

DC PRODUCTS REVIEW



Dennis Rehrig, DC
Class of July 2006



Melvin Mashner, DC
& Syble Mashner, RN
Class of November 2007

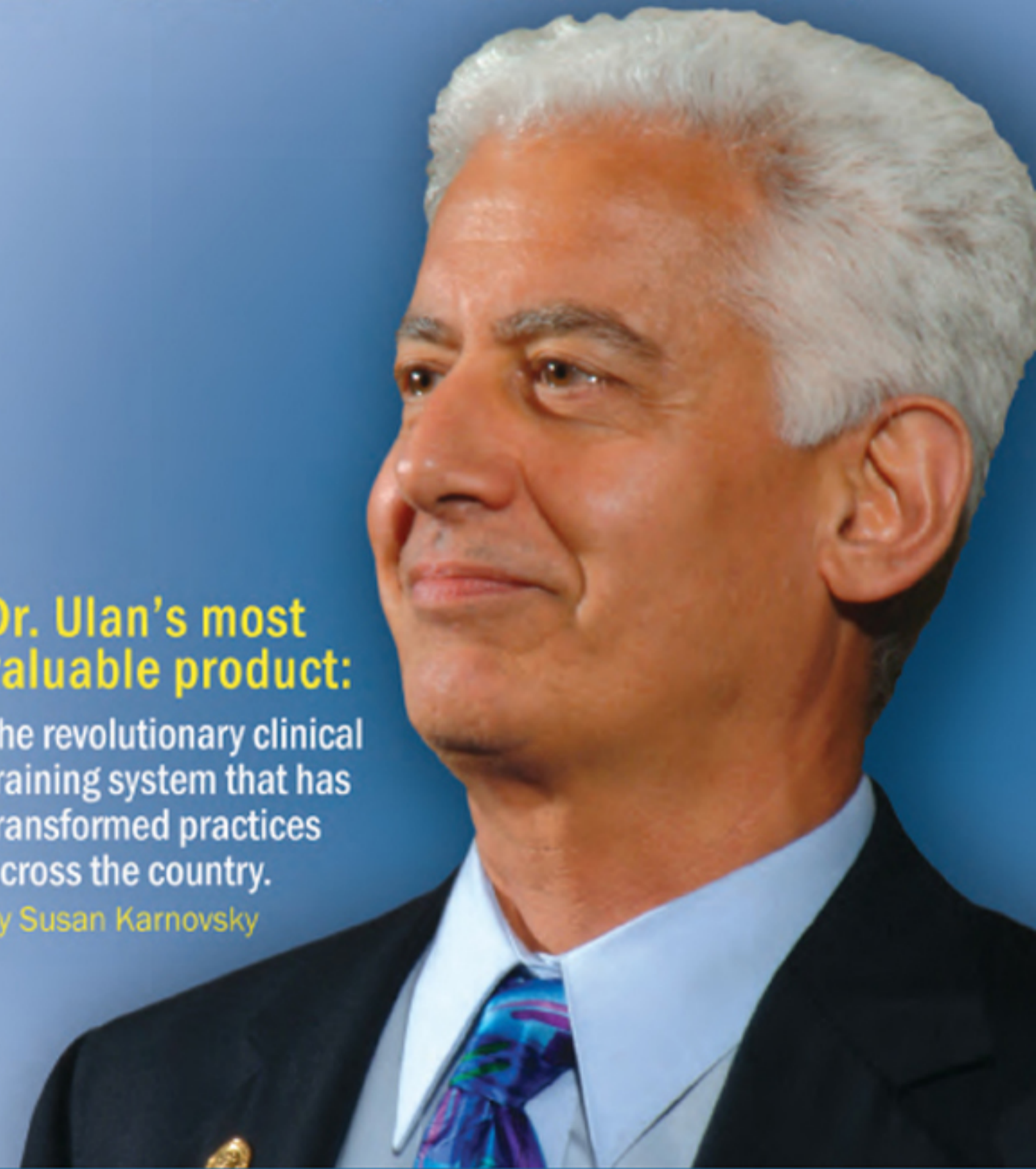


Shannon Roznay, DC
Class of March 2007

Dr. Ulan's most valuable product:

The revolutionary clinical training system that has transformed practices across the country.

by Susan Karnovsky



COVER STORY: Training — The Ultimate Product

38

LABEL HERE

PRESORT
STANDARD
U.S. POSTAGE
PAID
PERMIT #322
GRAND FORKS,
N.D. 58201

PLUS: 10 TIPS
for finding the best
training products
for you.

Training — The Ultimate Product

Dr. Freddie Ulan has decades of experience training doctors in the implementation of nutrition in their practice. His application and successes have earned him accolades from thousands of practitioners across the US. When he talks about training, he knows the product inside out.

"You can't touch it or taste it, smell it or weigh it. It's not tangible like your adjustment table or the furniture in your waiting room or the office you're leasing or the beautiful building you bought as your own wellness clinic. It's bigger and better and more durable than all of these things put together. In fact, it's the most valuable product you will ever purchase. When you understand it and use it every day, it will leverage your practice into the stratosphere. It's called Training...and it's the chiropractor's ultimate product."

We talked to a chiropractor named Darren Schmidt who searched and searched for the right training product. His story is typical of many and like those who find the right one, his story has a happy ending. Here it is, along with ten tips on how to spot the right training product for you.

Darren thought he was prepared for success when he opened up his first chiropractic practice in Michigan. He had graduated in the top percentile of his class, purchased all the needed equipment, had a nice office, and an appointment book with a moderate level of patient visits.

Darren said, "I felt I had every product I needed, but for some reason, the practice never really reached the size I'd anticipated. My practice grew in little spurts, if at all. I had limited long term patient successes."



It did not make sense to Darren. He knew, if only on an anecdotal level, that chiropractic was becoming more mainstream and expanding every year. He said, "I felt I should be doing better."

In fact, Darren was right. There was no reason for him to be failing. According to the latest 2008-2009 report released by the Bureau of Labor Statistics, U.S.

Department of Labor, "Employment of chiropractors is expected to increase 14 percent between 2006 and 2010. This projected job growth stems from an increasing consumer demand for alternative health care, a growing acceptance of alternative, non-invasive health care practices"...and (as Darren was seeing in his own practice) a large, health conscious, highly educated Baby Boomer population was starting to demand a holistic, nutritional approach to their daily regimen.

Darren also knew that Newsweek Magazine had published over 30 pages on the subject of nutrition recently, so the public was certainly being adequately informed. But Darren's practice was stalled. "Something was wrong," he said, "but my interest in establishing a wellness practice never wavered. I put all the pieces together and I realized that I needed something I didn't have...for me it was something that incorporated diet and nutrition."

Darren knew he wanted to handle *nutritionally* minded patients and their symptoms of nutritional deficiency. He did some research and realized that while he had all the "things" needed to practice, he was missing the most important product of all. He had to acquire *training* in order to help him bring lasting results for his patients.

"Training as a product? *That* was a viewpoint shift for me," Darren said. But it turned out to be the correct one. He described how his practice was being held down not by missing equipment or the wrong supplements, not by "more and faster office visits, or even more new patients, but by lack of results." He said, "The *only* way to get these results was to get trained to deliver results."

So Darren did his research. He said, "I looked at several different training products, and although many of them were professional and interesting, the one I liked the best was Ulan Nutritional Systems because it focused so thoroughly on nutrition and it seemed comprehensive."

Ulan Nutritional Systems provided Darren with an effective nutritional training program that was not a one-size-fits-all supplement. Rather than a "follow the dotted-line plug in Patient A" generic program, Darren discovered his answer in a unique training system designed by Dr. Freddie Ulan. Darren said, "I found the diagnostic tools I need in order to help each of my patients with an individual program designed specifically for them. I learned the missing ingredients at the Ulan Nutritional Training System. After I started training, I never looked back. And my practice has never looked better."

Training, Step by Step

Tip #1: All good training begins at an easily understood level.

Like many new attendees at any seminar, Darren's first step was sampling a free introductory product. In Ulan's program it was The Nutrition Study Group, which introduced him to the fundamentals of muscle testing.

Tip #2: No matter what training seminar you choose to attend, make sure your presenters have "walked the walk" and are not just "talking the talk."

Ulan's free seminar was a perfect introduction for a practitioner like Darren who was new to the nutrition field and the skill of muscle testing. He also met other like-minded doctors there who were already using muscle testing and had come to brush up on their skills. Darren told us, "There were many demonstrations, hands-on drilling and clinical "pearls" plus a free personal health check, which was really nice."

Tip #3: Meeting like-minded peers and enjoying one-on-one benefits are indications of good training seminars.

After this free seminar Darren returned to his office. There, he couldn't avoid one of the common pitfalls of insufficient training. He was encountering patients he could not seem to help, no matter what he did. He said, "I felt I was close to discovering the actual core-level health issues of those patients; however, I kept tripping up somehow. I knew I needed the next gradient...an intermediate training product to help me understand how to do more. For me, the Nutrition Response Testing Seminar and Workshop was the answer. In this workshop Dr. Ulan provided the simple tools to uncover the key to fix my 'un-fixable' patient." Darren discovered that this day and a half training product was one of the simplest systems he had ever learned. It enabled him to eliminate the guesswork in determining the exact supplements his patient needed to restore their health.

Tip #4: No matter what seminar you choose to attend, be sure that the data you learn there is easy to learn, and more importantly that you are able to use it back in your office. Darren's advice is, "If you can't apply it, don't buy it."

When he returned to his office, Darren was able to use everything he had learned. "I could identify the five hidden barriers to healing. I knew how to address non-responding cases and I knew how to handle the 'roller-coaster' case that has the opposite response to treatment."

Darren discovered that this seminar was far from an Introductory or Basic workshop. In fact he attended several times, just to get more data from the demonstrations done on the dozens of attendees.

Tip #5: You will find people return to excellent training workshops again and again, so remember to look for that in the workshops you are attending.

After Darren attended the Nutrition Response Testing Seminar in his area he wondered, "What's the next prod-

uct?" He found it was the Intermediate Nutrition Response Testing Workshop. This three-day seminar helped Darren build upon the foundation of Nutrition Response Testing and gave him expanded confidence and knowledge regarding what to do on follow-up visits. He learned the clinical solutions for handling the 5 hidden barriers to healing, how to address the non-responding, "stuck" case and how to do advanced procedures to handle the "roller-coaster" case. He found this Intermediate

"I was a solo practitioner and at best averaged 39 patients per week. I found that to be a huge effort. Then I attended Dr. Ulan's Patient Management Secrets of a Successful Nutritional Practice Workshop. With my continued training at Ulan Nutritional Systems, I have been insurance-free for over a year, my practice tripled in eight months and quadrupled in twelve! In a relatively short time my income went from averaging \$5k a month to \$80k a month, with far less stress."

Darren Schmidt, D.C., Ann Arbor, MI



program was his own personal nutritional "boot camp." When he was done he had a markedly improved certainty and confidence in muscle testing and clinical skills. After this training product, Darren's practice began to grow like wildfire. The word-of-mouth was incredible. His practice was expanding. He needed more staff, more space.

Tip #6: Improved statistics and your expanding practice are the sensible, tangible ways to measure the value and worth of the training product you bought.

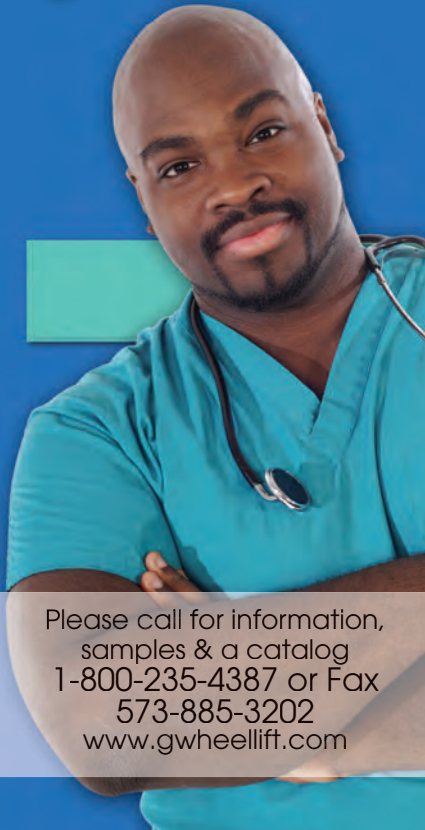
With this growth came welcome problems, but unwelcome new pressure and stress due to additional administrative paperwork and management challenges. Darren said, "I realized that both me and my CA needed another training product: We had to have the skill required to run our staff effectively and handle the office efficiently." This was a vital product Darren needed in order to create and maintain a smooth-running environment to support the quality of service and results he was delivering to his growing roster of patients. The product he was looking for would help him streamline and perfect the delivery of his initial consultations...before and after. It would improve his methods for report of findings and it would fine tune all types of subsequent patient interactions.

Darren knew there were many office management seminars available, but he also knew that the training product he wanted included a seamless way to transition his current practice into a successful nutritional cash practice, with low over-head and stress-free management tools. Before he committed to this next seminar Darren talked to other chiropractors who had been through this training. Their practices were doing great!

Tip #7: Talk to and check the graphs and statistics and track records of the chiropractors who have attended the management seminar you plan to attend.

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

FOR MORE INFO CIRCLE 57 ON REPLY CARD

Darren found the product he was looking for when he and his C.A. attended Ulan's Patient Management Secrets seminar. This proved to be an effective program that Dr. Ulan developed by growing his own successful cash based nutrition practices. Darren and his C.A. learned an effective system of how to add a successful nutritional component to a practice. The seminar gave them step-by-step instructions on how to do this without disrupting the existing practice and with no risk or loss of income. And, Darren learned the correct way to eliminate the insurance nightmare and operate as a cash practice with no accounts receivables.

As for increased patient compliance and results, the seminar's new patient intake procedure showed Darren how to acquire complete agreement from the first moment he sees a new nutritional patient. He learned what to do and to say to improve patient compliance. Darren and his staff now had a low stress,



enjoyable, and successful nutritional cash practice.

Tip #8: The right training product results in working "smarter, not harder."

With his practice growing through referrals by patients experiencing true and rapid results, Darren decided to enroll in Dr. Ulan's Advanced Clinical Training. As an ACT graduate, Darren would not only know Nutrition Response Testing cold but also know the answers to handling every health situation that can come through the door. As a result, in just the next few months Darren's statistics soared. Then he expanded with two part-time employees.

Tip #9: Find a training product that works for you,

learn it on a gradient and stick with it.

The ACT program gave Darren a full comprehension of Diet, Fundamentals of nutritional testing, use of whole food supplements, herbal and homeopathic remedies, the handling of heavy metal detox and immune challenges, advanced techniques for handling food and environmental sensitivities and nutrition for patients on medications and psychotropic drugs.

"I now have clients who cooperate, improve their health, and spread the word," he said. "I have the expertise to handle cases that were not handled within the medical realm. Training is the best product," he concluded.

Tip #10: DO train...no matter what training product you acquire. Train for yourself, your patients, your staff, and your future.

For more information about the Advanced Clinical Training Graduates featured on the cover and in this story visit: www.unsinc.info/act-graduates.html.