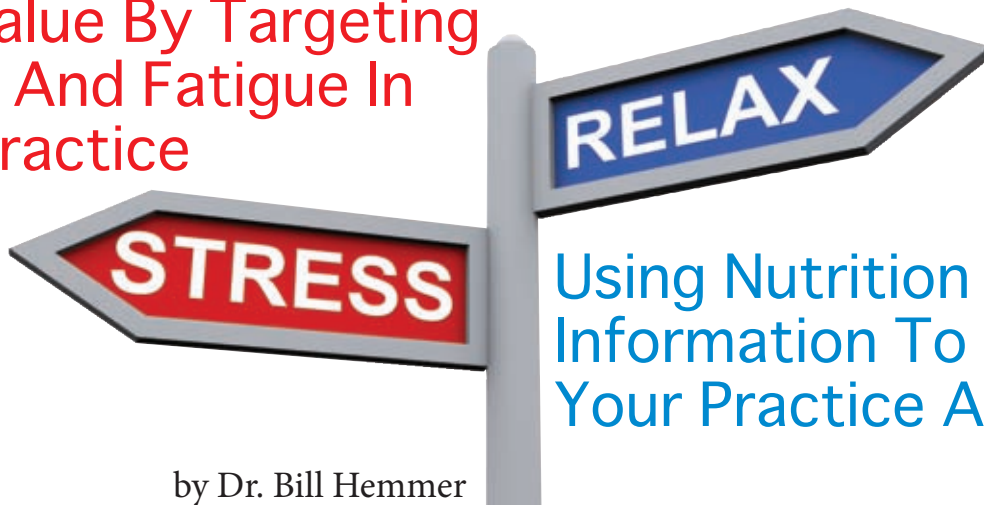


Add Value By Targeting Stress And Fatigue In Your Practice



Using Nutrition And Information To Set Your Practice Apart

by Dr. Bill Hemmer

"If I would have asked people what they wanted they would have said a faster horse" — Henry Ford

One of the biggest challenges facing the chiropractic profession today is its ability to establish a true spot in the marketplace in the changing landscape of health care. We have the opportunity to show our communities an entirely new type of care based on creating ageless health and vitality.

When you combine sound chiropractic principles with a healthy lifestyle and then add supplements with specific vitamins and herbs to target the stress and fatigue that is inherent in our daily lives, you will attract a new type of patient. People are looking for alternatives. It is your job to provide it to them in your community.

In this article I outline the steps necessary to address stress and fatigue in a meaningful way without changing what is working for you already in your practice. By adding new services you create more value and benefit to your patients and this always leads to more referrals and better compliance. This natural progression also allows you to become a leader in your community in healthy lifestyle creation.

The first step in addressing any

problem is to recognize it. The best way to focus attention on stress and fatigue in your practice is to write or find a good article to share with your patients. I always prefer to write myself, but if this is not for you, there are many resources available. Make copies and have your staff begin to pass out the information. Talk about stress and fatigue during treatment time. Have simple solutions available to share with them.

The communication path is simple; bring up stress and fatigue during treatment. Pain is stressful, and stress causes cortisol to be overproduced. If this continues for years and years, cortisol will be depleted. When cortisol becomes depleted, your ability to handle stress is further compromised because cortisol is the body's main stress hormone.

This depletion also leads to fatigue and inflammation because cortisol is also the main anti-inflammatory hormone. So as your ability to create cortisol lessons, you hurt more, have more fatigue and your ability to handle stress is further compromised. As you communicate this information through articles and conversations, your patients become more open to listening to solutions.

The second step in this process is to make sure your office culture lives

and supports the same type of healthy lifestyle model you are recommending your patients adopt. If you and your staff are stressed out and fatigued, your patients will pick up on that in a heartbeat. You may need to begin with yourself and your staff before you add these services to your current offerings.

The third step is to have solutions for these problems at hand immediately. There are many specific vitamins and herbs designed to increase your adrenal glands' ability to produce cortisol. All of the water-soluble vitamins help to fortify the adrenal glands. So any number of supplements can be recommended with positive results. Most patients have no idea how to get out the trap they are in; so once you help them, you have a patient for life.

When you are working with a patient who is taking water-soluble vitamins already, then you can also recommend some specific herbs to help combat the stress and fatigue. Licorice, ashwaganda, tribulus, bacopa, rehmannia and ginkgo are just a few specific herbs that can be used by themselves or in combination to help support adrenal and brain function.

Make sure you know and trust the sources of these herbs. Each herb has a specific active compound that is only found in a specific part of the plant. Many cheaper versions of these herbs use the whole plant

or parts of the plant that do not contain any or very little of the active compound necessary to have the desired effect. So make sure you

provide in your office.

Once you are able to put these four steps into place you have put your

Have information available about hydration, stress reducing exercises, the importance of sleep, and how to eat properly to decrease stress and fatigue.

do your due diligence before making a recommendation.

The final step is to have specific alternatives to their stress- and fatigue-filled lifestyle that they can incorporate into their daily routine without much thought. Have information available about hydration, stress reducing exercises, the importance of sleep, and how to eat properly to decrease stress and fatigue. Once you have these types of support communications available, the follow-up becomes much easier and seamless to the current brand of health care you

stake in the ground as a health care provider who is doing something different and unique in your community. Today's healthcare consumers intuitively know there is something drastically wrong with our current system. But there are very few doctors willing to step out of the box and take a stand for what needs to happen next to make our communities healthy and viable for the next generation.

By acknowledging the stress and fatigue problem, creating a culture of fighting the status quo of waiting until you are sick enough,

providing step-by-step alternatives to combat the daily stress and fatigue in your patients' lives, and educating your community about these steps, you will become a strong voice for ageless health and vitality in your community.

Henry Ford had not thought differently about transportation, his Model A car would have never been built. We as chiropractors have always thought differently about health care. We understand there is no way our society can continue on the same path and produce healthy children for future generations. It is our duty to become today's version of Henry Ford and think of a new model of health care to transport us into the next generations. We already have the model; we just need to share it with more people.

About The Author — Dr. Bill Hemmer is a Logan graduate and practices in IL. Contact him at DrBill@real-lifewellness.com.

GW
Heel Lift, Inc.

Lifting your patients to a new level may help control:

- Leg Deficiencies
- Back Pain
- Achilles Tendonitis
- Gait Problems

Please call for information, samples & a catalog
1-800-235-4387 or Fax 573-885-3202
www.gwheellift.com

CIRCLE 6 ON REPLY CARD