

If you aren't keeping up, you're falling behind.

WHY SO MANY ARE TURNING TO ADVANCED, LAB-BASED NUTRITION TO SAVE THEIR PRACTICE.

By Van D. Merkle DC, CCN, DABCI, DACBN, DCBCN, Vice President of CBCN
(Recently featured in *Dynamic Chiropractic*: Parasites: Natural Remedies Do Work!)

Did you become a Chiropractor to let someone else mandate the treatments you're 'allowed' to provide and get payment for? If you want to learn how to save your practice and avoid insurance companies altogether by **providing cash-based services**, read on.

The \$34 billion wellness market is growing, and you can be part of it. According to a 2007 survey conducted by the National Center for Health Statistics, out-of-pocket spending for alternative medicine, including supplements, was estimated at \$34 billion. Other estimates show that one out of every three Americans has used some form of nutritional therapy and of them, 84 percent would use it again.

I operate a cash-based nutrition practice in Ohio, where the unemployment rate was named as being above the national average by the Dayton Business Journal in 2009. Even in these tough times, **people are willing to pay out-of-pocket expenses** for natural therapies. An estimated 74 percent of the American population is seeking nutritional wellness.

With just a few simple steps, you can utilize lab results to improve your patient's health, naturally. Simply send your patients to their local lab where the blood will be drawn and analyzed. The results are then sent directly to your office.

Blood testing is the "gold standard" in health-care and is allowed by most states with your DC degree. **Nutrition services based on objective lab results are accepted scientifically, medically, legally and publicly.** Providing your patients with nutritional care does NOT mean selling the supplement-of-the-month, promoting the latest fad or even guessing at what your patients need.

Simply identify the imbalances based on the lab results and make recommendations to correct them, allowing the body to return to its healthiest state. **I can't stress enough how easy this can be.** I will teach you what objective tests to order, how to analyze the results, and produce diet and vitamin protocols based upon the test results.

Unlike other 'nutrition gurus' **I actually have the research and results to back up my claims.** In my last article I referred to my recent cases (Breast Cancer, Prostate Cancer, Liver Cancer, Parasites, Osteopetrosis, etc.) and explained how they were documented using lab tests. I invite you to review these cases at my website.



Learn from someone who is healthy. I practice what I preach!

If you want to grow as a practitioner, you must remain competitive. In any business it helps to be first in offering something unique. You can be one of the first in your area. You can be the health expert your community looks to for answers. Now is the time to expand your practice into the growing wellness market.

Nothing is more expensive than a missed opportunity, and **your opportunity is right here, right now.** I hope you join countless other health professionals across the nation that attend my lectures, and are changing the way they provide healthcare. The financial success is only a bonus to the contribution you will make to your community.

When asked about my lecture, Antonio Fernando, a D.C. that attended my seminar in October 2009, said "You have given me a renewed sense of purpose in my professional career and personal life. After losing my father this past summer to complications stemming from a massive stroke (he was only 67 and seemed very healthy) **I asked myself what more could I have done.**

I studied the information on your web site and became convinced that this is what I should be doing. Saving more people from the tragedy my family went through this past year. Thank you for saving my life's purpose."

Don't let your practice fall behind. Go to my web-site, review the case studies, and watch a short video of what one chiropractor was able to do after testing his second patient! You can be the nutrition expert in your area...it's easier than you think!

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