

The Tuesday Minute

Nutritional information.... one byte at a time

This Week's Topic

What Your Patients REALLY Want Is Better Health

Do you eat organic food every meal, drink only filtered water, only use personal care products that are natural, only breathe filtered air, and exclusively wear only all natural cotton clothes washed in phosphate free green soaps? Is your commute to work pristine and working environment free of any toxins? Come on Joe you say. I am a regular guy or gal and can't do all of that every day. Exactly, neither can I. I can't do it to that degree ALL the time.

Every year my life style gets more natural but if you and I don't lead a pristine lifestyle, do you think "Joe Sixpack patient" is? NOT A CHANCE. How about your single mom patient that is running from sun up to sun down? Do you think she is living an organic life?

The point is we are all living in a toxic world. As clinicians we need to develop regular detox or cleansing periods in our lives. When we do, guess what happens? Our family, our staff and of course our patients will wonder, what are we doing to lose weight or where did those dark circles go? But even if they can't put their finger on what's different about you, they will sense that healthy glow that comes from being in balance and want some of it.

I am continually amazed at how the body springs back to health when people start to unload their toxins. V.E. Irons who passed on in his mid 90's always said the quickest way to health is to clean the body and feed the body. The longer I am in this field the more I can see he is right. The tough part is to get the patient to want to change their life-style.

Well we have some educational tools for your patients that help them to get the big picture. If you think about it people are spending 100's of dollars a month on cholesterol medications and ways to reduce inflammation markers like C-reactive protein. Yet by cleaning and feeding the body with a systematic cleansing program called the 3-Step Detox, we see these markers drop all the time.

One doctor was ecstatic about how easy it was to reduce cholesterol; he said "Cholesterol drops like a stone." The 3-Step Detox was developed by Dr. Abbas Qutab who has advanced degrees in medicine, oriental medicine and chiropractic, and has a Ph.D. in ayurvedic medicine. He has personally guided over 4,500 people on detox programs. In fact he won't even see a patient unless they do a detox.

In his lectures he says “where else can you get a program that reduces inflammation, changes patient’s diet, gets them off their major allergy foods, helps them lose 7-12 pounds of fat, addresses the dysbiosis and leaky gut most people are plagued with, unloads their liver, kidney and bowel toxins, provides cell membrane support, enhances digestion, and provides the water and fat soluble antioxidants to bind the free radicals that are generated through a detox?”

But if helping patients get their health back wasn’t enough, the system he created makes it a breeze to monitor and supervise. Whether you administer it or you train your staff to administer it, the 3-Step Detox covers so many areas all at once; and it helps you get to the core issues so much faster. It may not be at the forefront of your radar, but right now your patients are looking for ways to get strong and healthy.

Many of them are smart enough to know that they need a detox. They are going to get some form of detox program that they buy off the internet or see an infomercial that convinces them. I will send you a media kit that includes a DVD and CD that articulates to the patient why they may want to try the 3-Step Detox.

I like to have patients watch the DVD because after the patient watches it, if they are interested they will ask to go on the program. In fact 7/10 patients who watch this DVD want more information or do the detox immediately.

You see, if your patients know that you can guide them through a program that will take

them to another level of their health experience, they would rather work with someone they trust, you. But if you don’t have a system that can help them, you lose the opportunity and the family members that would go on the program with them.

Whether it’s the beginning of January when people are making resolutions to get healthier, or at the end of summer after vacation, or when facing serious health issues, the 3-Step Detox can be the "turning point" many of your patients need. I also recommend you as a clinician do a detox talk to your significant other. My wife and I like doing the program together.

Look, most companies offer some form of a detox program. But how do you know which one is the best? Which one is the easiest for your patients to understand and comply with? One way to know is if follow the program yourself.

I have been in the health field for 30 years, and I have seen a lot of detox programs and have done many of them. This is the best one I’ve experienced, you should try it for yourself. Nothing beats success like success. We receive many testimonies of people that have gotten great results. After you, your staff, and your patients have been through the detox, we’d love to hear your experiences. The 3-Step Detox can be a huge leap for anyone on the path to better health.

Thanks for reading and have a great week. I’ll see you next Tuesday.