



THE KALISH INSTITUTE
BUILDING SUCCESSFUL FUNCTIONAL MEDICINE PRACTICES

Navigating Patient Communication & Program Design

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INTRODUCTION

- 25 years of patient experience, with over thousands of patients world wide
- Trained over 1,000 practitioners in The Kalish Method of functional medicine
- Conducted a research study with Mayo Clinic researchers on The Kalish Method



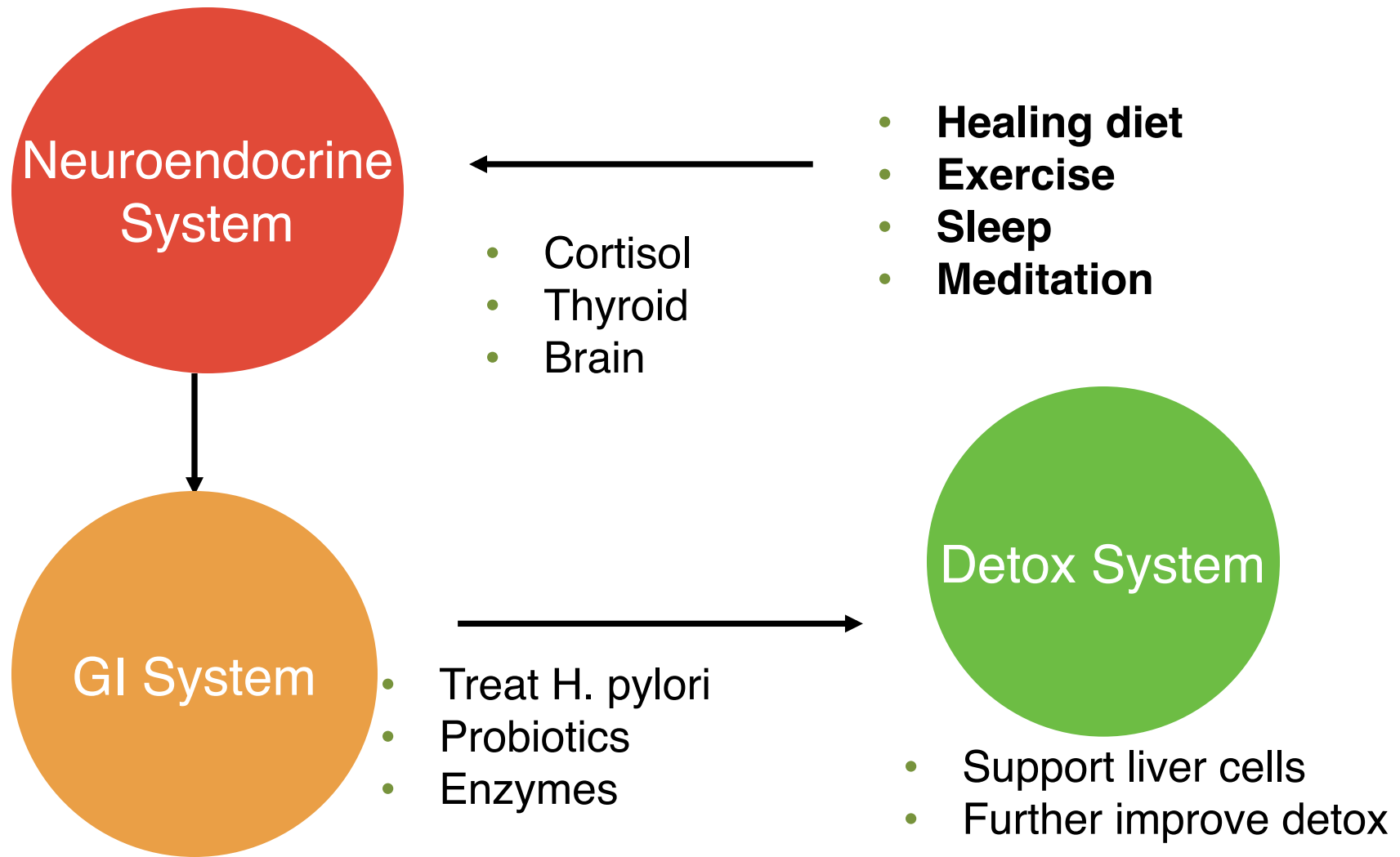


LEARNING OBJECTIVES

- Learn the importance behind creating clinical models to bring clarity to your patients and patient process
- Understanding the different types of patients to prevent being surprised or confused when designing programs
- Learn how to “sell” and conduct follow up systems to aid in patient compliance
- Explore how to lead patients to accept the need of a given program based on simple physiological explanations



CREATING CLINICAL MODELS





KALISH METHOD TREATMENT MODEL

UNDERLYING CAUSE

PHYSIOLOGICAL
DAMAGE

BODY SYSTEMS

SYMPTOMS

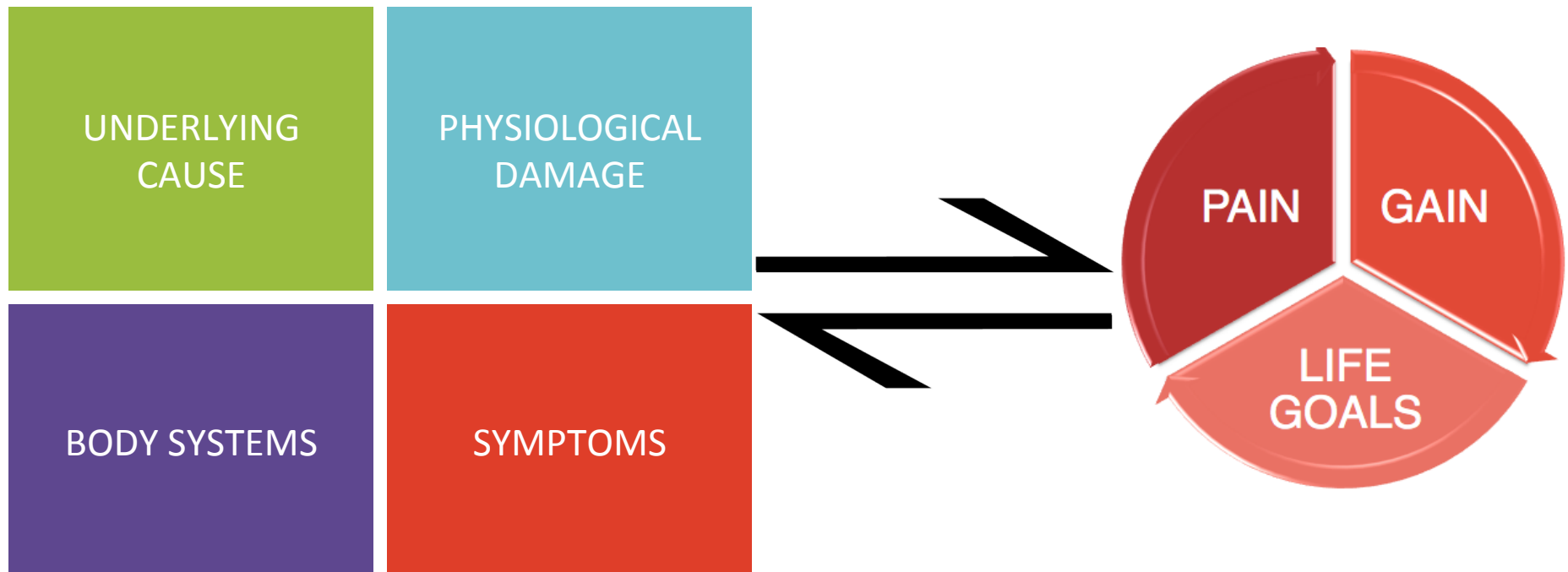


KALISH METHOD TREATMENT MODEL

Underlying Cause	Physiological Damage	Body Systems	Symptoms
Emotional/spiritual (trauma/abuse/chronic stress/addiction) Dietary (blood sugar, poor diet, nutrient deficiencies, dairy, food allergies) Gluten GI infections Toxins (heavy metals, chemicals) Genetics/Epigenetics Structural (physical trauma, chronic injury, pain, posture) Sleep Exercise Medications/surgery Dental Lyme, mold, viral or bacterial (SIBO, environmental exposure)	Inflammation Catabolic Physiology Insulin Resistance Oxidative Stress	Neuroendocrine GI Liver	Weight gain Fatigue Depression Anxiety GI problems (gas, bloating, constipation, diarrhea, heartburn) Sex hormone imbalance (low sex drive, infertility, hot flashes, nightsweats, PMS, PCOS) Pain Allergies ADHD Insomnia Brain fog Sugar cravings Skin problems Autoimmune



DOCTOR- PATIENT EQUILIBRIUM



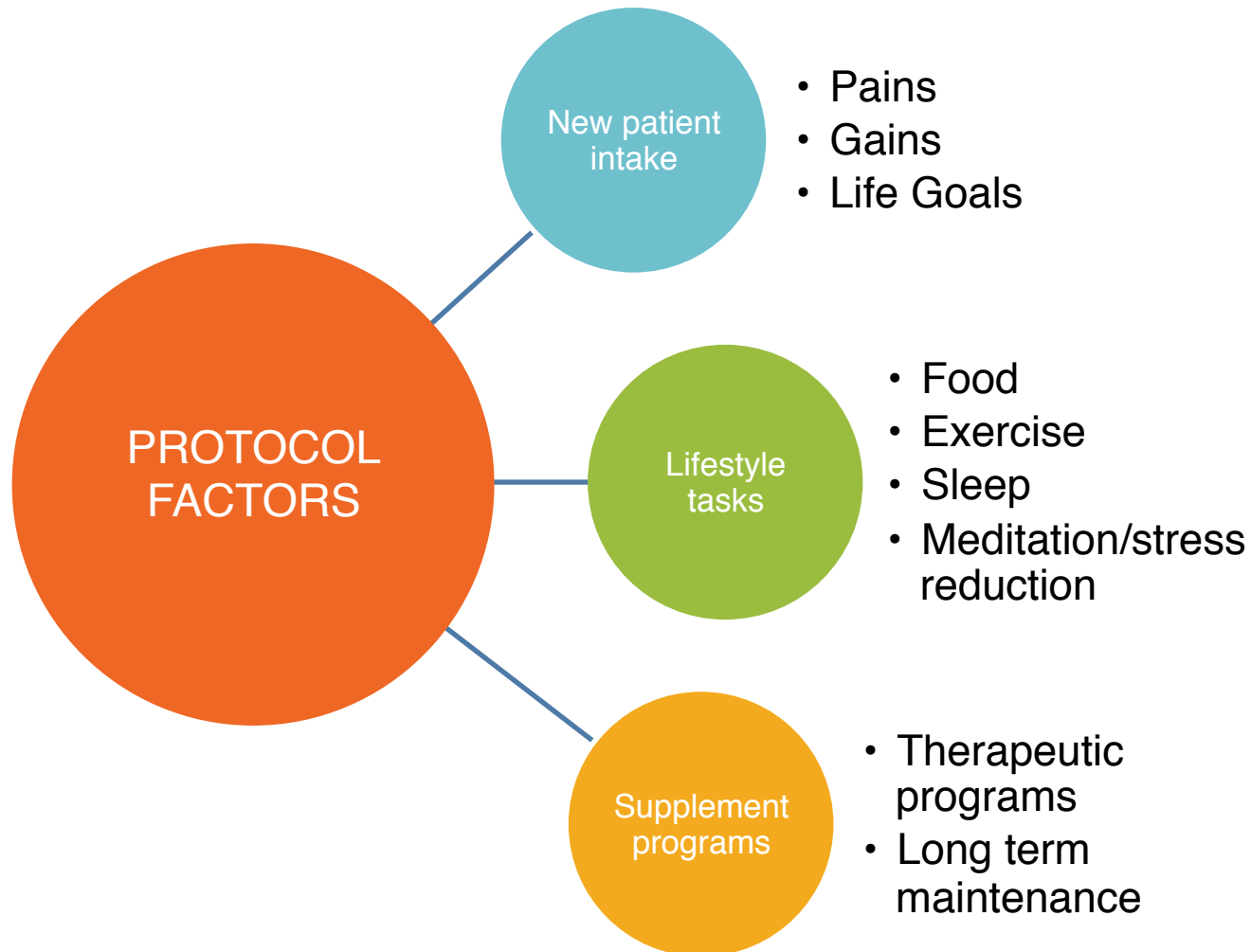


SYMPTOMATIC RELIEF VS. UNDERLYING CAUSE

Effective patient programs are planned backwards starting with long-term desired results revolving around symptomatic relief through a process of determining the underlying cause of the health issues and explaining each step of the process. With proper understanding patient compliance increases.



PROGRAM ARCHITECTURE



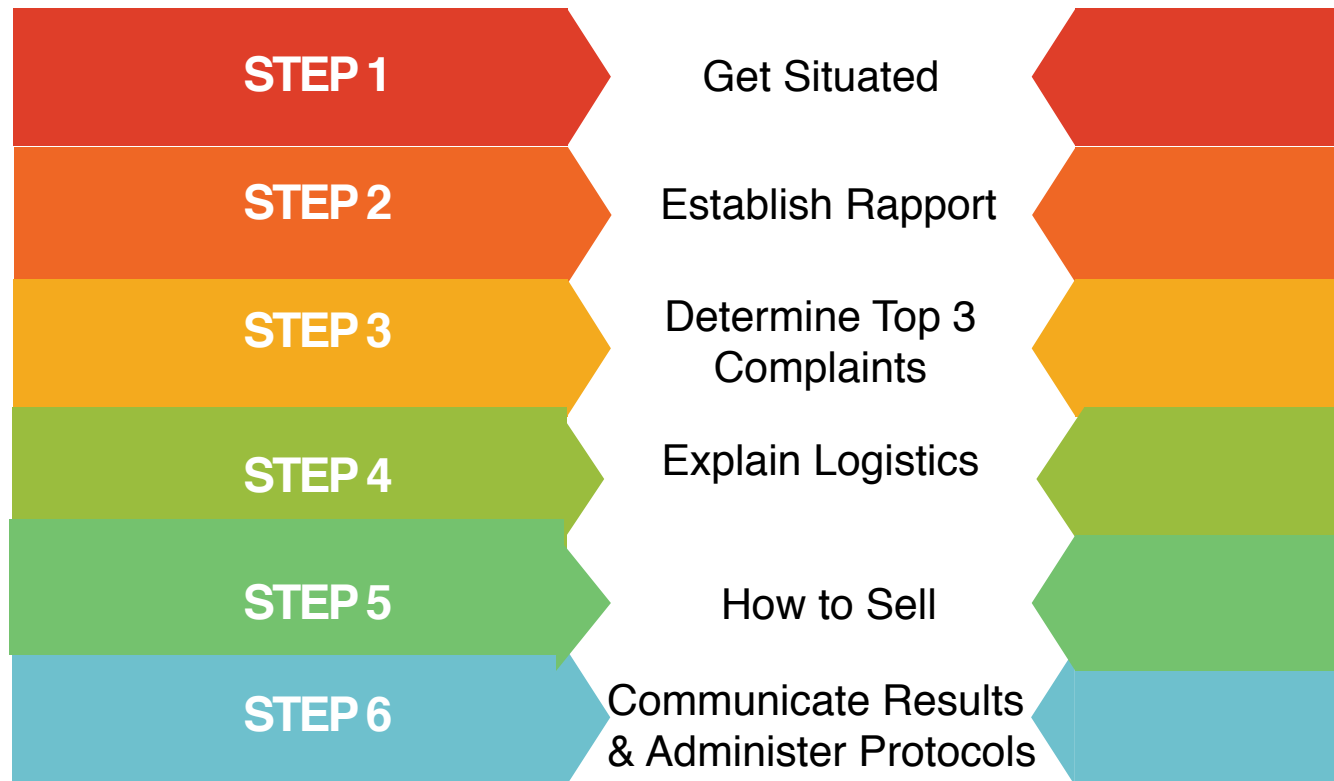


PATIENTS YOU'LL ENCOUNTER

- The patient is already taking a ton of supplements (could be supplement quality issue or taking wrong products, might need labs)
- The patient is starting from scratch, not using any supplements
- The patient knows about lifestyle changes, but they aren't helping
- The patient doesn't know about lifestyle changes ie. gluten free and eating breakfast every day are a big news flash!



CONDUCTING NEW PATIENT INTERVIEWS



Patient communication is the first key skill set in mastering the fundamentals of efficient and effective medicine.



NEW PATIENT INTERVIEW QUESTIONNAIRE

Background information: (age, sex, profession, general health summary)

- 1. What do you think is really going on, why are you struggling with these complaints?**
- 2. What treatments have you tried that helped and which that didn't help?**
- 3. When was the last time you saw a conventional MD for this condition? Who was it? When was the last time you saw an MD in general?**
- 4. When did this problem very first start?**
- 5. What else was going on in your life at that time in terms of stress, travel, moving, relationships, etc.?**



NEW PATIENT INTERVIEW QUESTIONNAIRE

6. What was the most stressful period of your life? What were the sources of stress? (sexual abuse, physical abuse, alcoholic or mentally ill parents, food addiction, eating disorders)

7. Are you under stress now or is most of your stress in the past? If so what is the current stress and how long do you think it will be going on?

8. How are you doing with the lifestyle factors, diet (what do you eat for breakfast, lunch and dinner), exercise (how much, what kind), sleep patterns (get to sleep easily, stay asleep, how many hours, what time go to bed, when wake up), stress management (what you do to handle stress), relationships (sex drive ok or not)

9. History of digestive problems (for women history of hormone issues)

10. Any questions or concerns you forgot to mention?



WHY DOES SALES SEEM SO HARD?

- What gets in the way?
 - Lack of belief in self
 - Fear of rejection
 - Insecure about product/service value and/or benefit
- What is your bottom line?
 - Intention
 - Service

If you don't sell your services, who will?



THE IMPORTANCE OF EDUCATION

When you offer high quality patient education information you are in fact selling at the same time

- The Actual Clinical Process
 - We specialize in patient education processes to teach patients about why protocols are important, but also how things work which leads ultimately to sales
- If you can't educate, you can't sell, and vice-versa

GOOD CLINICAL RESULTS = SALES



WHY FOLLOW UP?

- Common misunderstanding- symptoms are gone, means the problems are gone too
- Whether a person feels better or not, a follow-up consultation is needed to discuss if they will continue the use of supplements



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**ARE YOU INTERESTED IN LEARNING
MORE?**



FUNCTIONAL MEDICINE FUNDAMENTALS

The course has 3 components:

- We start off looking at YOU, your goals and helping to define your purpose.
- The bulk of the course material focuses on applying clinical nutrition programs by making specific supplement recommendations. We cover each element of supplement program design and treatment prioritization so you can implement effective programs the right away!
- The last portion of the course is an introduction to business basics required to starting a business.



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SPECIAL OFFER

Enroll now with promo code
DW2017 to get **\$200** off the
Functional Medicine
Fundamentals Course!

Offer expires June 1st