

Adding Value To Your Patient's Chiropractic Experience...

Another Look At The Benefits Of Nutrition In Your Practice

By Dr. Larry Goodman



As we roll into the summer, both you and your patients are working hard on all those resolutions made at the beginning of the year with the best of intentions. Whether it was to start a fitness program, clean up the diet, read more books, or, in your case, to up your game and grow your practice, there is no time like the present.

In the present world of health care with rising deductibles, increased competition, and growing patient awareness, I would like to suggest a radical clarification on the role of adding nutrition to your practice. As one of my dear friends and practice coaches Dr. Josh Wagner puts it so eloquently, “To help you become the most respected and sought-after doctors in your community, I am suggesting that you view the incorporation of nutrition into your practice through a new set of glasses.”

The purpose of this article is not to endorse any product or system of nutritional assessment, but rather to say that, in 2019, people have come to equate nutrition with enhancing health and wellness across the board. Whether it is fish oil, vitamin C, or cholesterol management without statins, people are looking for drugless alternatives.

As Thomas Edison put it, you are the doctor of the future.

In addition, since people are already spending money on supplements because insurance does not now, nor has it ever reimbursed for nutrition, they could spend it with you in your office and receive the benefit of your expertise when selecting both the supplements specifically as well as reputable companies. You are a far wiser choice to seek guidance from than a pharmacist or the kid behind the counter at the local vitamin shop or Whole Foods aisle. My years of coaching have proven, beyond a doubt, that all of the chiropractors I know would love to have more money and have more time to spend with their families or pursue their hobbies or other interests. So adding a nutritional component to your practice makes business sense.

Plus, supplements are consumable and require repurchase, which can become a behavioral anchor to bring the patient to your office for a regular maintenance or wellness visit (if that is aligned with your personal practice philosophy and best practices). It just makes sense to incorporate a nutritional status update with any method you select, such as a spinal check-up and adjustment

on a regular basis as patients build the habit of ongoing nervous system care with their nutrition.

Over the years, I have coached doctors to achieve this in varied ways—symptom survey, a diet diary, laboratory testing reviewed by you personally, a computerized review of laboratory results that evaluates health status and recommends a supplement program of your own formulation or a private label with your practice logo and identifiers. There is a way that will be a perfect fit for you and add value to your practice and your patient's experience.

This process could even become a bridge for you into the land of increased use of paraprofessionals, nurse practitioners, clinical nutritionists, or even functional medicine-oriented medical physicians (they are out there).

Think about the win-win that this could be for you, your patients, and your practice this year. Change up the level of conversation with your patient to include their health status beyond their back or neck pain. Create another revenue stream that is passive income. Add another reason for the patient to come to the office and have fun doing it.

In the language of the present, "When you build it, they will come." Give them the opportunity to invest with you, instead of dropping the money at the drugstore

or GNC. Enhance the patient experience in your practice and make a hell of a profit doing it.

If you would like assistance in making this a reality in your practice, and have fun doing it, the best way to make it happen is with a coach who has already done it successfully in his own practice and has successfully guided real chiropractors in real practices to do it in real time. You can have your dream practice, even your best practice, today.



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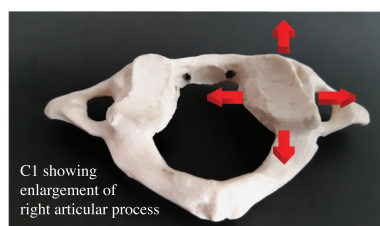


Study Proves that Bone Enlarges with Injury

Could this explain recurrent subluxations?

Researchers at the University of California have discovered that bone structure enlarges with injury¹. For example, a spinal injury can cause an enlargement of one of the articular processes or even part of the vertebral body. The photo at right was taken from an actual cast of C1. The right lateral mass measures 2 mm. larger than the left in all dimensions. This enlargement could appear to be a subluxation and result in many of the same

neurological consequences, however conventional treatment would have little or no effect.



C1 showing enlargement of right articular process

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dependent radiologists). It will allow you to restore articular biomechanics, avoid many spinal, hip, knee and shoulder surgeries and help your patients enjoy life without pain!

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Dr. Andy Stella, DC, CMRP, Minneapolis, MN

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1. Pantner GE, Hassenkam T, Kindt JH, Weaver JC, Birkedal H, Pechenik L, Cotroni JA, Cidade GA, Stucky GD, Morse DE, Hansma PK. sacrificial bonds and hidden length dissipate energy as mineralized fibrils separate during bone fracture. *Nat Mater*. 2005 Aug;4(8):612-6. Epub 2005 Jul 17.