

Good vs Great FM pt II

A Biogenetix Clinical Presentation

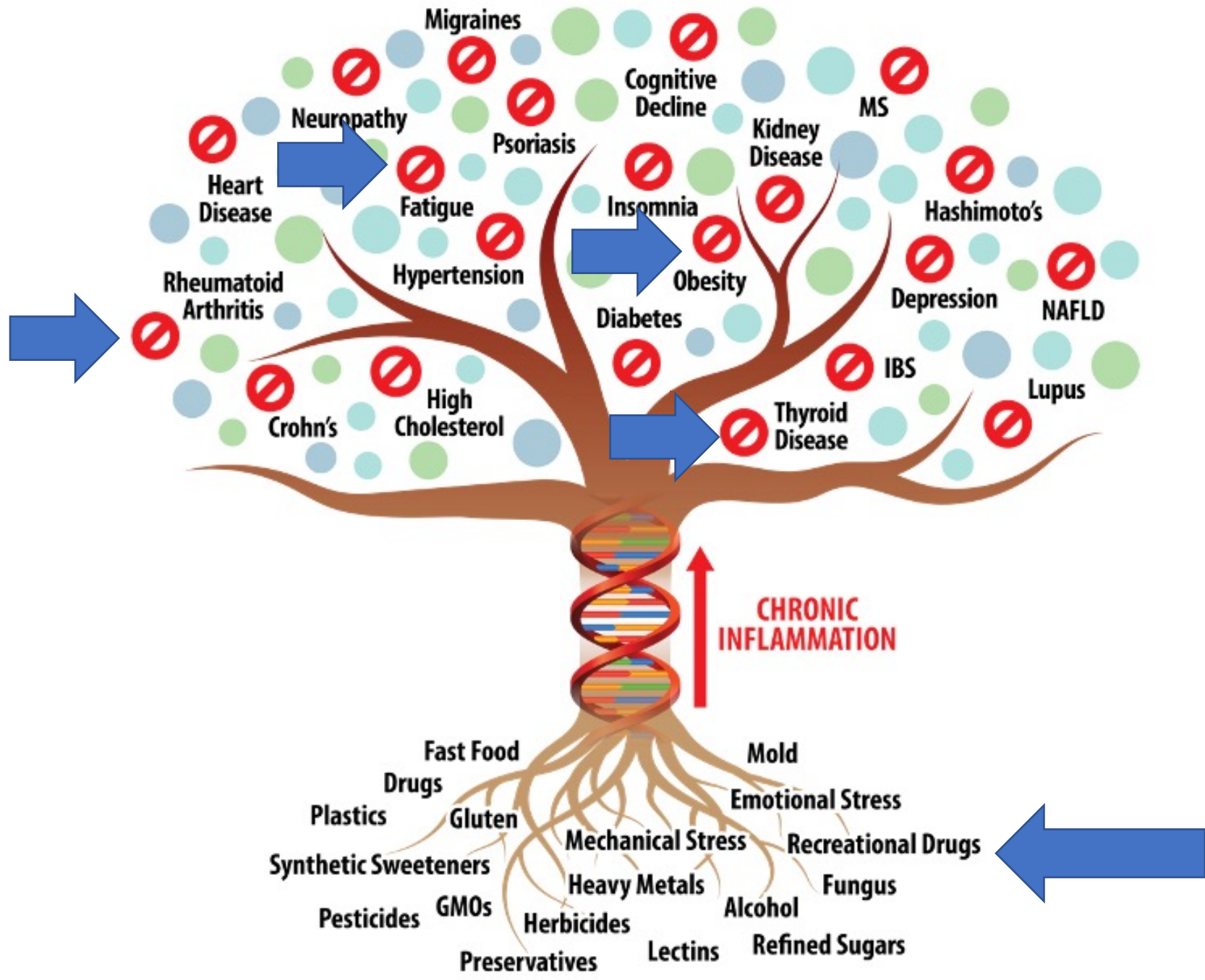
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Disclaimer

- *Information in this presentation is not intended to diagnose, treat, reverse, cure, or prevent any disease. While this presentation is based on medical literature, findings, and text, The following statements have not been evaluated by the FDA.*
- *The information provided in this presentation is for your consideration only as a practicing health care provider. Ultimately you are responsible for exercising professional judgment in the care of your own patients.*





When Providers Sabotage Patients

1. Incongruency
2. Fight for right instead of results
3. Major in minors
4. Main character syndrome
5. Constant Decisions



**Start and Finish More Cases:
Stop sabotaging progress...**

1. Retest
2. Reassess
3. Revamp



Start and Finish More Cases: Stronger Connections, Sharper Directions

Let the patients tell you how to coach them. Invite a humble brag:

Seems like _____ would be difficult to accomplish...



Start and Finish More Cases: What is the patient's buying/sales language?

(The humble brag will tell you...)

1. Attention
2. Price
3. Value
4. Risk (daring vs averse)



Start and Finish More Cases:

Are you reaching for the patient or is
the patient reaching for care?



Start and Finish More Cases:

1. Review your WINS.
2. Review your losses.
3. \$20 wins, \$20 losses = stability.



Start and Finish More Cases:

1. Patient vision board
2. Collage
3. Review it daily

