

THE FUNCTIONAL MEDICINE NICHE

The Reasons Why Functional Medicine
Will Be A Mainstream Chiropractic
Service in Your Town



*Written for the chiropractor who wants to
take responsibility for the improved
health of a new population of patients.*



You became a chiropractor for the right reasons.

You work hard. So... have you ever felt like there should be more reward?

You are not alone.

For many in our profession, there is something missing. Most will say that the major out-point is that they do not earn enough money.

And for most this is a correct statement. Good news is that this report can help you correct that problem.

But this report will also open your eyes to something else that is missing from most practices -- and this missing piece is devastating our businesses and our profession.

Reading and applying the data in this FUNCTIONAL MEDICINE report could be the best business decision you make this year.

How can I make that statement with confidence even though we have not met and I don't know your situation?

It's because FUNCTIONAL MEDICINE IS THE FUTURE OF HEALTH CARE and incorporating functional medicine into your practice, or enhancing the functional medicine you already deliver to your patients IS THE RIGHT DECISION AND WILL LEAD TO GREATER SUCCESS.

In this report we will discuss...

- **How Functional Medicine can enhance patient outcomes.**
- **The BUSINESS OPPORTUNITY that Functional Medicine can provide to a clinic owner.**
- **And finally WHY Functional Medicine absolutely IS the future of health care.**



THE FUNCTIONAL MEDICINE NICHE

Introduction

Where did all the chiropractic miracles go?

Before I get into the reasons why I believe that functional medicine should be pursued by every chiropractor, I have a question for you...

Why is it that most of us have heard so many chiropractic miracle stories from old time chiro's, but we see so few of them in our own practices today?

If you ever have the chance to speak to a D.C. that practiced in the 1940s -1960s, or even up until about the mid 1980's, they will probably tell you dozens of incredible, almost unbelievable chiropractic miracle stories-- patients coming out of a coma, serious debilitating diseases going away with one or two adjustments, chronic organic diseases clearing up with a few days of adjustments... As a modern day practicing doc, it's almost hard to believe.

I used to wonder if these story tellers were like the old fisherman whose prize catch back in 1960, gets bigger every time he talks about it. And maybe that is the case sometimes. But I am certain of this-- there is something drastically different about the results that the modern day chiropractor is able to achieve, compared to our forefather chiropractors.

Well, if you have not yet figured it out, here is your chance to turn back the clock on chiropractic results, only you can have them happen right now in your office.

Here is how ...

If you compare the health of people today, compared to 1950, there are two significant differences.



- 1) First, today's chiropractic patient is lacking basic nutrients required for proper body function. For this reason, patients DO NOT RESPOND to chiropractic adjustments the way they used to respond. In fact, it might take 50 adjustments to create the same effect 5 adjustments created in 1950.

And in many cases, 1000 adjustments probably won't do the job. Helping a body heal through chiropractic when that body does not have the proper building blocks (nutrition) for health, is impossible.

- 2) The second main difference is that today's patients are FULL OF TOXINS.

These toxins come from everywhere in the environment-food, drugs, air, water, and the materials we come into contact with on a daily basis.

The environment was not so polluted fifty years ago. Bodies are full of toxins today and toxins prevent bodies from healing.

An accumulation of toxins and lack of nutrients is THE REASON behind the drastic decline in chiropractic results over the last 50 years. This problem makes your job hard, if not impossible in some cases.

It is literally impossible for a patient to experience the full benefit of a healthy spine and nervous system when their body is in this degraded condition. But there is good news...



THE MIRACLE OF CHIROPRACTIC REDISCOVERED:

The good news is that functional medicine restores the miracle of chiropractic for the doctor and the patient. In much the same way that it revives the sick patient, it can also revive a sick practice, or take an otherwise healthy practice to the next level-clinically and financially.

Let's look at how this happens...

Functional Medicine can help you **serve more patients** and offer a more **comprehensive health service** to your community.

It is also a service which is in high demand, and therefore can be *priced* accordingly.

Combine these two factors and it should be clear that FUNCTIONAL MEDICINE will improve your bottom line while also improving the lives of patients.

When you make Functional Medicine available (or more accessible) to the members of your community, they will have the opportunity to live a healthier life.

When a patient makes the decision to handle their health problem with functional medicine, they are choosing to pursue a real solution, opposed to the false solutions so prevalent in modern medicine - false solutions which only cover up the symptoms and often create more disease.

You may have heard that at its current trajectory, the cost to the health care system for treating some of the most common chronic diseases such as diabetes will consume **the entire national GDP** (Gross Domestic Product = all money generated from finished goods and services within the country) within the next 30 years.

For obvious reasons, the cost can't consume 100% of GDP, because well before we get to that point, the entire financial system of the country would collapse under the weight of caring for sick individuals.

So something is going to have to happen *very soon*.

Functional Medicine is the only solution to this society problem because no drug or surgery is ever going to cure diseases that stem from long-term poor life-style choices.

The only solution is to correct the lifestyle issues **through education**, and **reverse the damage already done to the body** through administration of the proper nutrients-to bring the body back to life, and back into balance.



THE IRRESISTIBLE BENEFITS OF FUNCTIONAL MEDICINE

In short, FUNCTIONAL MEDICINE does the following ...

- 1) Improves patient outcomes.
- 2) Expands the services offered by the practice.
- 3) Brings in more new patients.
- 4) Increases clinic revenue and profitability.
- 5) Increases the owner's net income.
- 6) Improves financial stability because the practice no longer must rely on insurance payments.
- 7) Provides the community with a real solution to chronic diseases which is not widely available. (yet)
- 8) Gives the responsibility of disease and its solution back to the patient (which is where it belongs).
- 9) Helps to reduce the financial pressure on the health care system which if left unchanged will eventually collapse from financial strain.
- 10) Functional Medicine could help you improve your health... and your life, simply by applying what you learn to yourself! Many doctors new to Functional Medicine are excited to find that nagging health concerns are suddenly easy to solve with their new found knowledge!

It should be clear by now that implementing functional medicine into your practice will help every area of your life and the lives of those around you.

This is not only true for you, but it is true for other health care providers as well. For this reason I can predict with confidence that FUNCTIONAL MEDICINE IS THE FUTURE of HEALTH CARE.

Don't miss the boat this time around, doctor. This report is your invitation to the party... and it's only just the beginning!

So, WHAT IS FUNCTIONAL MEDICINE?

In case you don't already know, functional medicine is an approach to health care practiced by various different types of professionals (DC, MD, DO, NP, Nutritionists, etc) which emphasizes locating and addressing the cause of a patient's health problem.

The technology utilized for treatment is most often natural, such as lifestyle changes, food, nutraceuticals, detox protocols and other similar products or approaches.

Often, functional medicine practitioners will use lab testing, such as blood, stool, saliva, or hair in order to determine what is causing a particular health complaint.

One of the typical goals of the functional medicine practitioner is to bring the lab values into a "functionally normal" range. This range is narrow compared to the "lab normal" range you will find on standard lab tests (and used by most M.D.s) and represents the values which will help support optimal body function.



Often, the functional medicine doctor can easily handle tough cases that no other doctors can crack.

He is able to do this through the unique understanding of proper function, and methods of diagnosis which lead to a real solution, typically using all natural approaches.

Now before you throw your hands up and decide that this is too complicated for you, I encourage you to continue reading.

Implementing functional medicine is **not difficult**. In fact, you could successfully treat your first functional medicine patient within weeks-changing a life for the better and earning a significant income for you and your practice.

It's not hard... in fact it is actually easy to do!!!

WHY EVERYONE IS NOT YET DOING FUNCTIONAL MEDICINE

(and why this is still virgin territory)

The truth is, functional medicine can be hard for a new doctor to learn, **if** he tries to swallow too much at once.

However, my company, FUNCTIONAL MEDICINE MASTERS, specializes in making Functional Medicine EASY!

In fact, here is your first lesson... the term "functional medicine" can be shortened- and you can just call it "FM"!!!

1) The first reason FM can be difficult to learn is that there is a long runway of study normally required to competently treat a patient.

Forget the fact that marketing for patients with chronic disease might not be your forte (marketing). And let's not get caught up in the fact that you might not know how to get FM patients started on care (sales).

Let's just skip right to the the clinical aspect of FM.

Before you can help this patient, you must know how to do a proper history, which will yield the data you need to figure out what diagnostic testing to do.

Of course, you also must know all about these tests so you can decide which is best to order.

And once those lab tests come back, you need to know how to read them...

then you must know how to put together a protocol which will handle what you have found...

and lastly, you need to know it all well enough so that if the standard approach, or first attempt at resolving the issue does not work, you can figure out the correct solution to handle the case.

No individual step in the clinical decision making process of the typical FM patient is necessarily difficult.





The problem for most doctors is that they have very little training in this area. And so to attempt to implement functional medicine can at first seem daunting.

2) The second reason FM can be hard to learn is that, well... who has time for all that training while you need to be running your practice?

It's not like you can just take a few months off and go back to school!

3) The third reason is rather interesting. An FM practice can handle the most common health complaints in society.

For this reason, the FM practitioner can quickly find himself with a waiting room full of sick patients, all with different conditions, all stemming from different root causes.

This can result in office flow problems due to the fact that different cases can require different sets of resources (ie, time, testing, products, etc).

It's not as simple as a typical chiropractic office flow where the entire production line looks the same except for what the doctor does on the table with his hands.

4) Another reason FM can be difficult for a chiropractor to practice is because the public is not used to chiropractors handling anything outside the realm of back and neck pain.

Now, before you give up and decide you are no longer interested, let me share with you why it does not need to be this hard, and how Functional Medicine Masters handles these four problems and makes FM practice SUPER EASY!!!!





THE FUNCTIONAL MEDICINE MASTERS CLIENT ADVANTAGE

Functional Medicine Masters has developed a system of training and apprenticeship which allows a doctor who is new to FM to see his first patient *within three weeks* of starting the program.

Yes, that is a doctor with NO training in functional medicine! How do we do this, well, it's a bit of a trade secret, but I can give you some hints...

A) Functional Medicine Masters trains clients on **EASY TO DO marketing** that will fill your practice with patients who have no place else to turn, and so are ready to pay you for a solution to their problem.

Patients that get no real help from any other type of doctor and so are excited to exchange with you (pay for your service) for a solution.

B) My company also provides the critical forms and other administrative procedures necessary to run a tight ship. This includes exactly what vendor support services you need (labs, supplements, etc).

C) Our new client also gets training on exactly how to process these new patients... day one (new patient encounter) and day two (sales cycle).



D) Functional Medicine Masters has also figured out how to provide support when it comes to the more difficult aspects of clinical practice (for a doc new to FM) such as reading labs.

We have developed a sort of apprenticeship that allows you to be the doctor that makes the decision, but with our educational tools you can begin helping patients now, well before you might otherwise feel confident doing so on your own.

E) With regard to clinical protocols, don't worry, Functional Medicine Masters has you covered. Rather than have to learn to handle 10 different types of diseases so you can be prepared to treat whatever walks in your clinic doors, we teach you how to specialize in one or two diseases.

This includes how to draw ONLY those conditions to your office so that you can become expert at handling those cases-before broadening your practice down the road.

F) Lastly, you can handle the public perception (of chiropractic) barrier with simple positioning. The proper positioning will establish you as an expert in health within the mind of the consumer. We teach our clients exactly how to position a functional medicine practice.

These strategies, and many others (which are strictly confidential, client only type stuff) allow a doctor to join our consulting program and within three weeks be successfully treating his first FM patient.

ADDITIONAL REASONS TO INCORPORATE FUNCTIONAL MEDICINE INTO YOUR PRACTICE

Just in case you still don't see a good reason to add FM to your practice, here are a few more...

1) FM can extend your career because it does not break your body.

This is a primary reason doctors contact our company.

Even the doctor who is blessed with a body that can withstand 25+ years of manual adjusting eventually arrives at a point in his career where his body is begging for a change.



A break from the physicality of traditional chiropractic is eventually needed and wanted.

In other cases, doctors may be okay with the physical wear and tear but they just want something a little more cerebral.

FM can be a mentally stimulating activity as it requires more brain than brawn.

2) There is a certain prestige that comes with being what others consider a miracle worker.

Not that any doctor should chase prestige, but it's not something you need to chase away either!

And it's not actually the prestige that should get you excited (it's okay if it does) but what should get you excited is that people will start to talk more about you and your clinic.

And when people talk about the miracles that are happening in your practice that equals REFERRALS!

3) The best way to add a viable cash component to your practice is to do it through nutrition.

One reason for this is that nutrition is always a cash service, so you are not competing with other providers that participate with insurance. Nutrition is always cash out of pocket for the patient so it's a level playing field.

The challenge with selling supplements in your practice is that unless those supplements are directed toward treating a specific disease, then you will find yourself competing with many online retailers, supermarkets, and anywhere else vitamins are sold.

That is a market you DON'T WANT to get into. The margin is too small.

The way to earn a great income with nutrition is to specialize in helping sick people get well.

This is the niche you want to carve out for yourself. This is where you can get outstanding patient results and be paid well in exchange for your work.



The reason you get better exchange in this market is because the patient is paying you for your clinical expertise to help them get well-something they can't get at a supermarket.

To summarize, don't become a vitamin shop where you attempt to sell multivitamins to your chiropractic patients.

Become a functional medicine practice where people pay you to help them get well-and within that care paradigm, supplement sales will be a big part of your success both clinically and financially.



PIT FALLS TO AVOID WITH FUNCTIONAL MEDICINE

With any great opportunity comes some responsibility and FM is no different. There are several common areas where doctors can get tripped up when they are new to FM and so let's cover a few of them here.

Pitfall #1:

When new to functional medicine *specialize* first. Get really good at a particular niche then look to broaden your expertise from there.

Sure, there are simple basics that can and should be applied to much of our patient population such as doing a basic detox regimen. That is great and you should do that.

However, what I am referring to as a pitfall is the doctor who gets excited about this new thing called FM and then promotes his practice almost like a general care medical practice.

What happens is that this doctor all the sudden will find himself bogged down from a clinical standpoint.

It's all too new to him to have so many different kinds of cases and it can get downright discouraging. Not to mention that you might find yourself unable to help some of those patients who have trusted you to do so.

Along this same line is the idea that it is often more profitable in business to *go deep than to go wide*.

What I mean by this is that if you become THE EXPERT in one area, you will usually find more success than if you try to cover all areas.

Avoid this pitfall by opening your FM practice by specializing in a narrow area then expand as you begin to have success.

Pitfall #2:

When you practice FM, although you are most likely going to be well within the scope of practice, you need to also realize that because you are helping chronically ill people get well, some in the medical community will not be happy with what you are doing.

They may feel like you are infringing on their turf.

For this reason it is not uncommon for practices (of any type) earning 3-5 million/year and treating 1000's of patients, to pull in a board complaint. Not such a big deal when you are just doing chiropractic, but when you are practicing in a new field such as clinical nutrition, this can create problems if you are unsure of the right way to do things.

This usually only happens when you start to get real successful and are out there in the public eye with significant promotion. The right thing to do is to ALWAYS follow the law and ensure that your practice is fully compliant.

The FM practices that do this don't have licensing or legal problems.

The pitfall itself is actually that doctors applying FM for the first time often are not familiar with the rules, regulations and compliance issues of an FM practice.

There is a whole different set of circumstances that you must consider when you are getting patients well with nutrition. For instance, what are you going to tell your patient when their blood pressure is now too low after three weeks on your



FM program and you know it's because they have become a relatively healthy person who is still on blood pressure medication.

You have to handle that the right way, or you can get into a lot of trouble.

None of this is hard or difficult to understand. It just requires diligence and awareness that FM practice brings new situations that must be understood and policies to be applied.

The way to avoid this pitfall is to get some guidance in this area from someone who has been there before.

Pitfall #3:

Some nutrition practice management companies teach their clients to charge a fee per visit. This is not a smart way to do business and it is also not good for patient compliance.



I thought most chiropractors had this figured out decades ago-as have orthodontists and many other professionals who must see their clients more than once to help them achieve a clinical result.

Even if you consider this from the viewpoint of the patient, he or she is not paying you for a 'visit' to your office. They are paying you because they want a particular result.

If you can achieve that result in one visit then by all means, charge them for that one visit.

But if what you are doing is going to require care over an extended period, then explain that concept up front so the patient fully understands, and then give them the entire cost to consider right from the beginning.

How you want to collect payment is up to you (and maybe the regulations in your practice jurisdiction).

I don't know about you, but one of the financial situations I hate most in life is when I get into a sales cycle and closed on a small payment without fully understanding that there are other payments that I will need to make in order to get what I want.

I prefer to see it all up front so I can make an intelligent decision with all the information-how often will I need to be here, what will I need to do and how much will it cost.

Pitfall #4:

When you start to achieve clinical success as an FM practitioner, and if you are applying intelligent business strategies, then you will soon find yourself earning A LOT of money.

And although you may have had a high income in the past, it might be new for you to have it coming directly from the patient and possibly paid thousands of dollars at a time.

The temptation may be to take that money and pay down bills or use it to expand the practice.

I can't say what is exactly right for you in any given situation. But what I can suggest is that you must be discipline in how you handle the amount of cash payments you will generate as a successful FM practitioner.

You may find yourself taking payments for services to be delivered weeks or months into the future.

Often you will have to set aside funds to purchase more supplements to replenish your practice inventory.

Refunds do happen sometimes and it's best to be prompt in handling those with a patient who requests one.

Lastly, with an increased income you can expect a higher tax bill. If you are disciplined with your finances, you will be able to stroke a check for that bill on April 15.





THE FUNCTIONAL MEDICINE SECRETS TO SUCCESS

The most successful FM practitioners tend to follow a certain path. As with any endeavor in life, there is a best way to achieve your goals and then there are other ways to go about it- which are less than the best.

1) **First and foremost, you must achieve clinical excellence.**

If you are new to FM, you can go about this in one of two ways. You can spend the time needed to learn enough to really get a good result right from the start. This could take many months or years of study.

A second option is that you can find a program which will provide some sort of clinical apprenticeship with each type of patient that comes into the office.

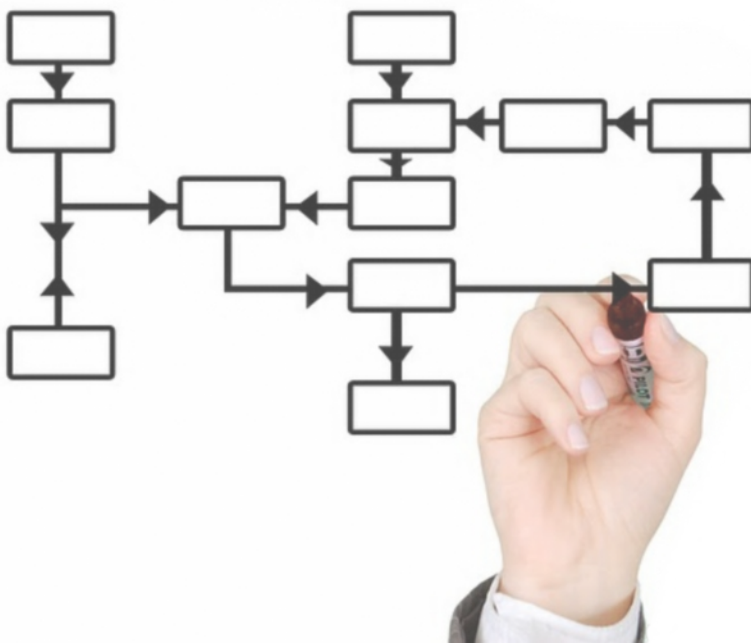
Functional Medicine Masters provides a clinical apprenticeship that allows our clients to provide excellent patient care right from the start. Functional Medicine Masters is the fast-track to a clinically successful FM practice.

2) **Build your knowledge and your practice niche by niche.**

This allows you to provide excellent patient care while at the same time expanding your knowledge of FM at a pace that is the right gradient for you.

3) **Employ business strategies that have proven successful in an FM practice.**

Why reinvent the wheel when you can just use what already works.



The program taught by Functional Medicine Masters is based on the largest known cash chiropractic office of all time.

The Functional Medicine Masters program might be the right program for you-but maybe not. However that does not mean you can't apply this secret to success. The point is that you should get

some guidance from someone with proven statistics in the area of FM. The best statistics to consider are:

- a) *Who developed the strategies taught by a particular company and how did they do in practice?*
- b) *How well are others able to learn those strategies?* You can learn this by talking to existing clients of the company which you are considering.

4) **You have to be in this game for the right reason.**

Priority number one has to be patient outcomes. There is nothing wrong with a desire to earn a great living.

No patient wants to go to a doctor who is living in poverty. But at the same time, no patient wants to go to a doctor who is interested only in earning money.

Money is a low level of motivation and it always results in a low level of service and eventually a low income. The highest motivation is a duty to you patients, your community and the health of people in general.

If you approach FM practice from this high level of motivation, and you utilize proven business strategies as the vehicle to provide outstanding clinical care, then it's a game where everyone wins!

The future of health care is centered upon the principles of functional medicine practice. It's right because it's natural, in most cases it handles the root cause of a disease, and it places the responsibility for health where it belongs-with the patient.

This is your chance to get into the game where everyone can win. Whether you decide to check out my company or go a different route, the only wrong thing you can do is to ignore the opportunity that is functional medicine.





THE FUNCTIONAL MEDICINE NICHE

If you would like to learn more about how Functional Medicine Masters can help you easily add FM to your practice in only a few weeks, give a call to my office and find out more about my company.

We can introduce you to clients that are happy to earn an extra thirty to forty thousand dollars a month doing FM one to two days per week alongside of their existing practice.

Or we can introduce you to doctors that are earning a quarter of a million dollars or more per month with full implementation of our system.

Setting your goals is your business.

Our business is helping you to achieve them with the successful implementation of the Functional Medicine Masters system.

Give us a call today at 1-888-777-3020 to learn more about what we can help you to achieve.

We look forward to speaking with you!

**FUNCTIONAL
MEDICINE MASTERS**



1-888-777-3020