problems and may know more about their condition than you or anyone else.

Cultivate compassion and rapidly get rid of their health complaints.

Gain their FULL trust and confidence.

5 methods overall, 1000's of options developed by David Singer Enterprises Focus today: Workshops, Lectures, Weight Loss Marketing to expand new patients

Charity Silent Auctions (page 16,17): pain relief program, Stress Related Health Problems, Turn Your Body Into a Fat Burning Machine.

IN OFFICE WORKSHOPS

1. Require new patients to bring a guest to DOUBLE new patients.
2. Great for retention.
3. Gets your public speaking skills honed.

OUTSIDE WORKSHOPS

Do it Right, patient shows up for care, signs up as a patient and refers. You also get invited to other locations. Keep it FUN!

You are the Expert, how? By knowing one thing that the audience doesn't know about the topic you are presenting on.

Example presentation: Infertility

HOW TO LOSE 9 LBS IN 9 DAYS THE SECRETS TO PERMANENT WEIGHT LOSS

Being overweight is one of the single most common causes of chronic disease.

The United States now ranks 50th in life expectancy. The average American is expected to live just 78 years.

Today we will give you the secrets to not only losing weight, but also becoming as healthy as possible.

STRESS SURVEY

PURPOSE: To determine if any health problems you may be having are due to stress.

Name _____ Age _____ Phone (Home) _____ (Work) _____
 Address _____ City _____ State/Prov. _____ Zip/Postal _____
 E-mail address _____ Cell Phone _____
 Occupation _____ # Hours per week currently working _____

1 Check off any of the following symptoms you have experienced in the past 30 days:

<input type="checkbox"/> Headaches/Migraines	<input type="checkbox"/> Insomnia/Sleep Problems	<input type="checkbox"/> Sinus Problems/Allergies	<input type="checkbox"/> Ringing in Ears
<input type="checkbox"/> Fatigue	<input type="checkbox"/> Irritability	<input type="checkbox"/> Menstrual/Hormone Problems	<input type="checkbox"/> Nervousness
<input type="checkbox"/> Pain/Tension/Numbness	<input type="checkbox"/> Digestive Trouble	<input type="checkbox"/> Dizziness	<input type="checkbox"/> Weight Trouble
<input type="checkbox"/> Neck <input type="checkbox"/> Legs	<input type="checkbox"/> Constipation	<input type="checkbox"/> Headaches	<input type="checkbox"/> Bladder Trouble
<input type="checkbox"/> Shoulders <input type="checkbox"/> Arms	<input type="checkbox"/> Diarrhea <input type="checkbox"/> Gas	<input type="checkbox"/> Stress/Anxiety	<input type="checkbox"/> Other _____
<input type="checkbox"/> Low Back <input type="checkbox"/> Hands	<input type="checkbox"/> Bloating	<input type="checkbox"/> Bladder Trouble	

Which of the above bothers you the most? _____
 How long have you been bothered by the condition? _____

2 Does this problem affect your ability to enjoy work?
 Yes No

3 Does this problem affect your ability to enjoy family and friends?
 Yes No

4 Does this problem affect your ability to sleep?
 Yes No

If you checked any of the above items, then you could be suffering from:

UNDETECTED NERVE DAMAGE

DESTRUCTIVE EFFECTS OF STRESS

CHEMICAL TOXICITY

If you could eliminate one of the above which would it be? _____

There are several alternatives available to you. Please check the item most appropriate for you.

I would like to come to the Doctor's office for a free in depth consultation and testing to determine the cause of my problems.

I would like the Doctor to call me to discuss my health problems before making an appointment.

I would like to come in on: Monday Tuesday Wednesday Thursday Friday A.M. P.M.

© EXPANSION PRODUCTS ITEM # 317

Stress Survey Item #317 100/\$13.95
 Stress Survey-Acupuncture
 Item #317A 100/\$10.00
 from LK Graphics 1-800-548-3676

Did you have more than 1 symptom?

If you did, let me tell you what it means. If you have more than one symptom, or the one symptom you have occurs more than once per week, you have an abnormal situation that you should be concerned about.

It's never normal to have a symptom. A symptom is your body's way of communicating to you that something is not right. The question is what is causing the symptom.

To find out you need to be checked.

Would you check your car if the engine light went on?

Symptoms are a warning that something is wrong. There is no such thing as a normal symptom. You would check your car to make sure it did not get worse. Your body deserves the same attention.

Today you have two choices regarding your health. The choice is yours.

If I could show you today how to get rid of your problems by doing something natural and affordable, would you do it? Raise your hand if you would do it.

Let's now look at the Five Secrets.

Secret 1

Low Calorie and Low Fat Diets Don't Work

Secret 2

Hormones affect not only your weight, but also your digestion, energy, sleep, and mood

Secret 3

To be healthy you must eat and drink only those things that are healthy for your body.

Secret 4

You must exercise to be healthy and lose weight

Secret 5

Get Out of Pain

A wellness-based practice considers every aspect related to your health in general, in order to design an individual program to restore you to your ideal weight and vitality.

Each person needs a program designed to their specific needs. Therefore, each person should be consulted and tested to determine the program that would work the best for them.

I would like to end this program by offering you A GIFT.

First Help: "Do you remember how you used to feel when you came to see me?"

Second Help: "Are there people you know of that could use our help?"

Third Help: "Can I ask you a favor?"

Check Writing Referral System Method One

This method can be done with 2, 4 or 6 patients per week depending on the size of your practice. It can also be done at re-evaluations every 12 visits.

Lac./Staff: I wanted to ask you how you are feeling today?

Patient: Much better.

Lac./Staff: That's great. I want to let you know my purpose is to help as many people as possible and I am happy you are doing better. Several patients have told me they know people who need our care but that those people were concerned about money. Since my purpose is to help as many people as I can I wanted to know if I gave you a check from my own checkbook for \$200 (cost of your first visit but not less than \$150) made out to our clinic is there anyone you could give it to to make it easier for them to find out if we could help them?

Patient: No, I really can't think of anyone like that.

Dr./Staff: Do you know anyone with headaches or is in pain?

Patient: Yes/No.

Lac./Staff: Okay. Can you think of anyone in our community with arthritis or a women's hormone problem?

Patient: Yes, in fact my sister was telling me yesterday how badly she suffered with arthritis.

Lac./Staff: I'm sorry to hear that. We help many people with her problem and I would love to see if we could help her. If I wrote you this check would you make sure she gets it?

Patient: Definitely.

Dr./Staff: Great! (Pull out a checkbook.) I am going to

put in your records you re giving this check to your sister who has arthritis. What is her name?

Patient: Mary.

Lac./Staff: Okay. I am writing you this check to give to Mary. (Doctor/Staff write the check.) It is made out to our office. I am putting my phone number on the top. In the memo section I am writing "expires in 10 days and that it is good towards an initial evaluation and examination.

Patient: Thanks.

Lac./Staff: Great. One more thing. If she doesn't want to use the check, that's okay, but would you try to give it to someone else instead?

Patient: Sure.

Lac./Staff: Thanks.

When referral methods are not effective it is usually because you omitted getting the patient to actually name the person they are going to send to you.

The technique to get the person to think of a specific person to refer we call the Three Helps.

It answers for the patient why you are asking for a referral and gets their name.

The technique to get the person to think of a specific person to refer we call the Three Helps.

It answers for the patient why you are asking for a referral and gets their name.

You don't have to do this on everyone, just a few patients a week who are improving.

Dr: "How are you feeling

Patient: "Much better"

This is the patient you want to ask for a referral.

The First Help

1. "Do you remember how you used to feel when you first came to see me?"

The person responds usually by saying, "Yes, I really was hurting."

Based on the correct answer you then ask this question: "Would you agree we have helped you?"

They always say, "Yes".

The Second Help

2. "Do you think there are people in our area who right now are suffering needlessly because they don't know we can help them?"

The patient always says, "Yes".

Lac. responds: "I agree."

The Third Help

3. "Could I ask you a favor? I need your help!"

The patient says, "Yes, what is it?"

"Our Purpose is to help as many people as possible.

"If I wrote you a check for \$200, made out to our clinic, to cover the cost of a first visit to our office, is there someone you could give it to to make it easier for them to find out if we could help?"

Patient response: "Sure."

Lac. response: "Great."

Then ask them: "Who would you like to give it to?"

The patient will pause to think. Give them a few moments to think about your question.

Sometimes they will say, "I will give it to my uncle."

Your response: "Can I ask you what is his name and his health problem?"

A common phenomena that is run into when trying to implement the referral system is the response from the patient, "Well, I can't think of anyone right now, but if I do, I'll be sure to let you know."

If you leave it at that, you will wind up with no referrals and you will have concluded that the referral system "does not work".

There's a simple solution to this: All you have to do is persist with the patient. Just gently but persuasively push them a little further. They will come up with someone.

You could also ask them "How about family members?" (Pause, wait for an answer.)

"Friends?" (Pause, wait for an answer.)

"Co-workers?" (Pause, wait for an answer.)

"Neighbors?" (Pause, wait for an answer.)

If they can not think of a name tell them: "That's fine. Thanks for trying. If you think of someone let me know. Ok?"

Here are the steps to actually taking the 3 Helps Procedure and using a check for the patient to take home and give to the referred person.

1. Ask the patient how they were doing when they first came to you. (First Help)
2. Ask the patient if they think there are people in our area who right now are suffering needlessly because they don't know we can help them. (Second Help)
3. Tell them your purpose. (Third Help)
4. Comment on the economy.
5. Ask them if you gave them a check could they give it to someone.
6. Who?
7. Their name?
8. Their problem?
9. Write it in the records.
10. Is there anyone else they would like to offer a check to?

The reason for the check is it puts something in the hand of the patient to remind them to give it to someone. Also patient perceive checks as something extremely valuable.

Referral Checks Attract New Patients!



Blank checks _____ \$49/pack.
Custom checks _____ \$99/pack.

Buy 2 get 1 FREE!

**See the products table
or call 800-326-1797
to place your order!**

Be sure to access the DSE client media center for the most effective ways to use your referral checks.

