

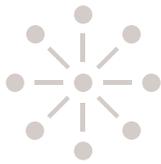
POWER YOUR PRACTICE WITH PARTNERSHIPS



One of the most frequently asked questions I get from healthcare practitioners is, "How can I partner with doctors?" Partnering with doctors is a fantastic way to uplevel your practice. Yet you might not realize that there are several other partnerships that are also key players in a successful practice. Take time daily to consider how you can power your practice with each of these partnerships for optimal results.

2 YOU+CLIENT'S LIFESTYLE

While it seems to go without saying, we need to pay heed to the reality of our client's life and lifestyle in order to match our recommendations with their truth. Working with a 12-year old girl with Crohn's will look different than working with a 52-year old man with the same diagnosis. You can dispel resistance and rebellion when you take the time to fully appreciate the nuances of your client's way of life and ensure that your guidance takes them where you know they need to go, at a pace that suits their style.

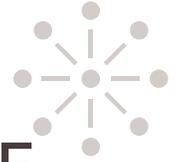


4 YOU+OTHER CLINICIANS

The term *Integrative Medicine* has been described as: "the practice of medicine that reaffirms the importance of the relationship between practitioner and patient, focuses on the whole person, and makes use of all appropriate therapeutic approaches, healthcare professionals and disciplines to achieve optimal health and healing." When you work within your scope of practice, and can easily refer out to other types of practitioners that you believe will support your client's healing journey, you become the trusted resource for your client and create referral partnerships that work both ways.

1 YOU+CLIENT

One thing we've lost in modern medicine is connection. Doctors have little time with each patient, and your clients are likely not used to being fully seen or heard. Your ability to connect with your clients, to truly be with them in their pain, sets you apart. The partnership you create with your client is one of mutual trust, respect, and commitment to a common goal. This connection leads to compliance, retention, and root-cause resolution.



3 CLIENT+SELF

This partnership isn't with you directly, but it's one that you foster. In order for true healing to occur we need to assist our clients in creating a relationship with themselves. I like to call this "non-violent communication with self"—where they are able to listen to the subtle signs and symptoms that are begging for attention. Clients can then examine why they are hurting, what might have led to their troubles, what exacerbates their symptoms, and more. This empowers the client to become the hero of his own healthcare team.

5 YOU+DOCTORS

Partnerships between nutrition professionals and doctors can be powerful . . . for both practitioners! Even when doctors know that nutrition and lifestyle modification matter, they don't have the time or expertise to work into the nuances of dietary changes like you do. Let's face it, making dietary changes isn't easy! You have the ability to work deep into a client's everyday and bring your unique lens back to the MD. You bring a lot to the table! Step forward with confidence and assurance in support of a shared end goal: the patient's well-being.

