

Chiropractors who want to do nutrition need to thoroughly look at their purpose. What was their purpose for going into practice? Was it to be a musculoskeletal mechanic or were they motivated by a bigger purpose of helping people truly restore themselves and become able to take responsibility for their own health? When you look at it from the viewpoint of restoring health, you begin to fully understand the real symptoms we deal with as chiropractors, which are these chronically occurring subluxations.

When you start handling those at their source, you start helping people to restore their health in an incredible variety of conditions, whether it's endocrine disorders, sleep disorders, chronic fatigue, chronic immune dysfunction, various aches and pains explainable otherwise, stress, etc. You realize that far more patients than you ever guessed are suffering from secondary subluxations rather than primary ones.

HOW DO I ADD A SUCCESSFUL NUTRITIONAL COMPONENT TO MY CHIROPRACTIC PRACTICE?

PART 2



BY FREDDIE ULAN, DC, CCN, CDN

In other words, our clinical experience has taught us that in the vast majority of chronic health challenges, the subluxation is often being triggered by hidden nutritional deficiencies. Of course you must address those subluxations. But when it's the breaker switch on an overloaded circuit, it will constantly recur, until you handle the overload at its source.

If you have decided that you really want to move your practice into the 21st Century, and expand it into a true health and wellness-oriented practice, it behooves you to learn how to implement personalized nutritional health and wellness programs in such a way that will not only not disrupt your practice, but will actually add to it in terms of effectiveness, efficiency, income, etc., not to mention greatly improved results.

The Most Serious Errors

Some of the most serious errors I've seen chiropractors commit in their enthusiasm to help people in this way, is that they tend to include in their regular chiropractic office visit, a nutritional evaluation. This adds a great amount of time to visits for which they are not compensated – there's no insurance code for a nutritional consultation.

This primary error is actually costing the chiropractor quite a bit in terms of effectiveness as well as net income. His trying to include the nutritional evaluation and consultation in the same visit as a chiropractic visit: a serious error. That's serious error number one.

Serious error number two is starting people on nutritional programs without fully orienting them as to why they really need to do the nutritional program and getting their full understanding and complete commitment to real health restoration.

Far too often the doctor will do an evaluation of the patient, whether it's by case history, various questionnaires or physical examination and believe that they know what product the patient needs and sells that to the patient. The major error here is attempting to sell the patient a supplement, without first fully educating the patient on the purpose of the supplement. The patient needs to understand the role it plays in their overall health plan and be fully educated as to what this health plan actually consists of. Further you need to get their full agreement to do the program that is going to restore their health.

You can easily sell a bottle of anything to a patient, but can you actually get them to actually do a real nutritional program? The point being that there's far more to a nutrition program than getting somebody to take a particular

supplement until the bottle runs out.

One of the things that we discovered in implementing nutrition into our practices is that each of these therapeutic approaches has its own rhythm and they don't mix well. Chiropractic adjustments themselves are extremely valuable and they need to be done but there's a rhythm to a chiropractic practice which can make it very viable and very easy to administer. When you interject random nutritional consultations and evaluations in the middle of that rhythm, it tends to disrupt the practice and distract the chiropractor from the chiropractic side of things. The doctor loses income and it lowers practice volume, and routinely fails to transform the chiropractic patient into a nutritional believer as well.

The most effective solution for that has been to separate the nutritional consultations from the regular chiropractic visits – do them on separate days and then make sure you charge for that nutritional consultation, so that you're actually being paid for your service.

The way we have seen this done most effectively is by recognizing the difference in rhythm required by the chiropractic program vs. nutrition program (most chiropractic programs require a starting visit schedule of 3 visits, 4, even more per week). And then gradually building the patient up to a point where they come once a week, and then once a month.

The rhythm for a nutritional patient — from my observation after a couple of decades of experience — starts with about one visit a week, during the "fine tuning phase." Then every other week for the "healing and observation period," and once optimal health has been attained, paused to an appropriate maintenance schedule which could be as often as once a month, but generally is every three months. These are done on its own day, separate from the chiropractic day. It is much more efficient and more effective in many ways. And it's a service that you are compensated for and which the patient highly values, and it has proven to increase compliance, retention and referral generation.

The third major error is trying to match a supplement to the patient's symptoms. In other words, it becomes a medical or a symptom-oriented approach. For example, if the patient has excess stomach acid, you give him a natural antacid instead of a pharmaceutical one. This is the medical model and while it's safer than pharmaceutical medicine, it doesn't actually answer the question, "Why does this patient have this excess stomach acid?" From a chiropractic viewpoint, yes, we're going to be correcting subluxations and taking the stress off the vagus nerve, but there are also actual reasons why that subluxation continues to recur. And these symptoms respond to correct nutritional evaluation and therapy.

What are the three most essential ingredients for running a chiropractic practice with a successful, effective nutrition-

al component? First are products that you can count on: products that are standard, from batch to batch, that have been around for years and have proven workability and reliability. An error I've seen doctors make is responding to and believing the incredibly effective slick marketing tactics used by some newer nutraceutical companies that are constantly putting out products and pitching these as the cure-all for everything that everybody needs. Unfortunately, these products very rarely live up to their promotional expectations and can lead to rapid failure.

What I have found to be most successful is to find products that have a real history and are based on science. Quite frankly, the human body hasn't changed that much chemically and genetically and hereditarily in the last few decades. If their products been working all this time, you can count on them continuing to work. Find the companies that have this kind of track record and capability. That's first – products you can count on.

The next critical ingredient is a system of nutritional analysis and physical health assessment that takes you well beyond merely listing symptoms and matching supplements to those symptoms. The most effective thing we ever did was to implement a system that actually helps us to assess the status of the autonomic nervous system and the organs within the body to actually determine the correct priority for addressing the patient's health concerns. This then gives us the guidance we need to design the right nutritional program for each individual patient. Doing this will actually bring about dramatic and lasting results at the lowest cost and pill count.

Dramatic results are key to building an effective nutritional practice. The way to do this is to make sure that your analysis system enables you to zero in on the priority situation that is going to create the most benefit in the shortest amount of time with the least number of pills and the lowest cost.

There are quite a few systems in the chiropractic industry and they all have benefits. There are pluses and minuses to the various systems, and knowing what we know now, we know how to determine whether or not a system is the right system for any particular chiropractor.

Lastly, have a Patient Management System that is designed specifically for the management of the nutritional case, and a Practice Management System that easily handles the flow of chiropractic adjustments, and nutritional visits without adding stress to the practice. It must make you capable of greatly expanding and increasing the amount of patients in your practice, with less stress and lower overhead, and when you start getting the results that we see in our practice on a daily basis, you cannot help but grow.

About The Author: Dr. Freddie Ulan is the founder of Ulan Nutrition Systems.