

# the VOICE



Volume 11, Issue 1

Put our present situation of a pandemic aside and the isolation, social distancing and all of that, just for a moment.

Think about our industry. Think about the opportunity. Think about whether you are sensing a shift in the general population. People are not working and businesses are scrambling to keep the lights on ... so to speak. They will soon be reevaluating what they can offer employees — including health insurance benefits and who knows what that might mean for all alternative modalities.

The shift is quite noteworthy in another perspective. Products are flying off the shelves in the dispensaries, seemingly without thought to cost, and the manufacturers can hardly keep up with the demands for health supplements. Naturopaths and other alternative health practitioners are as busy as they care to be with phone and on-line consultations.

In short, people seem to be looking for our kind of guidance like never before.

The public appears to be turning from allopathic ways — which, for the most part, are unavailable — to complementary alternatives. Many are even looking to the natural pharmacy in their very own kitchens and pantries.

Often people are pursuing these avenues with very little guidance.

Once this is all over and the dust settles

there is tremendous opportunity to provide a service which will build on what they have already discovered — they can supplement their well being with healthier eating and better nutrient choices.

Here is the trick — now is the time to start building the foundation for this potentially game-changing shift.

People are primed to hear from you about what you can offer. Get your newsletter out there. Reach not just your clients but your past clients and your potential clients. Strike while the iron is hot.

Once the new normal is established, getting into an allopathic doctor will be a “survival of the fittest scenario” There will be a huge backlog and new parameters making it increasingly difficult.

This just may be our time. We need to be creative and think outside the box, because there no longer is a box!!

The general public is primed to seek alternatives and will be more open to what you can bring to the table as long as you do it in a sincere manner. Offer value with confidence and empathy. You’ve got this!

Wendy Gibson, BA, RHN, NNCP  
Executive Director, CANNP

## Great Tip

### Use Your Time Well

Isolation is a great time for you to work on your continuing education which can encompass a great number of avenues including books and podcasts. Just keep track so you can report accurately. Also, this is a fabulous time to share your wisdom with a new graduate looking for a little guidance. Consider becoming a CANNP Mentor.



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## Power Hours

We have had some great Power Hours lately.

We had one that was very informal about how to Float Your Boat during this time which is recapped on page 4.

Also we conducted one based on a need that we gleaned from the Membership. Many folks were struggling with staying on task during consultations, preventing overwhelm and earning their worth. We hosted a well attended Best Consultation Practices session. The summary is on page 6.

Our most recent hour featured Jane Durst-Pulsky who offered great tips on how to keep your business moving along during this tough time. She shared new ways to cultivate courage, creativity and confidence. Much of the advice which she offered we discuss in this edition.

## Let's Talk Safe Practices

We have suggested that Members add a line to general Client Statements such as: *used: I understand that (name) is a not a medical practitioner, naturopath or dietitian.* Now that many of you are using an on-line platform you may wish to consider an addition to this, such as:

*I acknowledge and understand that despite recommendations that encryption software be used as a security mechanism for electronic communications relating to personal health information, it is possible that [e.g. Skype or Zoom] communications with [practitioner] may not be encrypted or secure. Despite this, I agree to communicate with [practitioner] using these Services with a full understanding of the risk.*

To ensure maximum safety when making an etrans we suggest that you forward your security question to us via email but provide the response on the phone as a message. Simply state your name and the response to your etrans question is X.

Better safe then sorry!

## Let the Free Stuff Flow

Since everyone is looking for new ways to reach out to clients we recently offered some fabulous free giveaways to help you out.

We developed a Flexible Focus plan which highlighted interesting ways for you to pivot your business.

As well we brought back some old favourites including the Checklist for Healthy Habits and Smooth as Silk to help with giving presentations.

We are always interested in finding new ways to support your business so if there is something you would like to see, just let us know and we will do our best to accommodate.

## That Clean Life

That Clean Life has uploaded an entire series of webinars on Nutrition For Your Business. These share some very helpful information. They are worth looking at and also count towards your CE.

<https://thatcleanlife.com/series/nutrition-for-your-business?afmc=21>

If you decide to use their service please use this link to help the CANNP: <https://partners.thatcleanlife.com/affiliate/>

## Member Book

Congratulations to Sharisse Darby on her new book *The One-Pot Alkaline Diet Cookbook*. The cookbook includes 100 delectable plant-based recipes that were developed to minimize your hands-on work in the kitchen. Plus, the one-pot cooking technique makes sticking to the alkaline diet a walk in the park.

<https://www.amazon.ca/dp/1641529806>

## GoodLife Fitness

CANNP Members, with a valid number, are now eligible to register for a GoodLife Corporate Membership. Please remember that your GoodLife Membership is tied into your CANNP Membership so renewing on a timely basis is important.

## New Journal Options

How about a professional Research Journal at a special CANNP rate? We are proud to bring two on-line journal subscription options to you at 70% off the usual price! Worth exploring!

**The Journal of Alternative and Complementary Medicine (ACM)** which is the leading peer-reviewed journal providing scientific research for the evaluation and integration of complementary and alternative medicine into mainstream medical practice and

**Alternative and Complementary Therapies (ACT)** which delivers practical and evidence-based research on integrating alternative medical therapies and approaches into private practice or hospital integrative medicine programs.

Members interested in delving deeper into this offer can do so by logging into the Members only area and looking under Research Tools.

## Contact Us

When you contact us or make payment using your business name, please also include your Member name and/or NNCP number in your correspondence. This will make matching you to your information much, much easier.

### Please Note

CANNP is pleased to bring you many discounts and opportunities; we encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

The content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

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### Membership Expiry

CANNP is advising that you not let your Membership lapse since many of our benefits and certainly the insurers will be looking at any point for your valid Membership.

CANNP sends 4 renewal notices — no excuses!

1. At the beginning of the renewal month.
2. In the middle of the renewal month.
3. Approx 1 week to end of month via email.
4. A goodbye letter at expiry.

If you wait until notice 4, there may be an unavoidable lapse due to required administrative tasks.

If you would like to discuss Membership options, please do not hesitate to email us at [info@cannp.ca](mailto:info@cannp.ca)

### Saved by Nutrition Update

We understand that *Saved by Nutrition* is almost done and should be off to the printer shortly. It will be filled with true stories from holistic nutritionists — most of us are in the business because nutrition saved us. This is not just a "fly-by-night" project but will be used to woo insurers and government as well as act as a sales tool for you. Michelle Post is spearheading this project and can be contacted directly for more information, guidelines and submissions at [michelle@making-strides.ca](mailto:michelle@making-strides.ca).

Also there are a couple of courses related to this project. One is aptly entitled, *Saved by Nutrition*, and it will help you elevate your story with enhanced writing skills.

Once you catch the writing bug, learn more about how to write your own book entitled, *How to Write Your Own Book Made Easy*.

Both classes are available by contacting Michelle directly.

### For Our Newest Members

If you are overwhelmed by all that you have to take care of to get off the ground — know that we are here for you.

**Insurance** - discounted E & O; optional extended health and dental; coverage for those employers that include Nutritional Counselling from Manulife, iA Financial, GreenShield, ClaimSecure and Blue Cross (Alberta) as well as the Sun Life PSP

**On-going** - Mentoring (when available); *The Voice* newsletter; Podcasts and Inspired Events; Menu Plan template; Chat forum: Power Hours; access to health related shows across the country; discounts on products and services including GoodLife Fitness and fabulous alternative health journals, and free giveaways all the time

**Time Limited Offers** - ABC's of Health; Organize Your Business; CORE 1, 2, 3; Business Card/Logo and Brochure critique; Grocery List; Check list of Healthy Habits; Plate Portion; Colour Your Plate - Talking Produce, logo and brochure critiques and more coming soon.

**Fee Based options** - Business Plan template; Starter Kit; Newsworthy; TrueView; Presentations for your site; Limited edition posters etc.

More benefits all the time— watch your weekly eblast!

### Insurance Challenge Update

Behind the scenes CANNP continues to pursue the major Canadian insurers. At the best of times this challenge is a slow process and now, with intense isolation, it is difficult to get very much attention. That said, we are getting "our ducks in a row" for our next initiative. Please stay tuned for our progress report.

Every week we get Claim Providers checking on the status of their applicants. Some of these inquiries are from insurers that have provided us with letters confirming coverage, while others are not. Funny enough, some may even be from companies which we have been pursuing. That goes to show you what massive organizations we are attempting to infiltrate.

Regardless, in order for you to be considered eligible for coverage, it is important for your Membership to stay current. The insurers now have access to a Member checker that ties directly to our database. The database is automatically updated monthly, meaning that should you let your membership lapse, and the insuring company checks, your client will be ineligible.

Please use this link <https://www.providerconnect.ca/ProviderEnrolment/HPPSApplication.aspx> to register with Green Shield. CANNP is under "social worker/counselor." It will take approximately 7 days to update the GreenShield system.

Also, please remember that your client's employer must co-operate by including nutrition as one of the desired claims. Without that piece in place, a client who may have GreenShield coverage for example, may still not get coverage for your services.

Always have your client submit the CANNP logoed form with both your name and NNCP number clearly visible. A detailed account of your client meeting is not required however, a simple General Nutritional Counselling often will be all that is required.

### Float Your Boat

Lots of businesses go through lulls. Many are dependent on seasons or sale times. It is just the nature of business. Presently, we are experiencing uncharted territory, and with that comes opportunity.

Many people just don't even attempt to work when things are slow, waiting for action to come to them. Instead of looking harder for business opportunity or getting other things done to improve their business, they just stop.

We would all feel better if we were to keep engaged and do things that matter — not just busy work. Let's look at what we can do while we have this down time — tasks which are not necessarily on our regular list when we are busy.

**Marketing your business** seems obvious, but when times are slow, marketing seems to be the function that gets the axe most often. It is precisely during times of relative inactivity that you need to focus more effort on marketing your business to your client base and beyond.

**Plan your marketing calendar** for the rest of the year. Schedule when you want to do your giveaways or specials. Develop new offerings. Consider whether there are new products and services your existing clients might appreciate. Can you enhance your offering or restructure it?

One of the simple things you can do is **email subscribers**, clients and potential clients who have specifically signed up to your list because they want to hear from you. This is something that you should do consistently but may have been too busy to bother with. Provide something of value that will keep your name in front of the recipient. Now is the time to reach out with some information that they may not be getting elsewhere — not the hand washing and social distancing bit, but the eat more vitamin C and zinc rich foods. Even if the information is not necessarily new, coming from you may validate what they have heard before.

**Survey clients.** What do they actually think, want, and feel — outside of your assumptions? Are you meeting their expectations or addressing their concerns? You may get some harsh but helpful answers, which will provide you with valuable guidance for your future plans.

**Create social media content**, if you already have an active and populated account. It is a difficult time to build a Facebook and Twitter following as these platforms are in flux and overused, but if writing blogs is your thing, use your time wisely and develop materials for postings.

**Polish up your web site.** Look for the things you would like to change, edit, or optimize. Sometimes these updates can be done without too much expense. Perhaps learn how to do minor changes yourself.

Think about your **business model** and your processes. No company does everything right. When there is a lag in business, you have the opportunity for reflection, refinement, and redesign. Under normal circumstances, you may wish you had the time to do these contemplations. Look at your business plan — or do one if you haven't already. Consider how you can restructure so that processes will work better for you. This sort of reevaluation should be an on-going process but it often takes a back seat when we are busy.

Are there people, services or technology that can help you in areas of weakness? Are there technology or apps that you have been avoiding because of a learning curve, which might be helpful to you?

**Educate yourself** and get a jump on your continuing education. Take the time to use a new tool really well, such as *TrueView*. There are loads of free or inexpensive courses that you can take on-line which might help you bring new knowledge or ideas to your business. If you catch yourself thinking, "I wish I knew how to do that," now is the time to learn. Podcasts are a fabulous learning mode and you can listen

to them while you are doing other tasks, exercising or walking the dog.

**Streamline systems** — do the things that you wish you had time to do. This is the time to put together all of the policies and procedures you have wished you had in the past, but were too busy to get to. Be sure to write down the steps of your procedures so that someone can step into your shoes temporarily if need be.

**Upgrade your office.** Throw on a coat of paint, do a thorough cleaning, or just get organized so you can become more efficient. We know it reduces stress to work in an organized, uncluttered environment. Remove all extraneous paperwork, clear out the in/out boxes, and put files in order. Clean your surfaces, find a home for all your "stuff" and hang some art.

**Learn from another industry.** The longer you work in an industry, the more you risk becoming myopic. Look at what other types of businesses and endeavors do. How do they solve problems and what might be applicable, with a twist, to your business? What might you consider doing differently? You might want to look at dietitians and ND's. Both industries are widely restricted though, for example, ON NDs cannot advertise or offer promotions.

**Strengthen important relationships, outside of your clients.** Think about the people who are important to your business and consider when the last time was that you paid them proper attention. Just do a check in, so they fondly remember you.

**Launch a Referral Program.** The people who will take advantage of a referral program are loyal clients who already use and value your business! Keep your loyal clients talking about your service by acknowledging them.

**Keep a list of other tasks** you'd like to accomplish during any slow time, and make sure to set goals for yourself so that you are encouraged to keep up with your progress during the busy times as well.



### Zooming in on Privacy

Many of us are conducting consultations and meeting using the Zoom platform. It's a great way to combat the isolation we are all experiencing as well as helping us maintain our businesses.

According to their own publications, Zoom is adhering to the PIPEDA/PHIPA Compliance regulations;

"At Zoom, we are committed to protecting the security and privacy of our customers in Canada to be compliant with Canadian Data Protection regulations, including the Personal Information Protection and Electronic Documents Act (PIPEDA) and locally, the Personal Health Information Protection Act (PHIPA)"

Zoom claims to not sell your personal data nor do they monitor or store your meetings. You do have the option of recording and have them store the recording but you have to take specific action to make that happen.

Zoom has put in place a number of security features that you will want to be sure to take advantage of.

When you are setting up your call you want to enable the password option so that anyone who is invited has a specific password for that call.

As well, enable the waiting room function. Those wishing to attend your call will have to be admitted by you as the host. The hope of course is that your meeting remains private. You will be provided a list of those in the meeting, and those still in the waiting room, so you have total control of who joins.

Once your client or attendees are visible, you can actually lock your meeting to prevent any others from attending.

There is an option to lock near the bottom, by the number of participants.

Disable the Join Before Host function though it should be disabled by default, but check to be sure in the Settings. Also consider disabling screen-sharing for non-hosts, the remote control function and all file transferring, annotations and the autosave feature for chats.

Finally, Zoom suggests not sharing the details of access to your meeting on social media. Instead, email individuals directly.

### Business Buzz

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#### Illusion vs Reality — Your On-line Meeting

During this period of enforced isolation, many of you are taking your one-on-one meetings to an on-line platform like Zoom or Skype. Despite not being in the same room with your client you still need to always present yourself and your valuable material in professional and efficient manner. What does that mean exactly? In short, it means that all the rules of meeting conduct still apply.

For starters, dress the part. Even if you are wearing pj bottoms or sweat pants, look business-like from the waist up. Present yourself in the best way you can — and if you need a little assist you can engage the "touch up my appearance" Zoom function in Settings, Video Options on the left.

Be on time and be prepared. Always! You have set the meeting as host and you need to accept the attendee to the meeting. You wouldn't keep them waiting in a waiting room so don't keep them waiting in cyberspace for you to chime in.

Be attentive. Position your camera so that it is both stable and at eye level. This will make your client feel as though you are more engaged. Much can be communicated through body language and facial expression so be aware of what you are doing and how it might be perceived.

Another point about engaging is to look at the picture of your client or your camera when you are addressing the attendee. Avoid the urge to watch yourself — we all do it!

Don't multi task during the meeting, minimize distractions, and be aware of background noise. Find a quiet, private place for your meetings, remember that often you are touching upon issues within the privacy parameters.

When you are positioned properly, take a minute to look around. Is your desk surface messy? What is behind you and therefore in the background of your image? Your entire camera image is creating an impression for your client.

Try to not talk over your client. If there are questions/comments to keep track of while the other person is talking, perhaps it would be wise at the onset to suggest use the chat function to make notes which can be referred to later in the meeting.

Lastly, think of this as an opportunity to elevate your personal reputation in a business setting. Good manners and proper language count as much as ever.

## Best Practices: Keep on Track and Not Create Overwhelm

Every practitioner is as unique as the client he/she sees and we are here to tell you there is no single right way to approach a client or a consultation but there are some parameters that you might want to adopt if they seem to suit your style.

- A. Lay the groundwork
- B. Structure the meeting
- C. Construct an exit strategy
- D. Leave the door open
- E. Follow up

### A. Lay the Groundwork

Your initial contact with your client will most likely be via the phone and/or email.

Understand that it isn't just what you say but how you say it, and how you present yourself that is important. Posture and facial expressions if in person; breathing, voice quality and keywords all work to create an impression. When you are on the phone and there is no visual cue, your tone and enthusiasm, as well as key words, will be a selling tool.

Be sure that you are clear about the general concerns/goals of your client and that your client, has a good grasp of what he/she can expect from you — understanding that to proceed changes will have to be embraced. If your client is not willing to change anything, then you may not be the miracle worker they are seeking.

Also, this is the time to clearly explore the subject of fees so there are no surprises. Consider offering a package opportunity. By paying up front for a series of sessions, you are building in accountability and a longer commitment. This is also an ideal way to weed out clients who will otherwise not take the program seriously or stick with it.

Laying the groundwork is the time to explain your cancellation policy and any other office policies that are relevant. How do you handle email responses? Will you send appointment reminders? Etc.

The important thing to establish is that your client has decided to make the first big move toward a healthier lifestyle and you are teaming up to make that happen.

Now the plan gets more personal — you may want to gather more information in person or to do it in advance so that you can be more prepared. Which would make

you more comfortable? Either way it should be clear that you value and respect your clients time and structure things to be as productive as possible.

Whether you get forms completed before or not, meeting with your client face-to-face will provide much needed clarification.

If this is a follow up consultation it would be the time to see how far they have come — get them invested and build your credibility. Touch on the 2 or 3 symptoms which were most problematic; have them rate that symptom at the time they initially saw you and how they would rate the symptom now.

### B. Structure the meeting

Much like a book you will be able to stay on track if you have a beginning, middle, end.

#### 1. Beginning

Personal contact and connection is what will make or break your consultation.

Greet the client with a genuine smile and make them feel comfortable. Use their name and make eye contact — all these little gestures make a big difference.

Let them know how excited you are to meet them and that you are part of their team working towards their improved health.

You want to build rapport by letting them know you have a real interest in learning who they are and ultimately build a manageable program specifically for them.

Start with simple open-ended questions and then do a little digging — looking for information which you can use to help your client succeed eg. what is their day structured like; their physical situation during the week; do they work remotely; do they have specific likes and dislikes. Some of these questions may seem unrelated but by the end, you will be able to develop a protocol very tailored to the client eg. should you lean towards a supplement protocol that is twice or 3 times a day, as a better option? are food choices dependent on a picky family or a specific budget? does their mode of transportation lend itself to carrying a water bottle etc. etc.

The more tailored your approach the less negative objections the client will have, reducing the chance of abandoning the entire protocol.

This is also the time to review the areas of interest on the forms that require further exploration and to review materials which are new to you — perhaps a food diary which they bring to your meeting.

#### 2. Middle

The client should take the notes that are pertinent to them or note questions etc., perhaps in a journal meant especially for this experience. Not everyone learns by writing but it will be a good place for progress to be shown, one way or the other.

By writing during the consultation, they can both refer and tackle just as much as they sense is relevant. They are then taking on the responsibility of their health changes, as opposed to you imposing them.

More often than not, the client will be more willing to alter a habit if they understand why they are being asked to do something. So if you are asking them to replace cow dairy products — you will want to explain your reasoning but be sure to add the caveat that this is for their interest and not something that should be added to the “have to remember” pile.

Keep in mind you are educating the client so be clear and concise. This is not the time to lecture but to share the relevant information, laying the foundation for the ask, which will be the protocol.

Use the tools you have available — a diagram of the Plate Portion or the Stay on Track Checklist form etc. These can serve as reminders to the client when you are not in front of them.

If the consultation is a follow up, this is the ideal time to draw parallels to further demonstrate credibility — use the food diary or your discussion with them — “oh you were not feeling well on Monday night — let's see what you ate — two hot dogs?” Your job is to guide, educate and pull the puzzle pieces together.

#### 3. End

As ideas are formulating, prepare a protocol which concisely outlines a short term plan. Think about providing three recommendations — perhaps two food related and one lifestyle related

# Science Catching Up

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As reported in March 2020, a survey of more than 5600 physicians found that more than half had recommended at least one type of complementary healing therapy to their patients during the previous year. Massage therapy was the most commonly recommended (30.4%), followed by chiropractic/osteopathic manipulation (27.1%), herbs/nonvitamin supplements (26.5%), yoga (25.6%), and acupuncture (22.4%). The most commonly recommended CHAs by general/family practice physicians were chiropractic/osteopathic manipulation (54.0%) and massage therapy (52.6%). Female physicians recommended every individual CHA at a higher rate than male physicians except for chiropractic and osteopathic manipulation. These findings may be another indication of a shift in thinking.

<https://www.liebertpub.com/doi/10.1089/ACM.2019.0303/>

A study in *JAMA Internal Medicine* looked at 104,707 men and women who were generally thought to be healthy. After completing extensive questionnaires it was determined that in a 24 hour period, their overall intake of ultraprocessed foods (often containing emulsifiers, thickening agents, food colouring, additives etc.) was in excess of 17%. Over an average of a 6 year follow up, there were 821 cases of Type 2 diabetes. Researchers determined that for each absolute increase of 10% in the weight of ultraprocessed food in the diet, the risk for diabetes increased by 13%.

<https://jamanetwork.com/journals/jamainternalmedicine/article-abstract/2757497>

In *Medicine & Science in Sports & Exercise*, November, researchers at the University of Leeds England did a study of how people felt about food and how it related to exercise. Sixty-one middle-aged, overweight, inactive volunteers partook in the experiment. They all completed detailed questionnaires and online tests. Fifteen were asked to continue their normal lives and became the control group. The rest began exercising 5 times a week for about 1 hour or until they burned 500 calories, for 12 weeks. They then redid all the tests. Some in the control group had gained weight, and showed little alterations in their feelings about food. Most of the exercisers, though not all, lost some weight but showed an altered reaction to food. They no longer found high calorie, high fat food irresistible. The study found that though the exercisers felt that they would enjoy the food they no longer felt the need to seek out the food. They also reported less binge eating.

<https://www.ncbi.nlm.nih.gov/pubmed/31764466>

A study of mice, published in *Nature Metabolism*, may help scientists understand the effects of the keto diet in humans. Authors found that the benefits of keto ceased after only one week. Initially, the keto diet may provide benefits, such as a lower risk for type 2 diabetes but after that, the rodents began to store fat and regain lost weight. They found that “Ketone bodies are a potent activator of gamma-delta T cells, which are key tissue protective immune cells,” says Dr. Dixit. Though few in number, these cells are part of the initiation and spread of immune responses. This situation was only temporary, though. When the body went into the “starving-not-starving” mode brought on ketosis, the mice began to store fat simultaneously with fat breakdown. After about a week, the mice weren’t able to burn all the fat they consumed, and they developed diabetes and obesity. Researchers felt this was likely because the mice lost the protective gamma-delta T-cells in the fat. Humans studies are required.

<https://www.nature.com/articles/s42255-019-0160-6>

## www. Wild, Wacky, Wonderful

<https://www.cochrane.org/evidence/podcasts>

Cochrane is for anyone interested in using high-quality information to make health decisions. The podcasts deliver the latest Cochrane evidence in an easy to access audio format, allowing you to stay up to date on newly published reviews wherever you are.

Each Cochrane podcast offers a short summary of a recent Cochrane review from the authors themselves. Hear the latest Cochrane evidence in under five minutes. Browse the podcasts or use the search box to look for something specific.

<https://www.mskcc.org/cancer-care/diagnosis-treatment/symptom-management/integrative-medicine/herbs>

Talk about a shift in perspective! The famous Memorial Sloan Kettering Cancer Center has an entire section dedicated to integrative medicine and includes an entire section on herbs, botanicals and other products. As well, they feature a section about Mind-Body therapies. SKI exists as a distinct entity within a larger community of scholars, clinicians, and researchers. Now we have to chalk that up as a win!

<https://www.nutrition.gov/topics/audience/children/kids-corner>

How about using some of this new found time to engage the kids in some nutrition based activities? The site is maintained by mainstream folks and is therefore not holistic based but it may be an opportunity to discuss the differences in approach; keep the children engaged while learning along the way. It may also provide some ideas that you can reconfigure with your preferred food habits.

## Best Practices, *continued*

Review the supplement requirements if you choose to go that route — where or how to get them, with the specifics in writing.

Address any questions that arise.

### C. Construct an exit strategy

In a clinic environment it is acceptable for you to be notified when there is 10 minutes left in the consultation — a gentle knock on the door or an intercom notification.

If you are alone in a consultation setting, consider setting a chime alarm to indicate the 10 minute mark.

Present the written protocol to reinforce the most important points which the client may or may not have noted themselves.

Include 3 important steps until your next meeting — 2 related to diet and one to lifestyle but be sure that these are common sense tips tailored to their situation

Reiterate the goals and plan for the next several appointments eg. first let's get you feeling stronger and your bowels functioning then we can start to clean up the terrain.

Put a time frame to these goals – commit to 3 or 4 or 6 sessions, again by offering a discounted package of appointments.

### D. Leave the door open

Make sure the client knows that they can contact you and the best way to do that but clarify your policy on returning calls and emails, perhaps encouraging the client to save questions in their journal for next time. If they have real issues, they should be encouraged to make a new appointment — set and communicate clear boundaries.

If there is anything in particular they should watch for, be sure to outline that as well.

Leave them with some written materials which reinforce what you have discussed — tools like the plate portion or an elimination diet chart and/or studies or articles that are relevant – this step works to your advantage in a number of ways. They add credibility and professionalism, encourage compliance and keep your name in front of them during your time apart — that is very important.

Ask permission to add their email to your list with the promise that you will only mail a limited number of times. Keeping your name front and centre is one way that you will stay top of mind.

### E. Follow up

You – even though everything went well and you have a well-qualified and committed client — need to follow up! Every time!

Within a day or two send a two sentence summary of your meeting. Highlighting something that was discussed of a personal nature eg. hope the meeting went well or that your daughter feels better – shows this is not a form letter. Include one great win, one piece of homework and one goal for the next time.

End with a relevant “sound bite” eg. when in doubt, go green or quality not quantity. Include a reminder of their next appointment. This is the opportunity to subtly remind the client that if the goal is to be as healthy as possible for the rest of his/her life, he/she needs to be slow and steady. They should never leave with the notion that you are asking him/her to make

quantum leaps — though progress may be slower, you want it to be manageable.

Your client should walk away excited and confident about this journey they are embarking on and that you are part of the team with a common goal. You do not want to come off as a salesperson. Do not push supplements for example or an MLM product.

### Referrals

According to James Elliot, who is one of our recurring Power Hour geniuses, generally, we ask, “do you know of anyone who could benefit from my program or services?” This vague approach is not very powerful but asking, “who do you really care about...who would you love to take their health to a whole new level?” Then follow up with. “I’d be happy to speak with them about what I can offer.” Those are, after all, the people who you want to work with. You have now had them pinpoint an individual who will surely hear about how well you have handled your client’s situation.

When you get a referral, be sure to reward the referring party with something that says thanks in a real way. Don’t offer a discount because that means they have to pay something to get their reward. Instead buy them an inexpensive inspirational book or a relevant trinket or give them a free supplement or something else related — keep an eye open for a good deal on an item that would work ..... and always include a hand written note. Be vague about the referred person, no name, but a simple thanks for sharing my information, it is most appreciated. Referrals and personal contact — those are the connections that this sort of business thrives on.

## Comforting Chicken Soup

4 chicken carcasses or packs of bones  
2 large chicken breasts w/skin/bones  
or pack of thighs  
14 cups of water  
1 cooking onion  
3 carrots, chunky slices  
3 celery stalks, chunky slices  
2 parsnips, chunky slices  
3 sprigs dill 3 sprigs parsley - minced  
1 tab Organic Better than Bouillon or  
enhancing equivalent (optional)

Clean the chicken pieces. Combine all the chicken parts in a large pot with the water. Peel and cross cut (not all the way through) the onion and add to the pot. Bring to a boil and cook over a medium heat for 1.5 hours, uncovered.

Skim the top from time to time.

Add all the remaining ingredients except the bouillon. Cover and cook on low for 1 hour. Remove from heat; strain and then add the vegetables back in, saving the usable chicken parts as a soup addition or for an alternate use.

Season to taste with salt and/or the bouillon. Freezes well.