

## Tuesday Minute Transcript

This Week's Topic

# The "Wellness" Minute Customized For Your Office



**"It's a great idea, a weekly video for your patients, educating them about wellness and then pointing them to you for help."**

Week after week we receive great comments from you. It's not only encouraging but it helps us understand what topics are the most helpful, what's working, and how we can improve. Many of you have commented, "I want my patients to see this video." Some of the "Tuesday Minutes" videos are appropriate for patients. But often "The Tuesday Minute" addresses clinical procedures, dosages, testing, and can be a little "technical" for the average patient.

We recognized there was a huge need, so we began exploring ways to put together a weekly video customized for patients. We began by asking the questions I'm sure you ask all the time. How can I more efficiently educate my patients about nutrition?



How can I help them make changes in their diet and lifestyle? How can I help them understand the side effects of chemicals and certain prescription drugs? Do they see the value of purchasing higher quality nutrients or essential fatty acids?

If you could send videos to your patients that addressed these and similar questions, think of the benefits for both patient and clinician. It's a great idea, a weekly video for your patients, educating them

about wellness and then pointing them to you for help.

After a lot of trial runs and tweaking, we've arrived at a patient version of "The Tuesday Minute" called "The Wellness Minute." In putting together "The Wellness Minute" we discovered marketing research studies confirming that even though the pharmaceutical companies spend billions on advertising, a majority of people still believe a natural approach to health is better. People

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are interested in wellness, but often they don't know what to do or where to get help.

They need you. But it's possible they don't know who you are or where you are. "The Wellness Minute" linked to your clinic can help people find you. Also, some of your existing patients may not be aware of the many ways you can help them.

When they experience chronic fatigue, do they know you can help? When they have digestive problems or allergies, sometimes patients aren't aware that there are natural therapies available. "The Wellness Minute" is designed to spotlight you as the Wellness clinician in your community and highlight treatments and supplements you offer.

As with most aspects of life, technology is taking over. The Internet is now the most widely-used source of health advice and information among consumers, with three in five people consulting the web on health matters. Patients appreciate convenient access to health advice.

I love the information I get online from the sources I trust. I pass it on and quote many of them here on "The Tuesday Minute." Your patients will do the same thing. They will forward "The Wellness Minute" to their friends and family; and every time they do, they will see your clinic name and find a link to you. I like the "The Wellness Minute" because it's a positive way to enhance your practice. It's a way to let patients know that you care and want to answer their questions.

Over my thirty plus years in the field of nutrition, I've had the privilege of meeting thousand of doctors and clinicians. I'm on the phone every week with clinicians who truly care about their patients. In nutrition and wellness, we believe in what we do; and we are passionate about helping people. Most of us are in this field because we live it and practice it ourselves. And isn't it true that as people are exposed to nutritional health and see the benefits, they eventually "get it?"

Sure, we coach them in clinic. We offer them classes and materials, but it takes a lot of time. Think how efficient it would be if every week you could expose your patients to nutritional concepts, testimonials, illustrations, recipes, and many other insights that help them "get it." "The Wellness Minute" uses plain language that average people can understand, it's easy to follow, and even entertaining.

If you are like me, I'm not really savvy on marketing and sales strategies; but I know when done correctly, it gets results. My brother Jerold is amazing at marketing and has done a great job at putting together the "The Wellness Minute." I'll let him explain how simple it is and how it can work for your practice.

He's designed a format that requires virtually no time on your part but allows your clinic to personally send a weekly video to your patients. I think you're going to like it. Just follow the link to "The Wellness Minute" below. You asked for it. Take a few minutes right now and check it out.