



Dr. Brimhall's
One More Piece of the Puzzle



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This Weeks Article...

June 25, 2007

Brimhall Protocol Implementation

HOW WE IMPLEMENTED THE BRIMHALL PROTOCOL INTO A 25 YEAR OLD PRACTICE SEEING 80 PATIENTS A DAY

By Dr Bruce Carrick

Topic Outline

- Organization, organization and more systems driven organization
- High quality new patients through the **6 Steps to Wellness CD, Brimhall Book, Brimhall Certified Ultimate Web Sites, Wellness For Life CD, etc.**
- Report of findings
- Patient education materials (Brimhall CD's, DVD's, Book, Booklets, etc.)
- Treatment (I do not use 30 minute slots); maximum on each visit is the adjustment and 2 wellness services (i.e.: footbath and laser or laser & percussor or laser & A/SERT)

My Stats

- Practice 4 days per week, 40 hours a week, Monday through Thursday
- 4-6 new patients per week
- 310-350 patient visits per week
- Schedule 12 adjustments per hour with 10 minutes blocked at the end of 2 hours for catch up time
- All services a la carte
- Prepay packages available for each service
- No package for all services combined

One "Brimhall Certified back office" employee, all other staff cross -trained for parts of back office (3 Admin staff)

Facility

- 1 practice out of 3 rooms (2) Adjusting and 1 breakout
- 1 A/SERT/ footbath room
- 2 Exam rooms (multi use footbath, physical therapy, etc.)
- 1 X-ray room
- You may have to make modifications to your facility
- Purchase new or additional equipment to be efficient (Brimhall Seminar Office 866-338-4883)
- Hire new staff and have Brimhall Protocol trained at the Nutri-West Seminars and Certification
- Change the layout of your office for proper flow

To practice wellness care you must either do all of the procedures yourself or have help. Some/most procedures can be done by a trained Technical assistant. You make the choice as each choice has its pluses and minuses. The only way to see as many patients as I do is to use leverage with trained support personal.

Staff

- Must be trained
- Take to Nutri-West Seminars and Certification
- Invest in in-office training time
- Have a trainer come to you if necessary

Please note you do not have to reinvent the wheel. We've already done that with the Brimhall Protocol and Capacity Management coaches.

Custom fit what it is YOU WANT. You must decide then proceed. Nutri-West, the Brimhall Team, Ultimate Wellness Web Sites and Capacity Management are all ready to help!

My Procedure

- New patient consultation, examination, x-rays. Release to front desk to schedule ROF (Brimhall Report of Findings).
- Report of findings, recommendation of care and ask for commitment from the patient
- Review of policies with the patient by the finance C.A. or Office Manager, (office and patient financial policies).
- First treatment follows patient commitment.
- I explain what I am doing through each step of the adjustment for the first 2 adjustments.
- Tell the patient what to expect after the adjustment (especially over the weekend). This is outlined in the ROF.
- Take every opportunity to engage the patient in what this technology (Total Wellness Care) can do.
- Do not hard sell - educate.
- Do not justify - explain and use the Brimhall educational material.
- Offer reasonable explanations to their questions so the patient understands. Work this out on

staff first. Roll play with staff.

Take every opportunity to advertise in-house, i.e. report of findings, bulletin boards, staff comments. Bring up and tie in signs and symptoms that are present but are not major.

Examples

- Run Brimhall DVD's and CD's in treatment area.
- Note gas patterns on their x-rays (the presence of rotting food).
- Brochures on Nutri-West nutrition and on Total Wellness Care
- Prepare packets of information on footbaths, laser, eyelights, and nutrition. Leave these in your reception room for patients to pick up and read or to take home.
- Choose a Nutri-West nutrient of the week to post in treatment rooms. I hang mine in a clear plastic sleeve and put it on the wall. Nutrient information is available from your distributor.
- Explain the purpose of exercise or rehab to the patient (in ROF).
- Relate childhood problems i.e. colic, increased crankiness.
- Geriatric care.
- Common ailments such as chemical poisoning, cough or bronchitis.
- Scars (treatment and explanation both very important).
- Broken bones and trauma recorded by the body.
- Signs of toxins (swelling, discoloration, joint soreness and stiffness).
- STRESS/EMOTIONAL ISSUES AND THEIR IMPACT ON THE BODY.
- Areas of organ dysfunction (constipation, incontinence, headache, allergies, runny nose, sore throat, earache, dizziness, dyslexia and A.D.D.) "YOU CAN HELP."
- Talk about wellness vs. sickness care and wellness vs. crisis care.
- If they do not understand, do not try to change their minds. Just do your "thing," get results and watch them refer family and friends.

If you cannot decide what, why or how to implement these procedures properly, Capacity Management can help you in all phases of wellness care in your practice. It is a great investment in your future. Both, Dr Brian Anderson and Dr Bruce Carrick work with Greg Jack in the Wellness Division of Capacity Management to help doctors implement the Nutri-West nutrition and the Brimhall Protocol (480-832-1546).

This information was furnished by Dr Bruce Carrick for educational purposes only to let you know how he sees 80 patients per day doing the Six Step Protocol.

We Look Forward to Seeing YOU Soon,
John W Brimhall, DC and the Wellness Team

current seminar schedule

Date	Presenter	Location	Reservation
July 13-15	Dr. Ben Bowers Basic, Interm. & Adv.	Kansas City, MO	NW Kansas 800-658-1656 or 316-755-2356
July 14	Dr. Jason Campbell Basic, Intermediate	Denver, CO	NW Colorado 866-271-8888 or 303-662-9997
July 20-22	Dr. John Brimhall Basic, Interm. & Adv.	Des Moines, IA	NW Central 800-383-0537 or 515-276-2919
July 27-29	Dr. David Lee Basic, Interm. & Adv.	Minneapolis, MN	NW Midwest 800-247-8800 or 636-532-7001

Workshop date change:

PLEASE MAKE NOTE OF DATE CHANGE FOR WORKSHOP WITH BRIAN ANDERSON, D.C. TO AUGUST 18TH. (Workshop Location and Times Remain The Same)

other announcements...

Keep a look out for an upcoming announcement from **Ultimate Wellness Web Sites**, the only Brimhall Certified websites, for the release of **Version 3**.

Version 3 is loaded with top of the line features specifically designed to increase patient leads, streamline appointment and registration processes, open new revenue streams and much more.

Version 3 will blow all competitor web site services away.

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