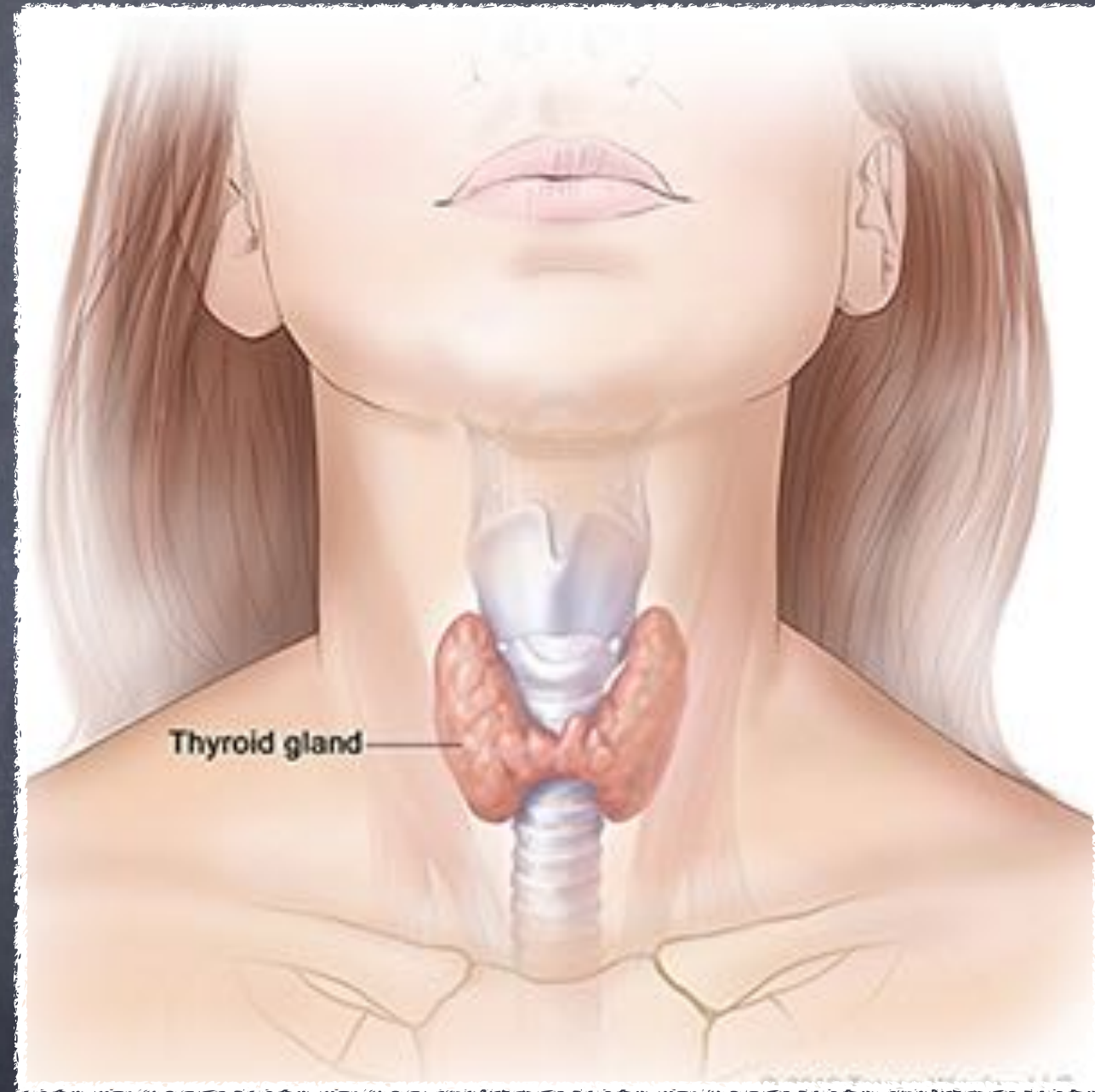


Hypothyroid

Admin Training

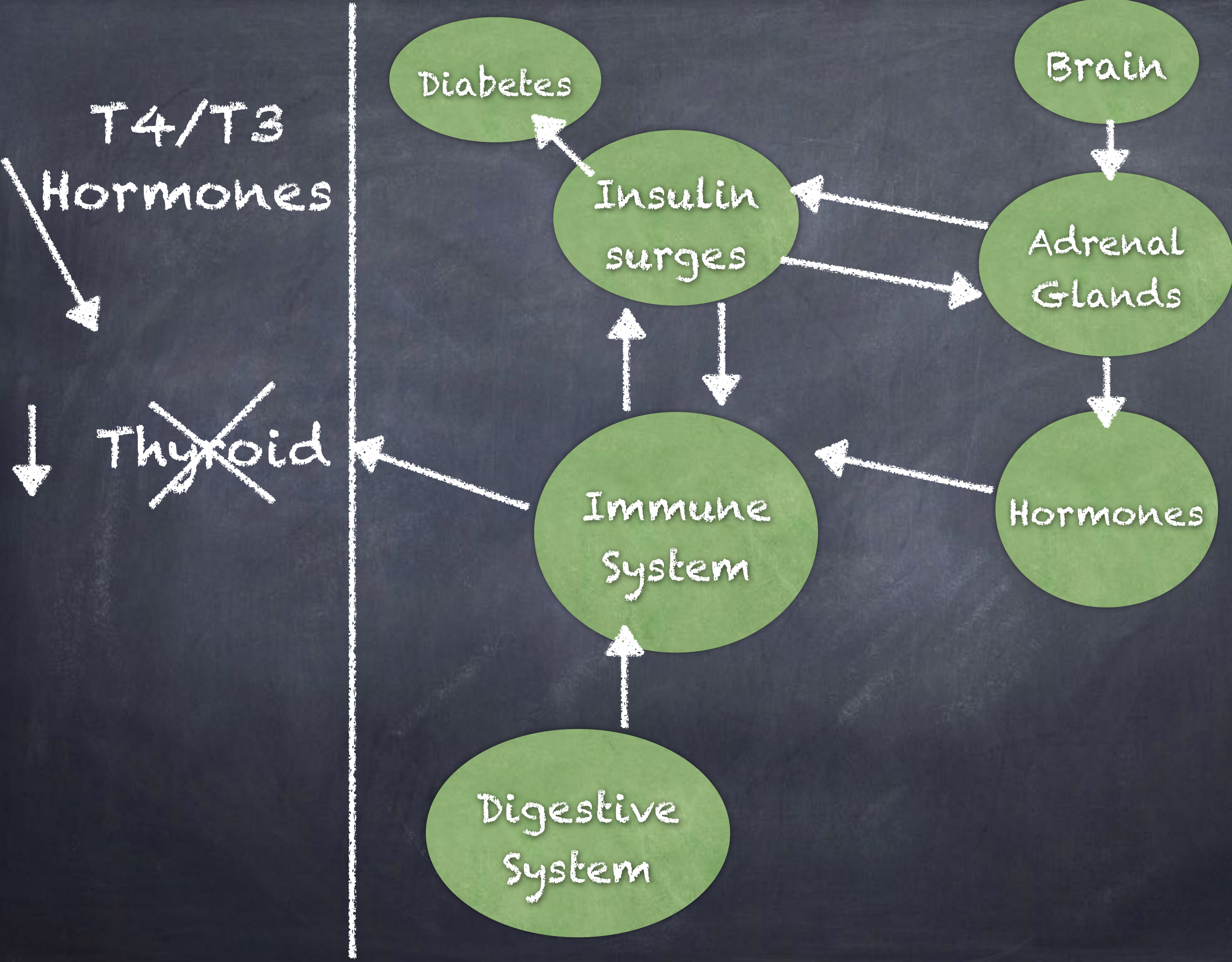
Symptoms of Hypothyroid

- Can't lose weight
- Fatigue
- Moody
- Depression/anxiety
- Brain Fog
- Inability to sleep
- Infertility
- Intolerant to cold/heat
- Constipation
- Brittle Nails
- Hair Loss
- Loss of lateral 3rd of eyebrow
- Heart Palpitations



Hypothyroid

- 20 million Americans have a thyroid disorder
- 1 in 8 women will develop a thyroid condition.
- Hashimotos is the cause of 90% of hypothyroid conditions.
- Hashimotos is an autoimmune disease, where the immune system attacks the thyroid.
- Thyroid hormone replacement is the only medical treatment for Hashimotos.



Hypothyroid Process

- Run the ad (newspaper, Facebook, TV, Radio, Etc)
- Qualify to come to a dinner event on phone
- Attend the dinner event
- Order thyroid antibodies at the dinner event
 - Cash only (No Ins) thru Drs. Choice
- Schedule for 1 week out for Day 2

Hypothyroid Process Cont.

- If Antibodies are positive
 - They must bring a spouse
 - ROF stays at 1-1.5 hrs
- If Antibodies are negative
 - Change appointment to a More Testing Apt (MT) - 30 mins
 - No spouse required
- STAFF IS NOT ALLOWED TO GIVE OUT TEST RESULTS OVER THE PHONE NOR SEND TO THE PATIENT UNTIL THE DOCTOR GOES OVER THEM

Example of Test Results



Report Status: Final

PEDERSEN, NIELS J

Patient Information	Specimen Information	Client Information
PEDERSEN, NIELS J DOB: 11/19/1952 AGE: 65 Gender: F Phone: 803-519-6218 Patient ID: CO2248209885 Health ID: 8573018471783516	Specimen: DV582748A Requisition: 0001475 Collected: 11/14/2017 / 08:32 MST Received: 11/15/2017 / 04:31 MST Reported: 11/15/2017 / 13:58 MST (* A Copy From)	Client #: 97506314 MAIL992 DOCTOR'S CHOICE-MASTER Attn: REPORTING/BILLING ONLY ACCOUNT 1 TITUS RD WASHINGTON DEPOT, CT 06794-1516

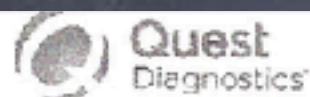
Test Name	In Range	Out Of Range	Reference Range	Lab
THYROID PEROXIDASE AND THYROGLOBULIN ANTIBODIES				
THYROGLOBULIN ANTIBODIES		2 H	< or = 1 IU/mL	KS
THYROID PEROXIDASE ANTIBODIES		220 H	<9 IU/mL	KS

PERFORMING SITE:

KS QUEST DIAGNOSTICS LENEXA, 10101 RENNER BLVD, LENEXA, KS 66219-9752 Laboratory Director: WILLIAM BECKER, DO, MPH, CLIA: 17D0648226

* DR'S CHOICE-INTEGRATED HLTH CT has requested a copy of this report be sent to you. Ordering Physician: PEDERSEN, NIELS J

Example of Test Results



Report Status: Final

DAVIS, LUCY

Patient Information	Specimen Information	Client Information
DAVIS, LUCY DOB: 03/21/1955 AGE: 61 Gender: F Phone: NG Patient ID: 19550321FLD	Specimen: KS128953Q Requisition: 0000995 Collected: 09/21/2016 / 15:35 CDT Received: 09/22/2016 / 07:38 CDT Reported: 09/22/2016 / 15:26 CDT (* A Copy From)	Client #: 97506314 MAIL: 992 DOCTOR'S CHOICE-MASTER Attn: REPORTING/BILLING ONLY ACCOUNT 1 TITUS RD WASHINGTON DEPOT, CT 06794-1516

COMMENTS: FASTING:NO

Test Name	In Range	Out Of Range	Reference Range	Lab
THYROID PEROXIDASE AND THYROGLOBULIN ANTIBODIES				
* THYROGLOBULIN ANTIBODIES	<1		< or = 1 IU/mL	KS
* THYROID PEROXIDASE ANTIBODIES	1		<9 IU/mL	KS

PERFORMING SITE:

KS QUEST DIAGNOSTICS LENEXA, 10101 RENNER BLVD, LENEXA, KS 66219-9752 Laboratory Director: WILLIAM BECKER, DO, MPH, CLIA: 17D0648226

* DR'S CHOICE-INTEGRATED HLTH CT has requested a copy of this report be sent to you. Ordering Physician: PEDERSEN, NIELS J

Example of Test Results



Report Status: Final

BUTTRAM, JACK

Patient Information	Specimen Information	Client Information
BUTTRAM, JACK DOB: 08/08/1959 AGE: 58 Gender: F Phone: NG Patient ID: 19590808FJB	Specimen: DV548738A Requisition: 0001460 Collected: 11/07/2017 / 13:59 MST Received: 11/08/2017 / 05:04 MST Reported: 11/08/2017 / 15:32 MST (* A Copy From)	Client #: 97506314 MAIL992 DOCTOR'S CHOICE-MASTER Attn: REPORTING/BILLING ONLY ACCOUNT 1 TITUS RD WASHINGTON DEPOT, CT 06794-1516

COMMENTS: FASTING:NO

Test Name	In Range	Out Of Range	Reference Range	Lab
THYROID PEROXIDASE AND THYROGLOBULIN ANTIBODIES				
THYROGLOBULIN ANTIBODIES		6 H	< or = 1 IU/mL	KS
THYROID PEROXIDASE ANTIBODIES		43 H	<9 IU/mL	KS

PERFORMING SITE:

KS QUEST DIAGNOSTICS LENEXA, 10101 RENNER BLVD, LENEXA, KS 66219-9752 Laboratory Director: WILLIAM BECKER,DO,MPH, CLIA: 17D0648226

* DR'S CHOICE-INTEGRATED HLTH CT has requested a copy of this report be sent to you. Ordering Physician: PEDERSEN, NIELS J

Example of Test Results



Report Status: Final

BONDAR, MARY

Patient Information	Specimen Information	Client Information
BONDAR, MARY DOB: 06/22/1955 AGE: 61 Gender: F Phone: 800 332 8811 Patient ID: BONMAR0002 Health ID: 8573016073679033	Specimen: KS085949P Requisition: 0000916 Collected: 08/10/2016 / 15:52 CDT Received: 08/11/2016 / 07:07 CDT Reported: 08/11/2016 / 17:12 CDT (* A Copy From)	Client #: 97506314 MAIL 992 DOCTOR'S CHOICE-MASTER Attn: REPORTING/BILLING ONLY ACCOUNT 1 TITUS RD WASHINGTON DEPOT, CT 06794-1516

Test Name	In Range	Out Of Range	Reference Range	Lab
THYROID PEROXIDASE AND THYROGLOBULIN ANTIBODIES				
THYROGLOBULIN ANTIBODIES	<1		< or = 1 IU/mL	KS
THYROID PEROXIDASE ANTIBODIES		10 H	<9 IU/mL	KS

PERFORMING SITE:

KS QUEST DIAGNOSTICS LENEXA, 10101 RENNER BLVD, LENEXA, KS 66219-9752 Laboratory Director: WILLIAM BECKER, DO, MPH, CLIA: 17D0648226

* DR'S CHOICE-INTEGRATED HLTH CT has requested a copy of this report be sent to you. Ordering Physician: PEDERSEN, NIELS J

Example of Test Results



Report Status: Final

ULLOA, ANABELL

Patient Information	Specimen Information	Client Information
ULLOA, ANABELL DOB: 04/07/1982 AGE: 35 Gender: F Fasting: N Phone: NG Patient ID: NG	Specimen: KS869622D Requisition: 1012604 Collected: 01/05/2018 / 12:00 CST Received: 01/06/2018 / 05:08 CST Reported: 01/08/2018 / 17:24 CST (* A Copy From)	Client #: 97506314 MAIL992 DOCTOR'S CHOICE-MASTER Attn: REPORTING/BILLING ONLY ACCOUNT 1 TITUS RD WASHINGTON DEPOT, CT 06794-1516

Test Name	In Range	Out Of Range	Reference Range	Lab
THYROID PEROXIDASE AND THYROGLOBULIN ANTIBODIES				
THYROGLOBULIN ANTIBODIES		366 H	< or = 1 IU/mL	KS
THYROID PEROXIDASE ANTIBODIES		583 H	<9 IU/mL	KS

PERFORMING SITE:

KS QUEST DIAGNOSTICS LENEXA, 10101 RENNER BLVD, LENEXA, KS 66219-9753 Laboratory Director: WILLIAM BECKER, DO, MPH, CLIA: 17D0648226

* DR'S CHOICE-INTEGRATED HLTH CT has requested a copy of this report be sent to you. Ordering Physician: PEDERSEN, NIELS J

Hypothyroid Process Cont.

- If antibodies are negative:
 - 3 day/step process
 - Consult/Dinner
 - More Testing Visit
 - Day 2/ROF
- If antibodies are positive:
 - 2 day/step process
 - Consult/Dinner
 - Day 2/ROF

Thyroid Phone Script

- Same as Diabetes, just different qualification questions
- 1. Have you been diagnosed with a thyroid condition? (NOT a qualifier)
- 2. Are you currently taking thyroid medication? (NOT a qualifier)
- 3. Are you still experiencing low thyroid symptoms? (NOT a qualifier)
- 4. How motivated are you on a scale of 1-10 to get your condition under control? ONLY qualify 8, 9, or 10

Follow Up Protocol for Dinners

- The day of scheduling for dinner
 - Confirmation Email
 - Confirmation Text Message
 - Confirmation Letter (EZ Texting)
- Two Days before the event
 - Text Message
- The day before the event
 - Reminder call earlier in the day (before 10 is best)
 - Text message reminder between 4 and 7 p.m.
 - Email reminder between 4 and 7 p.m.

Follow Up Protocol for Dinners

- The day of the event
 - Go through full list of leads scheduled and call to reconfirm their reservation - Only call those who were not reached and confirmed the night before
 - Send confirmation text message

Confirmation Text Message

- REMINDER: Your FREE Thyroid Dinner is Tuesday, January 16th at 5:30 p.m. at Embassy Suites, 7525 E Hampden Ave, Denver, CO 80231. See you then!

Confirmation Voicemail

- "Hi, this is Heather from the Integrated Health Center of the Rockies, I am calling to remind you of your reservation for the Thyroid Dinner Talk, this Tuesday, Jan 16th at 5:30 at the Embassy Suites off Hampden Ave. If you have any questions, please give us a call at 303-353-9774. We look forward to seeing you then."

Confirmation Letter/Email

☆ Integrated Health Center of the Rockies

Thyroid Embassy Suites Dinner Email

To: Heather Credeur

Inbox - drheatherstone@aol.com 9:06 AM



Hello,

Congratulations on qualifying for a complimentary thyroid dinner and presentation. We look forward to seeing you on **Tuesday, January 23rd at 5:30 p.m.** for registration.

Your dinner will be in a group setting. It will include valuable health information, a live presentation and videos about patients with similar conditions and how they have benefited from the care provided at our clinic.

Since we have a waiting list for the dinner and presentation, we ask that you be courteous to other patients and if for any reason you can't make your appointment, please give our office a call so we can open up your spot up to someone else.

If you should have any questions or will not be able to attend, please contact our office at [303-353-9774](tel:303-353-9774).

We're looking forward to meeting you.

Sincerely,

Integrated Health Center of the Rockies

P.S. As a courtesy, we ask that children not attend the event. Thank you in advance.

Confirmation Letter/Email

PS. As a courtesy, we ask that children not attend the event. Thank you in advance.

EMBASSY SUITES DENVER-SOUTHEAST
7525 E Hampden Ave, Denver, CO 80231

FROM I-25 TRAVELING NORTH BOUND

- Exit Hampden Ave
- Turn Right onto Hampden Ave
- Turn Left on 7500 East Hampden Ave at the light (*across from Whole Foods*)
- Turn left into the Embassy Suites parking lot
- 7525 E Hampden Ave, Denver, CO 80231

FROM I-25 TRAVELING SOUTH BOUND

- Exit Hampden Ave
- Turn left onto Hampden Ave
- Turn Left on 7500 East Hampden Ave at the light (*across from Whole Foods*)
- Turn left into the Embassy Suites parking lot
- 7525 E Hampden Ave, Denver, CO 80231

EASTBOUND HAMPDEN AVENUE

- Turn Left on 7500 East Hampden Ave at the light (*across from Whole Foods*)
- Turn left into the Embassy Suites parking lot
- 7525 E Hampden Ave, Denver, CO 80231

WESTBOUND HAMPDEN AVENUE

- Turn right on 7500 East Hampden Ave at the light (*across from Whole Foods*)
- Turn left into the Embassy Suites parking lot
- 7525 E Hampden Ave, Denver, CO 80231

Integrated Health Center of the Rockies
7666 E Hampden Ave Suite 420
Denver, CO 80231
p: [303.353.9774](tel:303.353.9774)
f: [303.923.3276](tel:303.923.3276)

CONFIDENTIALITY NOTICE: If you have received this e-mail in error, please immediately notify the sender by e-mail at the address shown. This e-mail transmission may contain confidential information. This information is intended only for the use of the individual(s) or entity for which it is intended, even if addressed incorrectly. please delete it from your files if you are not the intended recipient.

Preparing for the Dinner

- Have Thyroid Application and non-recording agreement printed from a professional printer (not in the office)
- Pre-load folders or clip boards with:
 - Non-Recording Agreement
 - Terms of the consultation
 - Thyroid Application
- Bring Insurance verification form or take picture of Insurance card

Preparing for the Dinner

- Day 2 Appointment times printed and easy to schedule & separated amongst staff
- Call Drs. Choice (Evexia) - order physical blood work requisition forms
- Pre-fill the blood work requisition forms
- Have Square App downloaded on device to take payment

[illegible]

Following up with Blood work

- Two days before the scheduled Day 2 make sure the lab results are in...
- EX: On Monday you will check Wednesday's schedule, any thyroid Day 2s check to make sure you have their lab results in
 - If you do not, call the patient and check to see if they have gone to the lab
 - If you do, check if they are positive or negative
 - If positive, keep their appointment time the same
 - If negative, change appointment time to 30 mins
- Check insurance benefits

Reminder Phone Call

- Reminder phone call the day before the appointment (evening time is better)
 - If Positive: "Hi Mary, this is Heather calling from the Integrated Health Center of the Rockies, I am calling to remind you of your appointment tomorrow at 4:00, also, I want to remind you the doctor requires that you bring your spouse to this appointment. We look forward to seeing you both tomorrow at 4:00, if you have any questions please call us at 303-353-9774"

Reminder Phone Call

- If Negative: "Hi Mary, this is Heather calling from the Integrated Health Center of the Rockies, I am calling to remind you of your appointment tomorrow at 4:00, also, I want to let you know, you do NOT need bring your spouse to this appointment. We look forward to seeing you tomorrow at 4:00, if you have any questions please call us at 303-353-9774"

Receiving Test Results

- You should be looking for test results DAILY.
- As soon as you get negative antibody results, you need to call the patient and let them know you received their test results and their spouse does NOT need to come to the follow up appointment
- Print out the test results as they come in and put in the patient file
- Print out a second copy for the patient

More Testing Visit

- NEGATIVE Antibodies
- The doctor will order blood work and saliva testing
- Take payment for testing ordered
- Schedule for 3 weeks out
- You MUST check to make sure you have all test results in at least one day BEFORE the ROF
 - If you do NOT, call the patient and see if they submitted the samples
 - Reschedule if they have not
 - Call the labs if they have and see if you can get the results or partial results if not fully ready...ask doctor if sufficient

Report of Findings (ROF)/Day 2

- Make sure they show up with their significant other or spouse
- If they do NOT, you must send them home; they cannot see the doctor
- The doctor decides to accept their case or not

Doctor Accepts Their Case



Doctor Accepts Their Case

- Welcome them to the practice
- Get their blood work requisition form ready if needed
- Copy all of the office forms and loan documents and put in a folder
- Put all of their test kits in a bag
- Get them scheduled for their first visit, typically one week out so they can get all of the testing completed. Typically 1 hr (metabocean and physical exam)
- Ask them what day and time typically works best for their schedule so you can get them scheduled out for their entire treatment plan

Doctor Accepts Their Case

- After the patient leaves:
 - Write them a thank you card (hand written)
 - Send them a flowering plant
 - Schedule them out for the entire tx plan
 - Print off the schedule and place in file and give next visit