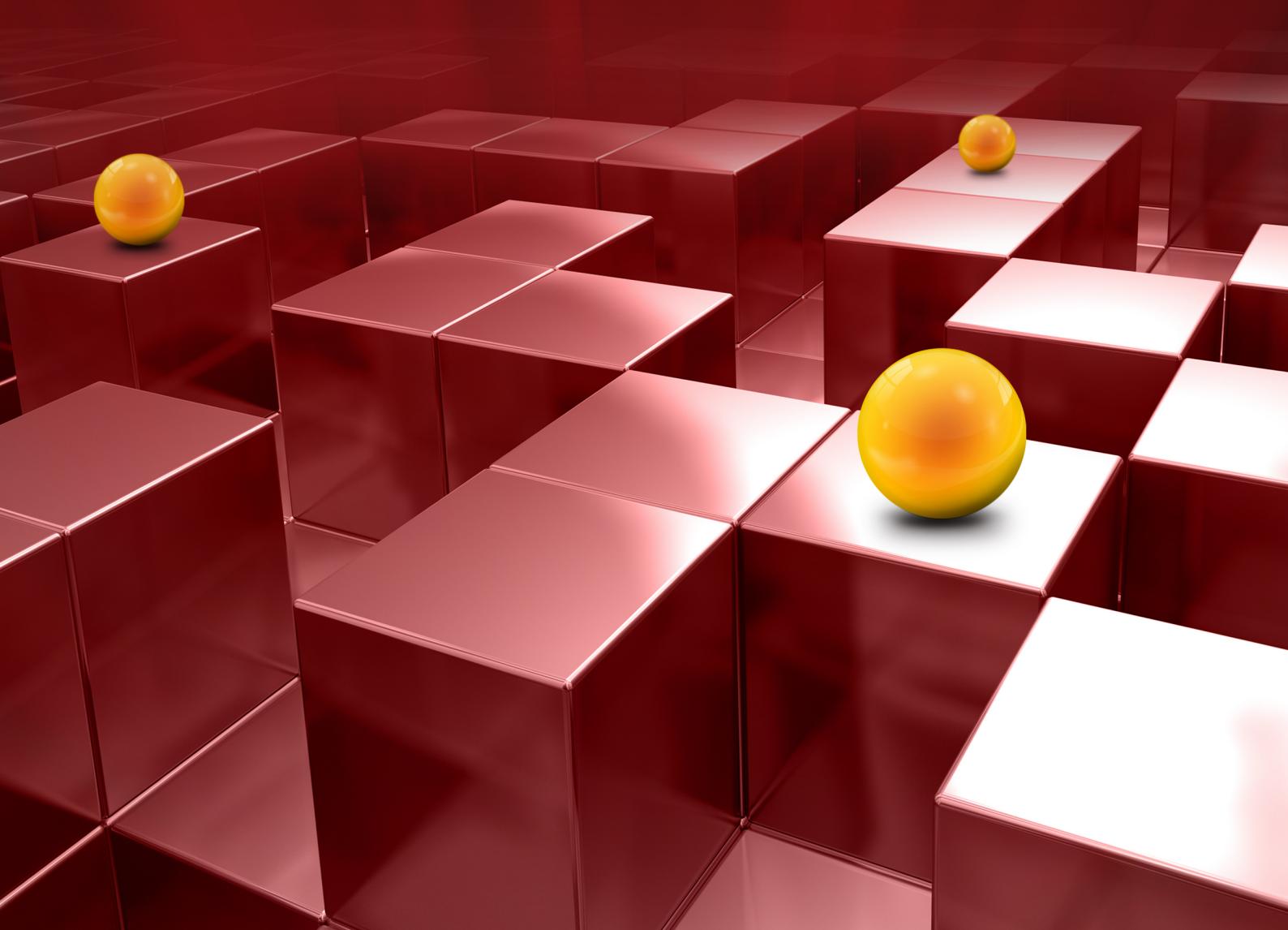




PRACTICE
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YOUR PERFECT PRACTICE

Part I: Defining Your Perfect Practice



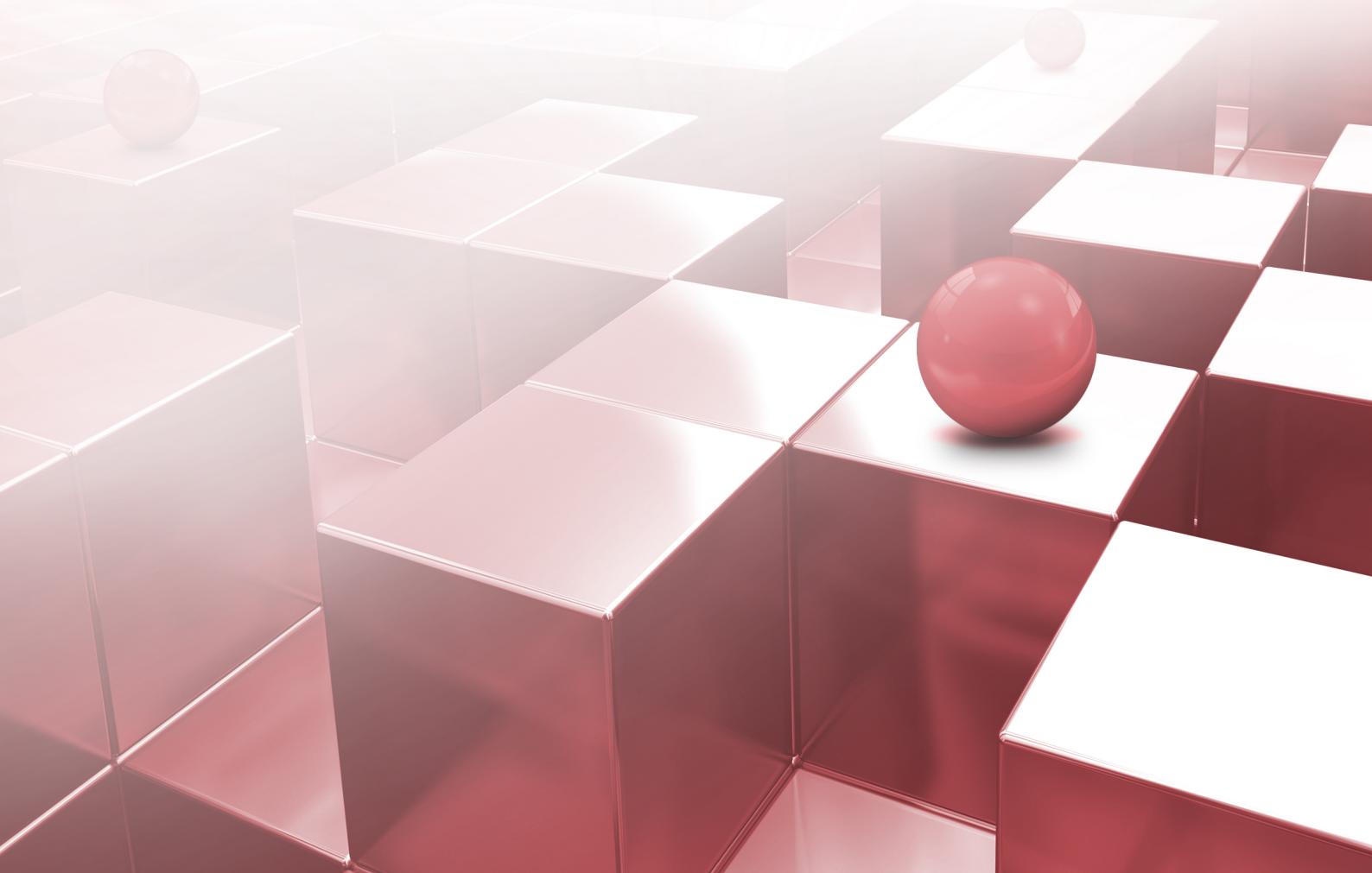
PART OF THE YOUR PERFECT PRACTICE PROGRAM

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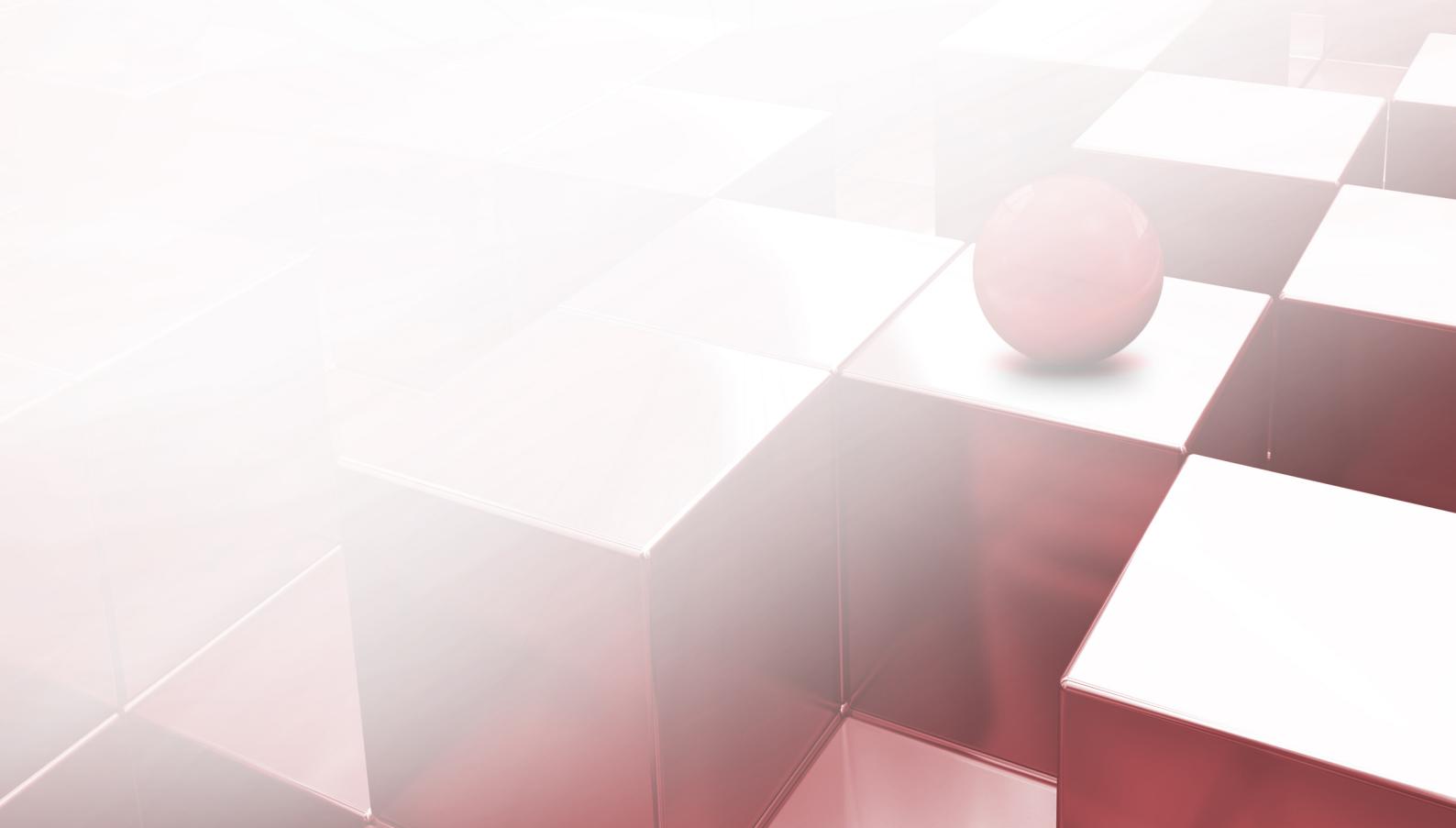
Fix your eyes on perfection
and you make almost everything
speed towards it.

– *William Ellery Channing*



I don't believe in perfection.
I don't think there is such a thing.
But the energy of wanting things to be great
is a perfectionist energy.

– Reese Witherspoon



YOUR PERFECT PRACTICE

PART I: DEFINING YOUR PERFECT PRACTICE

YOUR PERFECT PRACTICE

Action is the highest perfection and drawing forth of the utmost power, vigor, and activity of man's nature.

– Bishop Robert South

If you want to get somewhere... you are best served if you have a map where there are guideposts to your destination. The clearer the road map, the easier it is to get there. This module offers you the clarity, focus and direction to get you to your destination... to arrive in a timely manner at Your Perfect Practice!

It is structured in such a way as to be both a practitioners' story of awakening and transformation as well as a blueprint for the design and creation of Your Perfect Practice. The story (italicised in grey text boxes) reveals the mind of the practitioner through the change process revealing what they are seeking and what they undergo in their hero's journey. It offers two perspectives, the practitioner who does not see enough clients and whose practice is struggling and the practitioner who is too busy, whose practice (and life) is out of control. While both of these scenarios are extreme examples of what happens in practice, I am sure you will find your own parallels.

The second element of the module is the content or strategic information. This material directs the reader to the implementation of powerful systems and strategies. It provides the building blocks for the creation of Your Perfect Practice.

Thus, together, we begin our journey... and if you let it, this program can and will change you, your life and your practice forever.

What a bummer of a day... not even one new client. What do I have to do to get busier, to get people coming through the door?

Wellness care! I always imagined such a powerful philosophy would draw people to me, people wanting health and wellbeing... but where are they? Why don't they rush through the door?

I feel so tired, not from doing, doing, doing... but from not doing what I want. I always imagined I'd love being in practice... but it's hard to feel excited when half of the day is spent on the internet instead of with clients.

Maybe I should have a holiday? Sure, great idea, which bill should I ignore?

Maybe I should buy a marketing program... but what guarantee do I have it will work? But if I don't, how will I get my practice working?

I don't know what to do, something has got to give.

Alternatively,

What a day... I'm exhausted. I can't believe how chaotic things can get... things are just so out of hand. It's not enough I am busy all day, seeing clients... but then I have to do the client file reviews, the paperwork... and now tonight I have to do the pays and the BAS.

No one said practice was going to be like this... when I am going to get time for me? For my family? I haven't exercised in ages, I'm eating so badly and I'm not getting enough sleep...

I might not mind so much if I could get everything running smoothly in the practice. I have to answer so many unnecessary calls, check the mail, do the banking... why can't reception deal with this stuff? Why do I have to do everything myself?

Maybe I should get a practice manager in to handle everything... but what guarantee do I have they can do it all? Maybe I should take a management course, but where do I find the time? There must be a way to get the practice running in such a way as I can feel excited about work again, where I can recapture my life!

I used to love to go to work... now, it's getting hard just getting my head off the pillow in the morning... something has got to change!

START AT THE VERY BEGINNING

Let's start at the very beginning by defining Your Perfect Practice. In defining Your Perfect Practice we define each of the key words as follows:

Yours; being you, the individual, the person who is named.

Perfect: being complete of its kind and without defect or blemish; ideal in all aspects of its existence.

Practice: being a place of business whereby professional services are delivered; "a health care practice"; a customary way of operation or behaviour, a method of activity.

As such, Your Perfect Practice will be your completed business that offers you all of the ideals, both in the operations of the activities, such as the care you deliver and the operations or activities of business as well as the experiences within the business itself, in terms of your wants and needs being fulfilled.

Truly, Your Perfect Practice is the fulfilment of the tangible aspects of the business and the intangible elements of your souls need to express itself through the delivery of your care in practice.

What is a perfect practice? What can we say to more clearly define this?

Chiropractor, David Singer defines the perfect practice as, "a practice that allows you to see the most amount of people, get the best results that are possible, to have the most amount of profit, the most amount of fun and the most amount of free time."

Each individual will have their own vision of what their Perfect Practice looks and feels like, how their Perfect Practice operates and performs. However, most would agree the Perfect Practice addresses the following key elements;

More free time

More balance in life

Sustainable business growth

A work environment that is low stress

Low overhead and high profits

A work environment is fun and energising

A busy practice that is seeing high numbers of clients

A cash practice without major administrative demands... and 100% collections

Clients who attend their consultations... resulting in adherence to recommended care programs

A practice seeing high numbers of clients with only part time hours... offering balance and freedom, happiness and joy

The primary element, however, for the majority of practitioners that would define a Perfect Practice is;

A practice where clients experience powerful care that dramatically enhances their health and quality of life.

In creating Your Perfect Practice... you need to decide what you want from your practice; how you want your practice to operate... that is, you need to define your destination before you make the journey. In that regards, this module and the Practice Mastery Program is your road map to success.

YOUR FRUSTRATIONS REVEAL THE PATH

Practitioners the world around express the same frustrations and pains of practice. These are the painfully repeated questions of practitioners whose practice needs are not being met...

How do I get more clients?
How do I get clients to pay what I am worth?
How can I get more consistent results than I am getting?
How do I get clients to stay in care once they have begun care?
How do I get clients to follow my recommendations... and continue care year after year?

Or,

How do I find and keep good staff?
How do I get everything that needs to be done... done?
How do I get staff to do what I need, how can I get them to perform?
If the practice is earning so much... why don't I seem to have much left over for me?
How can I find the time to see all of these clients? There are only so many hours on the day.
Where do I find free time for my family, my friends, my self and my health... with such a busy schedule?

The following experiences are not uncommon either...

I have been working too hard for too long.
I feel like I am successful... but something is missing.
There's so much more I could be giving... that I could be doing with this practice.

Your Perfect Practice addresses and overcomes these (and many other) issues, turning challenges into growth opportunities. In fact, these frustrations reveal the path to mastery... *Practice Mastery*.

Every frustration you have is a seed to you and your practice's growth and healing. Identifying the problem, acknowledging the pain... reveals the path to transformation.

If client volume is the source of your pain... you have defined the solution; more clients. If client adherence is your frustration, you are now clear on what needs to be corrected to move you towards Your Perfect Practice.

In this way, your pain (and working through this module) will reveal to you what is happening in your practice... what needs to be happening... and the way from here to there. It is the map that guides you to *Your Perfect Practice*.

WHAT IS YOUR PERFECT PRACTICE?

Many practitioners have operated practices inconsistent with their nature, unaligned with their philosophy and distinct from what they find personally fulfilling in practice. Not only do many practitioners not operate their *Perfect Practice*, many have never defined what their ideal practice is, relegating passion and power to a hopeful afterthought.

That is about to change... this module will take you on a journey to uncovering what you want from practice and how to operate allowing your deeper needs to be fulfilled and expressed.

We find in the Health and Wellness industry some practitioners who struggle, some who do well, others have busy practices... some are even very successful. For many, however, something essential is missing from their practice, from their life. Often, they push aside this disquieting feeling, saying, "I'm doing alright, things aren't too bad." In the silence of their mind many of these practitioners are disillusioned with what they are experiencing in practice or they have been working too hard for too long and exhaustion is overtaking them.

When alone, these people don't like their relationship with themselves. In fact, there is an awkward silence, when in the quiet of their mind they reflect on their practice... and their life.

To find peace in these moments of silence you must *know who you are*... you must know what you want and how to get there. *Your Perfect Practice* is the answer to these questions. Your Perfect Practice is the pathway that leads to the Holy Grail.

What is the Holy Grail...? *Practice Mastery*.

Practice Mastery is manifested as *Your Perfect Practice*.

THE THREE PRACTICE STANDARDS

Practitioners fall into one of three categories or *practice standards*:

1. *They are not busy enough*; they are struggling to see client numbers that creates a sustainable or profitable practice. They want to see more clients, to want to have a busier, more profitable practice.
2. *They are too busy*; they have enough clients, but not enough freedom or spare time, their life is out of balance. Worse, despite being busy they are not as profitable as they like, or if they are it does not compensate them with a quality life.
3. *They operate a Perfect or near-Perfect Practice*; they have both an abundance of clients and profit; they have freedom and energy; they have fun and fulfilment... in life and in practice. This is *Practice Mastery*... this is the Holy Grail!

One of the least applied, yet most powerful and profound business strategies practitioners fail to use is... *reflection*.

Reflection is defined as... contemplation: a calm lengthy intent consideration; observation: a remark expressing careful consideration; activity of a person to consider a past experience or event and the impact it has had.

Let me ask you to reflect now...

Where do you stand in practice? Which of the three practice standards best describes you?

.....
.....
.....
.....
.....

Where is it that you ideally want to be?

.....
.....
.....
.....
.....

Why aren't you there now?

What will it take to get you there?

When you reflect upon these questions... and the answers begin to form... the voice you hear within you is '*the call*'. It is the stirring of the desire for the quest for the Holy Grail.

There is another question that deserves attention before you move forward... are you truly in search of the Holy Grail or is it a false desire that deceives you?

THE DECEPTION TRAP

The three practice standards have built into them key psychological deceptions that the practice owner or practitioner may use to defend their existing practice standard;

1. *The deceptions of not being busy enough include*; it allows me more free time and I prefer it this way; I can provide better quality care if I spend longer with clients and have time to prepare; you don't have to be busy to be successful; I don't want to be a busy practitioner anyway; I'm not selling myself short by focusing on being busy/being greedy or diluting my care.

These deceptions imprison both the mind and practice of their owner.

2. *The deceptions of being too busy include*; I'm successful, I have everything I want, I make plenty of money; I have a successful practice because I see a lot of clients. The practitioner feels as though they are accomplishing a lot because they are busy, often people confuse activity with productivity; or they may be productive, but is what they are working on important and valuable things in the real scheme of things? They may have material success, but at what price...? No amount of success in the office compensates for failure at home. Also what is the cost to their health; outer success is no substitute for inner success.

These deceptions delude a person into believing what they have is success.

3. *The deceptions of the Perfect Practice is saying things are perfect... when in truth, they're not; we say to ourself... things are great as they are, I don't want a busier practice, I don't need more money... but deep inside there still exists a longing to have more than exists, a knowing that more is possible... if not necessary to fulfil their potential. In essence, we defend our experiences from our own limitations.*

If you have Your Perfect Practice you know it... deep inside you know it. If not, once again we deceive ourself by saying what we have is what we want... when in truth only the Holy Grail will suffice. The practitioner's journey is no different to life's journey... it is all 'the call'; it is all the quest for the Holy Grail.

DEFINING YOUR PERFECT PRACTICE

We are going to begin by asking you to define *Your Perfect Practice*. However, defining *Your Perfect Practice* is as difficult as defining success; there is no one definition of success, it differs for each person. Notwithstanding this, there are many similarities between what is desirable amongst practitioners; there are parallels as to what is defined as ideal. This module will support you in defining many of those desirable elements while simultaneously surfacing for you, as a unique individual, elements that create for you, *Your Perfect Practice!*

Let's begin with an exercise.

Take a moment now to define... *Your Perfect Practice.*

EXERCISE

What is it that you want in practice... that would make your experience in practice, perfect, ideal? Include elements such as client numbers, client adherence and retention rates, the nature of your client, the hours you work, profitability and the nature and relationships of the team within the organisation.

Create a picture, a story of *Your Perfect Practice*, taking time now to get explicitly detailed in the vision you have for what is perfect for you.

Your Perfect Practice © Practice Mastery Institute Pty Ltd, 2006

I love being in practice. I love working with wellness clients... wellness clients are those who are focussed on their health and wellbeing. They have a philosophy of health that is intact and is an integral part of their life. Wellness clients are predisposed to happiness and enjoy their positive interaction with the clinic and its practitioners. They focus on wellness, talking about what is going right with them, the health benefits that they are experiencing and the progress that they are making. They smile, and are inclined to hug their practitioners expressing their satisfaction and joy. There is a deep resonance between client and practitioner, because the embodiment of the wellness philosophy exists as a connection between the two.

Treatments are delivered efficiently and effectively, meeting the needs of the client while simultaneously raising the client to a high level of expectation of health in their life.

The wellness client comes in consistently, weekly (or fortnightly at the very least), focussed on what they can do to improve their health. They adhere to the recommended care program, which includes elements such as exercise, diet and nutrition, including supplementation and remedies, relaxation techniques and other lifestyle change recommendations. They follow these recommendations, enhancing the results of the care provided within the consultations, bringing about powerful and beneficial changes in the lives of the clients and their families.

The wellness client involves their family in care as well. They bring their family members in, appreciating the benefits of a wellness philosophy for the whole family, and refer friends and colleagues, understanding that the care that is provided suits and serves every person.

The wellness client appreciates and values their health, thereby investing significantly in their health. They pay for their care, up-front in advance, for 12 months, at a premium rate, because the care that is delivered as part of a wellness program is premium care – it is truly valuable and the client sees this, they appreciate and respect the care they receive. It is fully integrated to address their lifestyle and provides the education, coaching and support as well as therapeutic applications to raise the quality of their life and the standard of their health.

Working with this nature of client is inspirational. Not only do they achieve powerful results within their life, but because the environment is a low stress environment, the level of joy, happiness and satisfaction that is experienced, both by the client and the team makes being at work deeply fulfilling. All of our lives are greatly enhanced.

Also, because the client understands and knows their role in the healthcare program, they assist in the flow of the practice; they take themselves to the consultation rooms, they prepare themselves for the consultation, and know how to interact within the practitioner within the consultation and finally, when it is time to leave, do so without any fuss. The practice operates smoothly, efficiently and effectively.

Also, because the clients pay up-front, in advance, or at the very least, monthly for their care programs, there is 100% collection of fees. There is no outstanding accounts or debtors, no calling clients because their payments have not been met, and as such, the relationships are strengthened because of this.

Clients keep their appointments, stay within their care programs and renew the programs year after year.

The support team within the practice enjoy the atmosphere of both working in a low stress-environment and contributing to and serving clients in achieving a tremendous level of health and wellbeing in their lives.

As a result of the efficiency and effectiveness of the systems used within the practice, overheads are less than 30% and therefore profitability is at a maximum.

Furthermore, those efficiencies allow us to see more clients in less time, with a greater emphasis on care and service. While this seems a paradox, the truth of the matter is, you can do more in less time if you are aware of the systems and protocols that enable that to take place. That is exactly what is taking place within our practice enabling me not to have to work hard, or for extended hours. Our system allows us to see and help a lot of people and create powerful results. As such, in working only 21 hours per week, I have a high volume practice, serving hundreds of clients each week and transforming their health and quality of life to the highest level imaginable.

Truly, my commitment to my clients is exemplary, however, that is only possible due to the fact that I have balance in other areas of my lifestyle. Working reduced hours enables me to spend time with family and friends, to take time out for rest and relaxation and to invest in my own health, receiving care on a weekly basis through both chiropractic adjustment, massage and other therapeutic techniques. Living and practicing the wellness philosophy not only fulfils my life, but energises me and enables me to remain focussed predisposed to serving my clients at the highest possible level.

Ultimately, 'ease' is my perfect practice, my ideal world... that enables me to have a balanced and fulfilled life.

Truly, *My Perfect Practice* enables me to experience the perfect life.

CONSIDERATIONS FOR YOUR PERFECT PRACTICE

As you can see by the *story* and through the exercise, creating *Your Perfect Practice* creates the perfect life. This is the purpose of the *Practice Mastery Program* of which this module is a part.

Before continuing, I want you to reflect upon the *story* and your own answer to what you see as your ideal practice. I want you to clearly, with absolute confidence uncover and define *Your Perfect Practice*; I want you to develop and expand what you have already detailed earlier in this exercise.

To help you, here are some elements that you may wish to consider, or at least include, as part of *Your Perfect Practice*:

- I do not work long hours, or 5/6 days per week
- I see high numbers of clients in my consultation hours
- I have a low stress work environment that is both simultaneously fun and energising
- The systematic and structured operations of the practice enable the practice to run efficiently and effectively, eliminating aspects such as waiting time, missed appointments and errors in booking etc.
- There is 100% collection of fees and therefore no debtors or debts that the practice has
- Overhead is below 37%
- Clients maintain all of their appointments, or re-schedule if unavoidable circumstances mean clients do miss appointments
- Client adherence to recommended care programs is excellent, and their retention beyond their first year of care is equally high
- The nature of care for clients is wellness focussed, there is no predilection for acute care/crisis care within practice
- There is a strong emphasis on client education, coaching and support
- The practice is a multi-disciplinary practice, incorporating a wide variety of treatments and modalities
- The practice is highly profitable, allowing for all of my financial needs to be met and provides excellent remuneration for the team members
- The practice is sufficiently busy to maintain growth, though not overly busy to create chaos or excess stress
- The client gets their own file for the practitioner, placing it in a space where the practitioner can access their file for the consultation
- The client fills out their own notes in regards to their presentation on that day
- The client prepares themselves for the consultation, if required, lying down upon the couch within the treatment room
- The client changes their own head rest paper, towels etc.
- The client leaves the consultation, feeling happy and pleasant, maintaining positive lifestyle choice until their next visit

As you can see, these pointers and the prior *story* provide you with a wonderful template to create, first within your mind, then in writing, *Your Perfect Practice*.

It is essential to note that you have to decide where you're going... before you can get there!

Take a moment, having further considered what *Your Perfect Practice* will include, how you will define *Your Perfect Practice*:

Wonderful!

Congratulations on defining *Your Perfect Practice*. The first step in achieving balance, in practice and in your life, is getting clear on what it is that you want, and then defining a plan and strategy for achieving that.

It is also important to emphasise... the purpose behind this exercise is to enable you to design what is perfect for you. What is the right practice for your temperament, character, goals and ideals. As I stated earlier, what is perfect for me, or any other person, may not be perfect for you.

A FURTHER EXERCISE IN DEFINING YOUR PERFECT PRACTICE

One further strategy for coming to the conclusion of what Your Perfect Practice is, is to surface and remind yourself of those things that are far from perfect. The frustrations, challenges, difficulties and obstacles that you face in day to day practice. The pains and problems that you have experienced and want to avoid.

Think for a moment now of all the things that you don't want to experience in your life as a practice owner or a practitioner within a practice:

[Note: This may be a problem you are currently experiencing and don't want or things you imagine or anticipate could be problematic and would like to avoid.]

I'm hardly making any money as a practitioner. I do see some clients, though not as many as I would like. Because of this I lose my focus, my energy. I get frustrated and I am constantly hoping that things improve. Often times, when I see clients, my consultations are longer than I charge for them. For instance, I have fees for an extended consultation, but when I deliver extended consultations to clients, I do not charge for those extended consultations, rather, I reduce my fees to the standard consultation rates. This is, in part, because of the fact that I talk within the consultation, more socially than anything else. I enjoy having a friendship with my clients, the relationship is casual, and I think this is an important aspect of my care. However, it means that much of my time is taken up in aspects of care that are not profit producing. As a result, I draw a small income from the practice, enough to get by, though not as much as I would like.

I also wonder how it is that I could grow my practice. I do have some new clients attend. Firstly, they do not come as frequently as I would like them to and then rarely do I make the best recommendation I could for the client. And when they do begin care, the schedule of the recommended care program is somewhat diluted, and the retention into ongoing wellness based care is almost unheard of.

Clients talk about their pain, their problems... every time they come in for a consultation. They focus on what is going wrong, rather than what is going right. While I do give some basic recommendations into strategies that could change their life, their lives are frequently too busy and too intense to focus upon those, and they re-experience their symptoms on an ongoing basis, recurring over extended periods of time.

My staff do a reasonable job, though they are not motivated or inspired by the work that they do. I am grateful for them being here helping me in their roles, though they do make a number of mistakes and errors, which invariably means that I have to mop up after them and correct these problems. The result is that I feel tired and overwhelmed at times, doing the work of a practitioner as well as making up for the lack of effectiveness of the staff present within the organisation. Having said this, they are good people, and they mean well. I do wish, however, that they could be more effective within their roles so that I would not have to be responsible for the many tasks that I currently do that I believe are more administrative in nature.

Another problem I face is the fact that I often find myself not only with staff that do not perform at the level that I would like them to, but these staff leave, meaning that I have to find new staff on a regular basis. In fact, at least every year I am looking for a new staff member.

Not that things are bad... it is just that... things are not great.

Or alternatively, many practitioners experience another frustration within practice:

My biggest problem in practice is that I am seeing far too many clients to be able to handle the work load. The intensity is immense, I find myself exhausted at the end of each day simply addressing the needs of the client volume, and then there is the work load of operating the practice that goes on top of that. The administrative work, staff pays, managing client files, reviewing notes and making sure I am on top of each client file. I end up working late, or worse, taking work home at the end of each day. I am working in excess of 60 hours per week and I feel it in every bone of my body. While I am receiving a good income for this, I have had very little time with friends and family in recent months, due to the intensity of the work load that I am committed to. I see now how imbalanced this is.

I love what I do, but I feel like... at times... that I am burning out, and the passion that I have for wellness care is beginning to wane.

FURTHER CONSIDERATIONS FOR DEFINING WHAT YOU DON'T WANT IN PRACTICE

I provide here again a template of answers that you may wish to consider in regards to what you don't want in your practice:

- High turnover of clients
- Clients that fail to keep their appointments
- Clients who do not maintain their scheduled program of care
- Clients that, once the initial presenting complaint or symptoms are alleviated, discontinue care
- Clients that do not pay
- Clients that pay you via medico-legal insurance claims or some other third party payment system (i.e. you do not have cash clients)
- Clients that complain and are a victim to their circumstances
- Clients that are grumpy, disgruntled and are frustrating to manage
- Staff that are grumpy, disgruntled and frustrating to manage
- An excessively busy or exceedingly quiet client volume
- Large volumes of administrative work, including financial reporting (such as BAS statements, budgets and bank reconciliations etc.)
- High turnover of clients or team members within the organisation
- Conflict between staff members
- Conflict between clients and staff members
- Clients that request (or demand) a system of care that is unaligned with your own care
- A high stress environment, due to an excessive demands and intensity of word load
- A high overhead and low profit business

Having read the story and observed the template of 'don't wants', reflect again, and answer... what it is that you *don't want* from practice!

As the picture becomes increasingly clear; what you ‘do want’ and what you ‘don’t want’ having been defined... you increase your personal power and establish the path to *Your Perfect Practice*.

BEGINNING THE TRANSFORMATION

As you can see, there are two ‘ugly faces’ to being a wellness care practitioner, the one of seeing too few clients, and the distress that goes with that and the one of seeing too many clients, and the difficulties and challenges that are inherent within that as well.

Your Perfect Practice has neither of these ‘ugly faces’ of practice, it is fulfilling and balanced in every element and enables you to achieve what it is that you want in and from practice.

Having now identified what you ‘don’t want’, take a moment now to record what you want in place of the ‘problem’ situation; how you will manifest the transformation from what is undesirable to what is ideal. Consider also what systems can operate to allow *Your Perfect Practice* to function seamlessly and independent of you.

The financial challenges (not making enough money) will be overcome by an effective marketing campaign designed to attract wellness clients who will commit to a 12 month care plan, paying in advance. They will be completely satisfied and refer many friends and family members and the practice will grow exponentially as a result.

The challenge of the number and frequency of clients is addressed by the care plans and marketing/referrals system that is introduced. Now we have a healthy stream of new clients through marketing, as well as a referrals system. The key, however, is the care we deliver. It is powerful, effective... and because we encourage lifestyle recommendations and wellness care principles... the client commits to long term care, returning more frequently for an extended time-frame.

In overcoming the challenge of my own self-worth (I see I have charged too little for my time and services) I come to realise the true worth and value of wellness care. By providing education, coaching and support we provide people the tools to overcome their personal health and lifestyle limitations as well as make changes in their emotional and mental states, thereby creating a better quality of life... at times savings careers, marriages and people's lives. Knowing this has enabled me to charge more for my time.

The challenge of a symptom-based, crisis-care practice was overcome, firstly by addressing my own philosophy and secondly client education...

As I reflected on how I practiced, I saw I was focused on asking about the client's pain; by treating on the first visit and having them pay visit per visit, with each consultation being separated from a distinct care program focused on their total health and wellbeing, I was constantly asking them how they are, how their condition is progressing under my care... these actions define me as a symptoms-based practitioner.

I have now understood this and I focus on delivering recommendations that are wellness based and interacting accordingly with my clients. I do not treat on the first visit... that is reserved for the client's history and examination, to determine if I believe I can help the client. This is followed by further testing, such as x-ray, live blood analysis, assessment questionnaires and other specialty tests. I then conduct a Report of Findings and care program recommendation that details a 12 week or 12 month care plan designed to transform the client's health. When I interact with the client I focus on inspiring them to realisation of their potential (we don't talk symptoms). I provide education, coaching and support that directs them to the outcomes of wellness care.

The clients are thus positive, motivated and focused on health and wellness and achieve powerful health and lifestyle outcomes as a result of the care they receive.

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*Transforming **your** health care practice **your way***

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