

3 Pillars

To a Multi Six Figure Practice

In this presentation I will give an overview of the tools that I used to take my practice from "not making a living" and "stressed out" TO "comfortable" and "enjoying every minute"

1

About Me



- 1993 NUNM (NCNM) Graduate
- Private practice since 1994
- Anthem, Oxford, Aetna, Cigna
- Practice out of my home in Danbury

2

Disclosures



- Founder & President of Professional Nutritionals, LLC
(A professional nutritional supplement company)

3

My Story.....



- Started practicing in 1994.
- The practice grew quickly but it was not enough due to the high cost of living in CT & large practice overhead.
- Accumulated \$60,000 in CC debt over 4 years.
- Got married and had a child.
- Filed bankruptcy in 1998 and got rid of all the CC debt.

4

4

More Story.....



- Every month, my income still fell short of my expenses.
- I "financed" the shortfall on my wife's credit cards.
- Had another baby (1999)
- By 2000, we had \$17,000 in new credit card debt.
- I maxed out her credit cards and realized I was in trouble.
- Financial counselors said "I don't make enough to live on".

5

5

The Crisis.....



I met with another financial advisor. His advice was:

"If you can't support your family on your practice income, then maybe you need to find another line of work."

That got me ANGRY. I started on this journey to become a naturopathic doctor when I was 17. I was now 34 and married with children.

I loved what I did. I loved helping patients. And I was good at it.

I did not want to stop practicing. But financially it was not working.

6

6

The Solution.....



- So I decided to start treating my practice **a little bit** more like a business.
- Not a heartless corporation. Just a little bit more business than I had been.
- This took change. **I had to do things I really did not want to do.**
- But If I didn't, I would not be able to continue doing what I love.
- And I would not be able to help people the way I had been and loved to.

7

7

The Result.....



Over the next 3 years

- My net income increased from \$30-40K to \$180-220K a year.
- I got a lot busier and was able to help a lot more patients. Which is really what I wanted to do all along.
- This presentation is really about how I turned things around.
- My hope is that it will give you useful ideas for your practices.

8

8

Pillar One

Keeping the Patients You Have (longevity)

Because if you are losing patients as fast as you get them you will never grow

Step One

Give a Detailed Plan of Care (POC)

Your POC should tell your patient:

1. **What:** To do (itemize).
2. **Why:** To do it (for each item)
3. **How Long:** To do it for (for each item)
4. **WHEN** to come back
5. **WHY** to come back. **(HUGELY IMPORTANT)**

USE YOUR EMR to automate this.

9

You should be able to complete the plan of care during the visit.

9

Dr. Michael Gazsi, PC
(203)797-8412 or Reception1@DrGazsi.com

Patient: Michael Gazsi 04/13/2019

PLAN OF CARE

| | Wake | Break | Lunch | Dinner | Bedtime | |
|---------------|------|-----------------|-------|--------|---------|---|
| Amlysis | 2 | empty stomach | | | | For allergies. (As needed/Seasonal) |
| SHTF Plus | 1 | | 1 | 2 | | For anxiety & Sleep: (3 months) |
| Adrenal | 1 | 1 | | | | Energy. (3 months) |
| B12 | 1 | (Mon, Wed, Fri) | | | | Deficiency/energy/Mental Function. (Ongoing) |
| Vitamins Plus | 1 | 1 | | | | Energy. (Ongoing) |
| Minerals | 1 | 1 | | | | Energy/Immunity. (Ongoing) |
| Weekly D: | 2 | | | | | (Take only ONCE per Week) Fall, Winter, Spring. (Ongoing) |

10

10

| | | |
|---------------|-----------------------------|--|
| B12 | 1 (Mon, Wed, Fri) | Deficiency/energy/Mental Function. (Ongoing) |
| Vitamins Plus | 1 1 | Energy. (Ongoing) |
| Minerals | 1 1 | Energy/Immunity. (Ongoing) |
| Weekly D: | 2 (Take only ONCE per Week) | Fall, Winter, Spring. (Ongoing) |

Mix all Powders Below together in any liquid. Take with meals. TWICE A DAY

| | | | |
|-----------|---------|---------|--|
| Glutamine | 1 scoop | 1 scoop | for bloating (3 months) |
| Magnesium | 1 scoop | 1 scoop | for fatigue & constipation (Ongoing) |
| FI Powder | 1 scoop | 1 scoop | for healing digestion/microbiome. (3 months) |

Consider: Nutrient Testing: \$180

Return in 3 weeks for a meridian reset and to order labs for cholesterol.

Important Notice: Please Read!
a. Please stay on all recommended formulas until your next visit unless otherwise stated in the instructions above.
b. Please call the office to order refills if needed before you run out to avoid interruption of your protocol. (We can ship to you if needed).
c. DO NOT SUBSTITUTE another formula as a refill for those prescribed. Other brands will most likely not contain the same ratio, type or potency of ingredients that we require for results. The use of other formulas may prevent, decrease and delay the results you are seeking. In addition you run the risk of over or under dosing or taking combination of substances that are harmful to your health.

11

11

Pillar One

Keeping the Patients You Have (longevity)

Step Two

Patient Returns: When & Why

- From check in to check out, have a written system in place.
- Every patient needs to know **WHEN & WHY** to return
- They should have their appointment booked before they leave.
- Learn the answers to the most common scheduling objections.
- Develop a "follow up letters" system for those that wont reschedule or who cancel.

12

12

Use a travel sheet.
Even if you do not have staff.

This keeps you focused on your patients next step.

| | | | | | | |
|--|--|--|--|--|---|---|
| 99205 00 (225) 99204 45 (225) 99203 30 (209) 99202 20 (166) 99201 15 (9) 99215 00(20) 99214 30(15) 99213 20(10) 99212 15(10) 99211 10(09) Phone: _____ No Charge COPAY _____ | This Visit Rev Labs Rev Assess LBA Meridian HRV Auricular Oxygen | Return Visit 1 wk 2 wks 3 wks 1 mos 6 wks 2 mos 3 mos 4 mos 5 mos 6 mos 1 year | Return For: Office Visit Review Labs Review Assess LBA HRV Physical Auricular Oxygen: _____ | Recommendations Vitamin assessment Mineral assessment Food assessment Metabolic assessment Enzyme assessment Oxygen Therapy Auricular Therapy Sauna Therapy OUTSIDE LABS _____ | Time Needed for Next Appt: 10 minutes 20 minutes 30 minutes 40 minutes | Office TASKS <input type="checkbox"/> Plan Update <input type="checkbox"/> QIS <input type="checkbox"/> SW <input type="checkbox"/> EN <input type="checkbox"/> Lab Req <input type="checkbox"/> Task <input type="checkbox"/> Saliva Test <input type="checkbox"/> Detectable <input type="checkbox"/> Contract <input type="checkbox"/> Expired? |
|--|--|--|--|--|---|---|

13

13

Common Excuses & Answers
when scheduling the patients next appointment

1. I don't have my calendar.
Answer: Lets schedule a tentative time, and when you get home, if that time doesn't work call us and we will reschedule it.

2. I'll call later to schedule.
Answer 1: That's great! Please make sure to call at least 3 weeks before you would like to come in as Dr. is very busy and it may be hard to find a time in their schedule that will work for you.
Answer 2: The doctor is booked out _____ weeks so please call at least _____ weeks before you need to come in.

14

14

Cancelled Appointment / Not Rescheduled (LETTER)

Time to reschedule your return visit with Dr. _____

Dear _____,

Our records indicate that you cancelled your appointment with Dr. _____ and have not yet rescheduled. Please call our office at (000)000-0000 to schedule your appointment.

Thank you and we hope to speak with you soon,
The Office of (doctor name)
 Clinic Name
 Doctors Name
 Street Address
 City, State Zip
 Phone

15

15

Pillar One
Keeping the Patients You Have (longevity)

Step Four
Shorter Visits Benefit Everyone
 (My Opinion)

First Visit: 50 minutes (Leaves time to check patient out/prep for next patient)
Second Visit: 35-40 Minutes. Have treatment plan preprinted before visit.
Third Visit and after: 20-30 minutes.

- Use comprehensive intake forms instead of 90 minute new patient visits.
- Keeping return visits to 20-30 minutes is critical. (You can go over for some)
- Most can't absorb an hours worth of information.
- Use handouts to educate instead of repeating yourself.
- Always treat the basics first. ie. Fix the gut / nature cure.
- Shorter, more frequent visits will increase compliance and success rates.
- Schedule up to 16 return patients in an 8 hour day. Some cancel so there are breaks

19

19

Pillar Two
Secondary Income Streams & Profitability

Step One
Offer LOTS of Therapies & Procedures & Tests
The more options you have the more patients you can help.
Optimally have procedures that your staff can do.

Some Ideas: Acupuncture, oxygen therapy, auricular therapy, nasosympalico, spinal nerve root stimulation, infrared sauna therapy, massage therapy, external ear wax flushing, heart math, detox foot baths, aromatherapy, NAET, Hydrotherapy, Local Infrared therapy for organ function.

In Office Assessments: Urinalysis, electro derma screening/meridian assessment, auricular diagnosis, nutritional physical, Applied Kinesiology.

Cash Pay Labs: There are a number of companies that offer these. Save Seniors and Cash Pay patients \$

Alternative Labs: Saliva hormone testing, breath testing for SIBO & lactose, heavy metal testing, nutrient testing.

Write up a list that ties your services to different conditions.
 Have the list available on your computer desktop so that you can easily remind yourself of what options you can offer.
 EXAMPLE: Fatigue: (Run Nutrient Testing). Anxiety: (Auricular Therapy)

20

20

Pillar Two
Secondary Income Streams & Profitability

Step Two
Keep your overhead low

Every \$ you spend on overhead is \$\$ you do not get to keep

If you practice by yourself, consider a home office.
 You save on rent plus you can legally write off a percentage of almost everything.
 It is cheaper in many ways. No commute. No Rent. No extra utilities.

OR get the cheapest smallest space you can and use a virtual receptionist.

Better Yet: Start or join a group. Share the overhead.

21

21

Pillar Two
Secondary Income Streams & Profitability

Step Three
Sell Maintenance Supplements

For Example: Multi Vitamins, Minerals, Calcium, Fish Oil, Digestive Enzymes, CoQ10, Antioxidants, Sleep Aids, Immune Support formulas.

- ◆ Supplements can easily **TRIPLE** your income and patients want you to tell them what to take as they trust you.
- ◆ Patients are taking supplements, most times just not from you.
- ◆ Services give you an income but take up your time. Supplements give you more of a residual income and take up less of your time.

Obviously only do what is in the patients best interest.

22

22

**How do I do this
without selling?**

You should NEVER Sell
Educate & Offer Quality & Convenience

Share Information & Leave it up to Them!

Patients are looking for solutions
They want your recommendations!
YOU ARE THE EXPERT
YOU JUST NEED TO BE CONFIDENT

23

23

Pillar Two
Secondary Income Streams & Profitability

Step 4
Private Label Everything

It is NOT just about profit

- ◆ Professional brands sold on Amazon and Ebay are often **fraudulent**.
- ◆ Letting patients buy online or from local stores is undermining your results as they are likely substituting lower quality and/or incorrect products.

24

24

Pillar Two
Secondary Income Streams & Profitability

Step 4
Private Label Everything

- ◆ Patients will buy the brands you sell from Amazon, health food stores or even other practitioners who sell at a discount or at cost.
- ◆ Health Food Stores often keep professional products behind the counter and people ask for them. So the stores are competing with you.
- ◆ The health food store owner cares about profit so they will often carry yr professional brands that local doctors sell.

25

25

Step 4
Private Label Everything

- Develop your own brand to decrease attrition and to protect your patients from Fraudulent Products
- You will develop brand loyalty and patients will refer friends to use your brand because of their results.
- Patients commonly go onto natural health product **dispensaries** that their practitioner recommends and order the first time and then find the same brands on Amazon or a health food store and reorder there. **Only private label protects you.**
- For this to work well, 80% of your products should be your brand.
- **Private Label** can even be done **without stocking product** and without buying more than you need. (**One Bottle Minimums**). They can even be drop shipped.

26

26

Step 4
Private Label Everything

Private Labeling Will:

- Build credibility with patients. You are the expert!
- Decrease loss of sales to online sources and health food stores.
- Increase your sales with very little extra time outlay.

This translates into \$50,000 – \$200,000 a year in EXTRA revenue.

This number **increases over time** as you build loyalty to your brand.

27

27

Pillar Three
Efficient Marketing for New Patients:

*Patients are your
first and strongest
source of referrals*

28

28

Pillar Three
Efficient Marketing for New Patients:


Thank You for Referral Program

- Intake Forms **MUST** ask: Who referred you to our office
- Offer a Free Consult: Be CLEAR that it is a “get to know you” and will not include medical advice or treatment.
- At patient checkout, give a **Free Consult Card**. **Script:** “Here is a Free Consult Card. If you have a family member or friend who you think may benefit from Dr. services, please share this with them.
- Mail “Thank You” card to referring patient. Include two free consult cards in envelope and a gift certificate for \$15 off your services or products.
- With this system, we achieved an average of 10 new patients per month **JUST FROM patient referrals.**

29

29

Pillar Three
Free Consult Cards



**Give The Gift
Of Caring**

Without the Cost

Free Health Consultation
For Your Friends and Family

The pink “Let’s Help” cards below are good for a free 15 minute office visit for anyone who has not seen (*physician*) before.

Please take as many as you like and give them to anyone interested in learning about alternative health care. *There is never any catch, fee or pressure.*

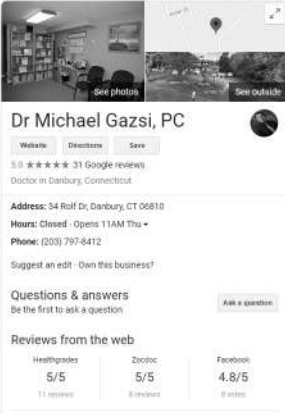
30

30

Pillar Three
Online Testimonials


Promote Online Testimonials

Where thousands of people will see them!



31

31



32

32



33

33

Pillar Three
Getting Online Testimonials

**How To Get
Online Testimonials**

First: Ask any satisfied patient if they will write you a positive review

Second: Give them a small special card to remind them. Like the "Let's Help" Card. **Then add them to a list.**

Third: Send them an email thanking them and include a link directly to your reviews to make it easy for them to click and review.

We Get 10 or More New Patients a Month from our Online Testimonials

34

34

Pillar Three
Efficient Marketing for New Patients.

Testimonial Binder

- >Any and all testimonials go in this binder.
- >Index it by condition. (So you can have the same testimonial in multiple places).
- >Patient LOVE to read these.
- >Always make them wait 5 minutes before starting to give them time.

Waiting Room Silent Video

- >Have video testimonials if possible with subtext.
- >Have info on products and services on the video. Use subtext. No Audio

35

35

Pillar Three
Efficient Marketing for New Patients.

Be the Expert

- >What makes you special, different, unique.
- >Why should they see you rather than someone else.
- >What can you do for them? (most important).
- >Confidence is key. Fake it until it becomes natural.

36

36

Ending

So why do any of this?

Do you have a need? Or are you comfortable where you are?

I know **NO ONE** wants to leave their comfort zone.
I certainly didn't want to.

Which Is why I had to hit bottom before I was willing to change.

So if you need to change, find something that motivates you.
