GETTING STARTED:

5 OPPORTUNITIES
to Introduce
Whole Food Nutrition

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Bill Hemmer, DC

Dr. Bill Hemmer owns and operates a successful chiropractic and functional medicine practice in Tuscola, Illinois. He is also a co-founder of Functional Wellness Systems, a comprehensive business system rooted in providing specific guidance on how to effectively integrate functional medicine into any existing health care practice.
Introduction to a Personalized Health Strategy

Health Span = Life Span

- Dependence on health care providers
- Money spent on traditional insurance

Symptom-based care and some personalized health strategy

Complete personalized health strategy

- Self-motivation
- Awareness
- Health investment
- Effort
  - Swimming upstream
  - Going against society

Symptom-based care
Path to Self Motivation

Threshold of motivation
- Non-motivated
- No motivation
- Disorganized

Threshold of autonomy
- Other determined
- Externally motivated
- Rewards
- Guilt
- Coercion
- Self-determined
- Externally motivated
- Health benefits
- Fitness benefits
- Social aspects
- Relaxation

Threshold of intrinsic motivation
- Self-determined
- Internally motivated
- Enjoyment
- Challenge
- Mastery
Has Symptom-Based Care Chained You to Your Practice?

This means:

- ICD-10 codes
- Chained to a desk filling out notes
- Denied reimbursement because of loopholes
- Treating disease states instead of patients
The Symptom-Based Practice is Dying a Slow Death

• Higher deductibles and co-pays have patients searching for alternatives to symptom-based care.
• Even with billions of dollars being spent to promote symptom-based care model, it continues to lose momentum.
• Your patients know they need to change their approach to health, but do they understand you are the alternative?
How has Symptom-Based Care Been Working For You?

• Are you spending more hours for less money?
• Are your patients pigeon holing your care?
• Do you practice the way you want to?
• Can you take the time off you deserve and continue to produce enough income?
• Do you have a long-term strategy to provide you with all of the things listed above?
Have You Had Enough?

• You have spent tens of thousands of dollars on seminars, software, gadgets but still can’t break free of the symptom-based care model.
• Implementing a true Personalized Health Strategy model within your practice provides your golden opportunity to break free.
• If you are ready to demand improvement in yourself, your practice and your community, you are in the right place.
This Webinar is Designed to Provide the Roadmap For Your Transition

- I will provide you with the exact method I use in my practice to increase patient awareness and begin moving them up the pyramid.
- 95 percent of my current new patients begin in the symptom-based area of the pyramid.
- My job becomes providing each patient with the opportunity to ascend the pyramid and break free from symptom-based care—on their terms.
5 Tips I Use to Help my Patient’s Ascension up the Pyramid

1. Change patient perception
2. Broaden their definition of health
3. Introduce the 5 ways to restore health
4. Qualify their readiness to start
5. Assess the individual to create a personalized health strategy
Tip #1: Change the Patient’s Perception

• It’s called “Pattern Interrupt”
• Utilize videos, trifold, free reports to pre-empt and educate
• Break them out of what they thought they knew about health and wellness
• Ask them about their health goals
• Frame the benefits around the VAL indices
Measuring Progress: The V.A.L.(ue) Indices

**Vitality (feeling better)**
- Ability to recover from stressful events
- Measures the impact of daily stressors
- Program promotes hormonal balance and energy production

**Aesthetics (looking better)**
- Ability to project a positive and attractive physical image
- Measures body composition and visceral fat distribution
- Program promotes ideal muscular symmetry, fat metabolism and lean tissue growth

**Longevity (living longer)**
- Length of combined health and life span
- Measures risk from common morbidities
- Program promotes the metabolic processes of detoxification, oxidation, glycation, inflammation, and methylation
Real Life Wellness Program

What’s Important To You

Name: ___________________________
Date: ___________________________
Email Address: _______________________

Everybody wants to feel better, have more energy and control their weight. As part of your care in our office, we want to help you achieve your goals. This questionnaire helps us find the starting point for you. Just rate the level of importance to each of the following questions. Then we’ll customize your care to fit your specific needs right now.

1. How often do you have any digestive troubles? (Examples: taking antacids, bloating, constipation, diarrhea)
   - Daily
   - 2 to 3 times/week
   - Weekly
   - Less than once a month

2. How often do you have problems with Blood Sugar? (Examples: Feel shaky if you don’t eat, Feel sleepy after eating, numbness or tingling in hands/feet)
   - Daily
   - 2 to 3 times/week
   - Weekly
   - Less than once a month

3. How often do you have problems with energy? (Examples: Trouble waking up, problems focusing on tasks, fatigue, brain fog, confusion)
   - Daily
   - 2 to 3 times/week
   - Weekly
   - Less than once a month

4. How often do you feel you’re full of toxins? (Examples: Water retention, fatigue, brain fog, slow metabolism, irritability)
   - Daily
   - 2 to 3 times/week
   - Weekly
   - Less than once a month

5. How often do you feel in control of your overall wellness? (Examples: ideal weight, handling stress appropriately, great energy, great self-esteem)
   - Daily
   - 2 to 3 times/week
   - Weekly
   - Less than once a month

Contact Dr. Hemmer directly at drbillhemmer@hotmail.com to request a copy of this flyer.
Tip #2: Broaden Their Definition of Health

Health Triangle

1

2  3

Meric Chart  Phases of Care
Chemical

Positive
- Good diet
- Supplements
- Balanced hormones
- Balanced immune system

Negative
- Standard American diet
- Medications
- Food additives
Mental

- Stress handling problems
- Unhappy with situation
- Unhappy about finances
- Strained relationship
- Spirituality
Physical

- Overweight
- Old injury
- Surgery
- Poor/no exercise
DNA

- 30% cannot change
- 70% can change by living a healthy lifestyle
- Epigenetic Theory – Turn on/off parts of genes without changing the sequence of the genes
Spinal Communication to Glands

Glands communicate through nerve pathways in the spine. If the spinal column becomes misaligned, nerve interference occurs. If any health measure plateaus, it is important to get a chiropractic adjustment.

Causes of nerve interference:
• Incorrect movement
• Excess weight
• Bone degeneration
• Subluxations
• Muscle issues
• Viscerosomatic reflex
• Toxins—internal and external
Phases of Health Restoration

**PHASE 1: REDUCE STRESSORS**
- Gut Reconditioning Diet
- Digestive Supplements
- Start Smoothies
- Mobility Exercise

**PHASE 2: REBUILD GLANDS**
- Glandular Supplements
- Resistance Exercise
- Cardiovascular Exercise
- Start Fat Burning Diet

**PHASE 3: STIMULATE GLANDS**
- Stimulatory Herbs
- High Intensity Exercise
- Start Detoxification

Carbohydrate & Food Intolerances
Fat Metabolism & Muscle Mass
The 3 Phases of True Health Restoration

Phase 1: Reduce stressors

- Gut reconditioning diet
- Digestive supplements
  - Zypan®
  - Multizyme®
- Weed and feed
- Introduce smoothies
- Mobility exercises
- Start recovery plan
- Reduce negative interactions

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.
Stomach Support

Zypan®

- Contains betaine hydrochloride to support gastrointestinal pH
- Provides enzymatic support for protein digestion
- Most people need more acid not less
- If they are hesitant, have them try organic apple cider vinegar first (about a teaspoon with some water) with each meal
- 3-9/day after meals

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Multizyme®

- Plant enzymes and pancreatin (3x)
- Contains digestive enzymes to support the proper breakdown of proteins, carbohydrates, and fats
- Enzymes provide support in the gastric and intestinal phases of digestion
- Supplemental pancreatic enzymes support pancreatic function
- 3-9/day

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Weed and Feed

Based on Kerry Bone’s research and my own clinical experience

Weekend (Saturday and Sunday)
- Gut Flora Complex: 3 capsules, 2 times a day (weed on weekend)

Weekdays (Monday through Friday)
- Prebiotic Inulin: ½ teaspoon twice a day working up to 1 teaspoon twice per day based on how the patient feels
- Vitanox®: 1 tablet, 2-3 times per day

For additional weekday support (Monday through Friday)
- Garlic Forte: 2 tablets, 2 times a day
- ProSynbiotic: 1 capsule, 3 times per day

Repeat for 6 to 10 cycles

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The 3 Phases of True Health Restoration

Phase 2: Rebuild glands

- Start glandular supplements
  - Liver support
  - Adrenal support
  - Thyroid support
- Increase bile producing foods and supplementation
  - Cholacol®
- Start weight-bearing exercise
- Start cardiovascular exercise
- Learn about ketosis—start ketogenic diet
- Improve sleep between midnight and 3 a.m.

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Liver Supplementation

The goal of liver supplementation is to support hormone synthesis and fat metabolism.

- **A-F Betafood®**: Supports bile production in the liver and healthy bile flow in the gallbladder; supports healthy bowel function, 6 to 9 per day (2 or 3 per meal)
- **Choline**: Supports healthy fat metabolism, 9 per day (3 per meal)
- **Spanish Black Radish**: Encourages healthy digestion by supporting healthy liver and gallbladder function; supports the body’s normal toxin elimination function, 6 to 9 per day (2 or 3 per meal)

*Human Clinical Trial on the Detoxification Action of Spanish Black Radish In Men*

and additional research information can be found at: www.standardprocess.com/Products/Standard-Process/Spanish-Black-Radish

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Adrenal Supplementation

The aim of adrenal supplementation is to provide cortisol support at the drop times (10 a.m., 2 p.m., 4 p.m.). The adrenals are the true middlemen of the endocrine system, so up and down-stream glands will need proper support.

- **Drenamin**: This product supports adrenal gland function. It contains a combination of key ingredients from Cataplex C, Cataplex G, and Drenatrophin PMG, 9 per day (3 per meal).
- **Magnesium Lactate**: Contains magnesium to support cellular function and the body’s energy production, 6 per day (2 per meal).
- **Cataplex B**: This product is stimulatory to the metabolic, cardiovascular, and central/peripheral nervous systems. This product supports energy production in all cells (6 per day, 2 per meal).
- **Cataplex A-C-P**: This product supports cardiovascular health as well as immune system function and the maintenance of cells and tissues (6 per day, 2 per meal).

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Prolamine Iodine

- Introduced in 1952
- Bioavailable source of iodine bound to corn
- Supports healthy thyroid function
- Designed for short-term use to support serum iodine levels
- Indications: Diminished secretions, menopausal/hot flash symptoms, PMS, iodine supplementation
- 1-3 per week/ 1 per day for hot flashes

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Organically Bound Minerals

• Introduced in 1935
• Nutrition from alfalfa (whole plant juice) and kelp
• Iodine with the accompanying minerals to support absorption
• Indications: sympathetic autonomic nervous system dominant, acidosis, dehydration symptoms, and GI Tract
• 1-6 per day

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Cholacol®

- Gallbladder support
- Source of bile salts
- Helps enzymes break down fats
- Supports healthy elimination
- 2 tablets per meal

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The 3 Phases of True Health Restoration

Phase 3: Stimulate glands

- Start stimulatory herbs and glandulars
- Start high intensity exercise
- Start detoxification
  - 21-Day Purification Program
- Keep carbohydrate intake between 20-30 g
- Gather data and add it to your marketing campaign (after getting the proper release from your patients of course!)
Adrenal Short-Term Support

Many practitioners find that they can support adrenal function using whole desiccates and herbal support. Tracking health metrics and adjusting dosages are very important during this initial phase.

- **Adrenal Complex**: Contains Licorice and Rehmannia, a combination that restores adrenal function to reduce the effects of stress on the body, supports adrenal gland health, and energy production, 3 per day (1 per meal).
- **Withania Complex**: Contains Ashwaganda, Licorice, Skullcap and Korean Ginseng. Supports our natural defenses against emotional and environmental stressors and promotes healthy adrenal gland function, 3 per day (1 per meal).
- **Adrenal Desiccated (short term; 2-3 months)**: Provides powerful short-term adrenal support for immediate energy needs, 3 per day, (1 per meal) for no more than 2 bottles then reassess.

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The Standard Process 21-Day Purification Program
Tip #3: 5 Ways to Restore Health

- Mental Attitude
- Correct Exercise
- Lifestyle Behaviors
- Supplements and Herbs
- Dietary Habits

= 100% Ideal Stress Handling Ability
Tip #4: Qualify Readiness to Start

Ask your patient:

- Is what you are doing working?
- Do you have the burning desire to make the necessary lifestyle changes?
- Are you willing to invest in yourself?
- Are you a person of your word and are you going to do what you say?
Tip #5: Assess the Individual to Create a Personalized Health Strategy

Dietary Intake and Questionnaires
Subjective metrics such as a 24-hour dietary recall, questionnaires and medical history are collected.

Physical Capacity
Strength, cardiovascular, flexibility and balance tests are performed.

In-Office Measurements
Common measurements are collected such as body circumference measurements, body composition, and blood pressure differentials.

Laboratory Data
Classic and functional laboratory samples are collected.
THANK YOU

Thanks for your attention and I invite you to become part of the Personal Health Strategy Revolution