

How To Get Your Patients To Come In Again

“Designate one or more of your staff to call existing clients and let them know that preventative strategies against viruses are available today.”

I want to encourage you to be realistic and get ready for the next viral wave. Is your office ready for another massive slow down? How do you plan to communicate with your patients during another shutdown?

I want to encourage you to be proactive. Designate one or more of your staff to call existing clients and let them know that preventative strategies against viruses are available today. Let them know your office is doing testing TODAY to assess infection and nutrient deficiency's that will compromise their immune system. Update your data base by getting emails, addresses, and phone numbers. Ask them if it's OK to text them if things get crazy again.

By updating your client base you can begin some inexpensive in-house marketing campaigns. Once you have updated emails and phone numbers you can use a variety of services to communicate with your patients. One of them is a



sister video magazine called the Wellness Minute you can see a sample to the right. Another one that is a little more aggressive is called Nimativ.

As I mentioned on an earlier broadcast please download the “Flu Shot Alternative” I created over 10 years ago. Use it to explain how the zinc taste test works. You can see an earlier TM that discusses the nutrients involved and how they support the immune system.

Dr. Vasquez did a stellar job updating the nutrients that stop viral replication and enhance the host against

viruses. Vitamin D as Bio-DK Mulsion Forte, selenium, vitamin A, C and E, zinc as contained in Bio-Immunozyne and Bio FCTS represent an easy way to get the benefits from his research. If for some reason your patient doesn't want to use the neonatal glands in Bio-Immunozyne forte and Bio FCTS you can substitute ProMultiPlus 3 bid instead.

Testing can be simple and can be done in layers. For example as a first layer, have everyone take the zinc taste test which costs you pennies. You can also do either a blood spot or serum test for vitamin D for under \$50.00. Vitamin D and

zinc are two of the most cost effective nutrients you can suggest to support the immune and stop it from overreacting i.e. cytokine storm. If you do a serum vitamin D test you may as well as a CBC with differential which would add another \$11.00. I suggest you offer all these tests at cost and use both as an in-house immune promotion.

Speaking of CBC I have asked Dr. Greg Peterson to join me on a webinar to discuss how he uses a CBC as he works with some very very challenging chronic cases. I thought you might enjoy a reminder and some unique ways to predict who has a compromised immune system before flu season is upon us. Please feel free to download the Flu Shot Alternative and edit as needed. Thanks for taking time to watch today and join me as I welcome Dr. Peterson. I look forward to being with you again next Tuesday.