

May 2007

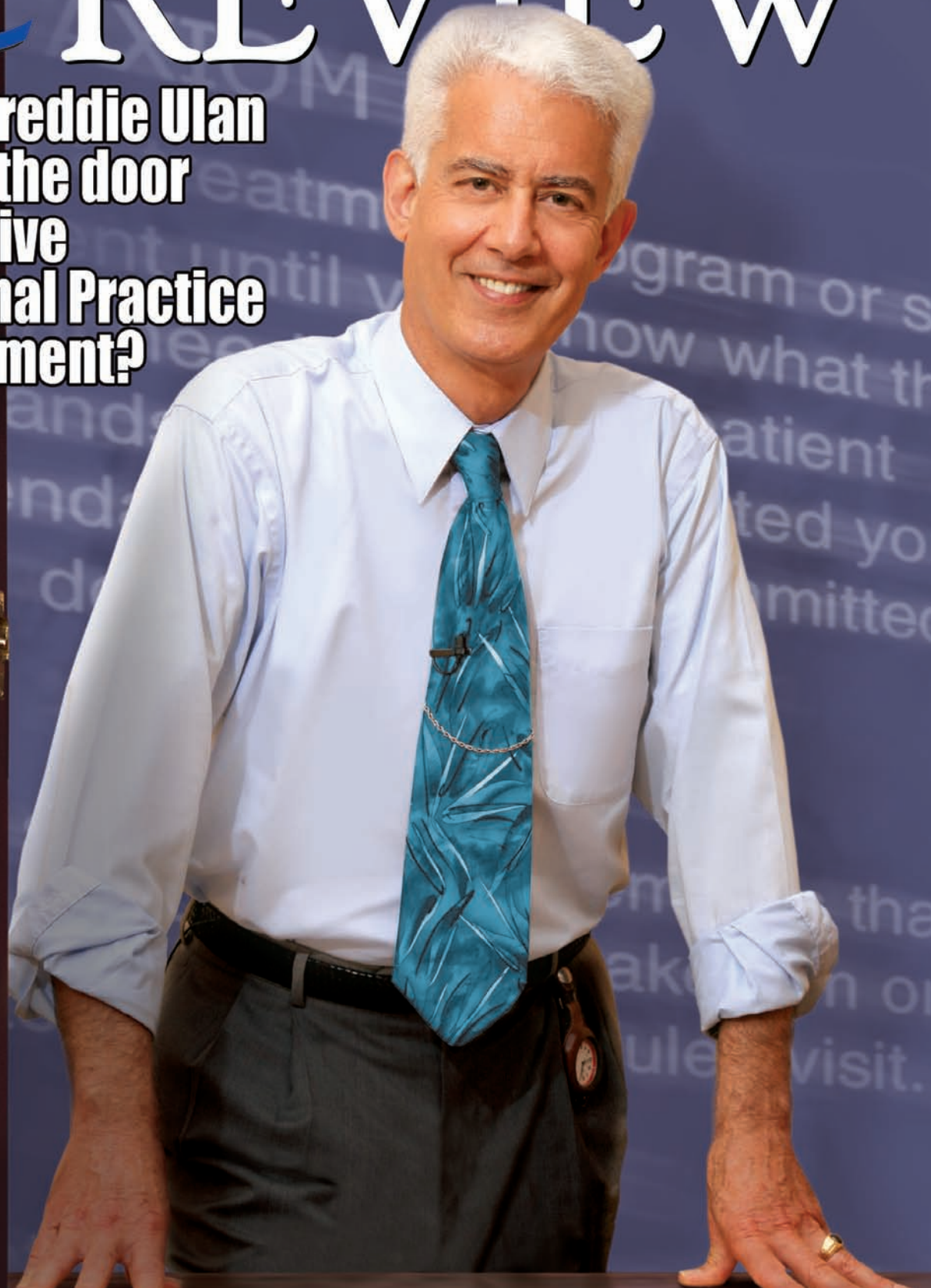
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PRODUCT NEWS FOR THE CHIROPRACTOR

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# PRODUCTS REVIEW

**Has Dr. Freddie Ulan  
opened the door  
to effective  
Nutritional Practice  
Management?**



D.C. PRODUCTS REVIEW ■ MAY 2007

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# Has Dr. Freddie Ulan Opened The Door To Effective Nutritional Practice Management For Chiropractors?

## Successfully Implementing Nutrition Into Your Chiropractic Practice

By: Alan Graham

A highly effective, profitable, all-cash nutrition practice that improves patient results should be a welcome addition to any chiropractic office. What patient couldn't use some nutritional support? It speeds healing, enhances overall well-being, and makes each patient a walking advertisement of your effectiveness.

That's an ideal, and any like-minded practitioner can attain it, says Freddie Ulan, DC, CCN. Assuming you have nutritional products you can count on and a workable analysis for determining nutritional deficiency, your nutrition practice should be a very gratifying experience for you and your patients, and profitable as well. If, unfortunately, this is not a description of your nutritional practice (or the one you envision), chances are you're trying to do everything in one place, in one space, in one visit. And if your practice is insurance based, you're probably not getting paid for the nutritional portion of the visit.

Does this pattern sound familiar? You do a regular chiropractic visit. You put in the right insurance code, and then you spend an extra 10 or 15 minutes doing the nutritional visit. Now you request a cash payment from the patient but the patient doesn't understand. Appointments could stack up while you take the time to educate the patient, so the tendency is to "let it slide this time." And then, when a patient buys some supplements, maybe they don't take them. Compliance becomes the responsibility of the front desk; you're too busy doing adjustments.

Dr. Ulan pioneered an effective, duplicatable system to help others attain a seven-figure nutrition cash practice exactly as he and Dr. Lester Bryman have in Glens Falls, New York. They documented every facet of the system, down to the forms used and the space layout of the office. He makes the information available in full detail to attendees at the Nutritional Patient Management Secrets workshop held monthly in Clearwater, Florida.

One of the most basic of all rules, and one for which Dr. Ulan has been "beating the drum" in the chiropractic wellness field, is that the nutrition visit must be per-

ceived as a separate appointment. He advises putting distance between the two visits in time, and — if possible — in location as well ("Doctor will see you in the nutrition office."). Schedule your nutrition visits consecutively on a particular day or days of the week.

Your perception of the nutrition visit as separate is equally important. Your mind is fully focused on the nutrition case in front of you. Your time is being rewarded, so you feel good about putting the necessary time into it to get a result — not only studying the case and creating the right program, but getting compliance.

Practice management systems designed for chiropractic offices often don't address compliance — it never comes up as an issue. Yet it is a critical factor in managing the nutrition patient. For this reason alone, a new system was needed. Workable and effective methods of ensuring compliance are built into Dr. Ulan's nutritional patient management system and thoroughly covered in the Nutritional Patient Management Secrets workshop.

The workshop stresses five axioms of Nutrition Patient Management, without which, according to Dr. Ulan, no nutrition practice can succeed to its full potential:

**Axiom One:** Never start a treatment program or sell a supplement until you know what the patient needs, and the patient understands and has accepted your recommendations, and is committed to doing the program.

Consider what happens if you violate this axiom — if, as soon as you have an idea of what they need, you sell them a product and tell them to take it. They go away thinking the product is the program, whereas it may be one step in a long gradual progression needed to recover their health. You haven't made them responsible for their own health, you haven't educated them that the body is rebuilt from within, and the education they do have is in the medical model of symptom correction. You lose. And the patient loses also.

**Axiom Two:** Never sell more supplements than the patient needs to take him or her to the next scheduled

# ADD OR EXPAND NUTRITION IN YOUR PRACTICE

Buy this DVD with Dr. Freddie Ulan and find out:

- *A successful nutritional patient Report of Findings.*
- *Effective handling of patient diets.*
- *Greatly improved patient compliance.*

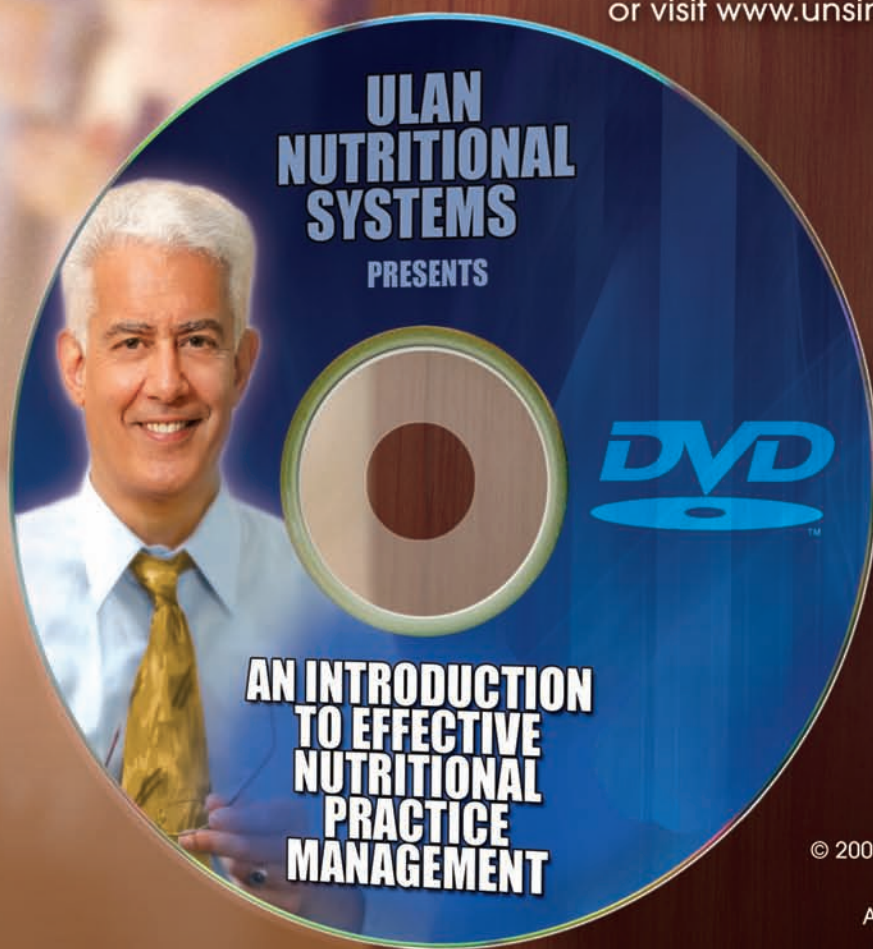
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visit.

It's much better from the mindset of the patient to have the patient paying out as little as they can, but there's a more important reason. If you say, "I'm going to see you every week and I'm going to sell you a three months' supply of products," they don't see anything wrong with missing an appointment. "Well, I still have plenty of supplements." You want your patients coming in for the next visit so you can verify that they need to continue those supplements.

**Axiom Three:** A patient needs to be seen as often as it takes until he or she is in full compliance with the recommended program and is responding positively to it.

**Axiom Four:** There is one unvarying procedure for managing nutrition patients that gets results. Any departures from this proven, workable system and your results fall off.

You have to stay with the patient until they've established a healthful new eating and lifestyle pattern. The more compliant the patient and the better they are doing, the less often they need to be seen. But you're not finished until they are healthy through their own self-determined actions.

**Axiom Five:** Not knowing or applying these policies results in less than optimum gains in terms of patient

benefits and the overall success of your practice.

In a very friendly but emphatic manner, Dr. Ulan explained the importance of the initial nutrition visit. "The first purpose of the initial visit is to establish rapport. The second purpose is to determine patient need. The third, and most important, is to prepare the patient for the Report of Findings visit."

He stressed that you don't sell them anything in the initial visit. "Selling nutritional supplements on the first visit would violate Axiom Number One."

According to Dr. Ulan, this separation of the Report of Findings visit was the single biggest breakthrough in his work. Here is how he recommends you conclude the initial visit: "Thank you for giving me the opportunity to consult with you. I'm going to study your information and prepare a Report of Findings and Recommendations. I will determine whether or not you are a nutritional case, and if so, what program will give you the greatest possible benefit. When you come back in a few days, I'm going to go over it with you fully." That patient goes home hoping they are a nutritional case. If you accept them, they are on board. It's no longer a case of "Do something for me, Doc." It's "What do I have to do?" Therein lies the difference between the medical model and nutritional healing with results.

For more information please call 866-418-4801.

## Nutritional Patient Management Secrets Workshop Attendees Speak:

*"If you ever wanted to include nutrition into your practice, you must attend this workshop to find out how to do this correctly. This workshop will save you a lot of time and money by showing you the important facts and what the sequence of implementation should be. I could not imagine opening up my new office without having this guidebook in hand. Dr. Ulan has developed the definitive process for managing a 100% cash, nutrition-based practice."*

Paula Gessner, DC  
Apex, NC

*"This is the first time I have been shown a sensible, ethical, functional system of Practice and Patient Management that will work for an alternative practice. Thank you!"*

Robin Schaefer, DC, LAc  
Aurora, OR

*"I have done all kinds of nutritional training and yet I didn't have the 'know how' for my practice. This seminar has given me all the basic 'know how' to build my practice. I am now confident that it will go wild!"*

Benson Lee, DC  
Conyers, GA

*"This is a great program with very workable system geared toward increased organization and 'standardness' in application. It can help any practice become more productive with less stress!"*

Cameron Moorhead, DVM  
Stone Mountain, GA

*"It filled in many gaps and holes in what to do in the day-to-day operation both clinically and administratively."*

Maher Barsoum, DC  
Howell, MI

*"I can definitely see how to create a practice with high profit, low overhead, low stress and, most importantly without having to have superstar employees. This program showed me how to create a practice that I would feel comfortable being away from without worrying that the practice would go downhill."*

Tom Johnson, DC  
Conyers, GA

*"This is 'cutting edge' technology that will help you bring your practice to a whole new level."*

Shawn Edwards, DC  
Seffner, FL