

DOCTOR INTEGRATION
FOR ROCK STAR HEALTH COACHES

LET'S START OUR DAY WITH SOME INSPIRATION


“To any entrepreneur: if you want to do it, do it now. If you don't, you're going to regret it.”

- Catherine Cook, co-founder of MyYearbook.

RECAP OF LAST WEEK

- Creating a sales binder that expresses:
 - Who you are
 - What you do
 - Your offerings

HOMEWORK LAST WEEK

- Create your own binder:
 - Aim for completion, not perfection
 - Reach out to an accountability partner and schedule a 1-on-1.
 - Make a list of 5 doctors in your area you'd like to reach out to, and put their names on a Google Drive spread sheet, with:
 - Name
 - Contact
 - Address
 - Specialty
 - Relationship (if any)
 - Touches
- 

TODAY!

- How to connect with doctors
- How to get the initial meeting
- Conducting the initial meeting
 - What to say
 - How to be prepared
 - What to bring
- Conducting Follow-ups

HOW TO CONNECT WITH DOCTORS

VERBIAGE TO WORK WITH

I work with Health Professionals to integrate Nutrition into their Practices....

Do you currently offer any Nutrition Initiatives in your office?

Is this something your patients can benefit from?

HOW TO GET THE INITIAL MEETING

THE GOLDEN QUESTION

I am _____. I implement _____...

Who would be the best person to talk to about scheduling a 15-minute non-medical appointment with Dr. _____?

CONDUCTING THE MEETING

15-MINUTE QUESTIONNAIRE

Use 15-minute questionnaire from nutraMetrix NC Implementation Workbook:

<https://www.dropbox.com/s/10isw8g63kk1g6g/nutraMetrix%20NC%20Implementation%20Workbook.pdf?dl=0>

15 Minute Practice Questionnaire

Your answers to these questions help us determine the unique needs of your practice.

Name of Practice				
Practice Address				
Basic Practice Information Worksheet				
Locations	Health Practitioners	Staff members	Web Address	Other Services
What is your primary specialty?				
Are there any other specialties?				
What are the most common patient conditions?				
Do you currently provide any wellness services for your patients? <i>If so, what? If no, do patients ask for natural alternatives or say "they want to try it themselves" before going on medications?</i>				
Do they ask you to recommend good multivitamin, Omega III Fish Oil or other supplements?				
Do you currently provide any weight management services? <i>If so, what? If no, do patients ask for help losing weight?</i>				
Do you currently provide education for your patients on your Web site?				
Do you currently provide genetic testing for your patients?				
Do you currently provide anti-aging solutions for your patients? <i>If not, do they ask for preventative or anti-aging advice?</i>				
Would it help you to have career advancement or staff incentive programs for your staff?				
Realizing that everything in an office must be revenue generating in order to be given dedicated staff time and attention, how much revenue would a wellness program need to generate to be worthwhile for your office?				
We do want to meet your expectations, but we also want to be realistic. If we can identify a little basic information about your patient base, we can tailor results to meet you where you are now, and grow with you to reach your goals. May I ask for how many total patients you have, and how many you see weekly? I will base realistic numbers on this - but also put together a plan to support your full vision.			Total # Patient _____	Total Patients Seen weekly _____
NEXT STEP: We will design a customized solution and proposal for your office.				
We'd like to schedule about 30 minutes to go over the solution we propose, as well as adjust solutions & revenue generated to suit your needs. <i>Who would you like to be present to review this program? Who shall I talk to for scheduling this meeting? What day and time is typically best for you?</i>				
Do you have any other questions I can answer at this time?				

FOLLOW-UP

PREPARE A VALUE PROPOSITION FOLDER

Contents are outlined below:

Left Side:


- Information on the Protocol and/or Regimen – Foundations of Optimal Health (Can be tailored for the doctor or health professionals practice and patient needs).
- Isotonix 101 Handout
- nutraMetrix Isotonix Multivitamin Infographic
- Omega III's Infographic
- Pycnogenol (OPC-3) Infographic
- OPC-3 Original Research Articles / References
- Gene SNP DNA Analysis Practitioners' Guide for all states except New York

Right Side:

- nutraMetrix Daily Essentials Kit Packet Sample
- nutraMetrix Custom Health Solutions Brochure (These can be ordered on Unfranchise.com as well)
- Doctor Wellness Protocol Projected Income Calculator (Update and Edit for specific doctor or health professionals practice)
- nutraMetrix Proposal for Health Professionals
- Sample Patient Survey
- Identifying Your Wellness Care Plan Handout (Found on Page 27 of the HP Implementation Guide)
- Why Dr. Frank Lipman Hired a Health Coach Swat Team Handout
- Your Complimentary 30-Minute Health & Wellness Consultation Coupon for Doctor or Health Professional Patients or Clients

Include your Business Card in the folder as well as a copy of the Live Better, Longer: The Science Behind the Amazing Health Benefits of OPC (Oligometric Proanthocyanidins) book. (These can be ordered on Unfranchise.com – 2 for \$5).

HOMEWORK

- Create a Value Proposition Folder
 - Reach out to your accountability partner and schedule a 1-on-1.
 - Start a conversation:
 - In-person
 - Call an office
 - Stop in an office
 - Ask friends and family to introduce you
- 

GO GET SOME NO'S!

“I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. 26 times I’ve been trusted to take the game's winning shot and missed. I’ve failed over and over and over again in my life and that's why I succeed.”

- Michael Jordan, NBA Hall of Famer.

“I have not failed. I’ve just found 10,000 ways that won’t work.”

- Thomas Edison

