

# Transform Your Practice: From Sick-Care to Well-Care

## Patient-Centered Functional Health Approach

### The Patient Expectation Gap

Patients expect you to do something or give them something to get rid of their pain.

#### Reality

Patients have a functional problem, not just a pain problem. You are a functional expert.

They think they have a pain problem...

### Sick-Care vs. Well-Care Model

#### Sick-Care Model

- Focus on eliminating pain symptoms
- Patient seen as having a 'pain problem'
- Technical jargon (subluxations)
- Generic 'Table Talk'
- Short-term thinking
- Provider-centered communication

#### Well-Care Model

- Focus on improving functionality
- Patient seen as having a 'functional problem'
- Patient-friendly language
- Functional Health Management Score
- Long-term wellness thinking
- Patient-centered communication

### Functional Health Management Score

Functional Health Management Score™ Grading Scale				
F	D	C	B	A
Failing Health	Compromised Health	Compensating Health	Sub-Optimal Health	Optimal Health
Severe Pain Disability Chronic	Daily Symptoms Affects Activities Body Breakdown Many Physicians	Pain Symptoms Fatigue Poor Digestion Mood swings	Usually No Symptoms Optimal Health Possible Critical Health Decisions Health Blissoms	Minimal Energy Minimal Energy Optimal Health Optimal Health
Poor	Fair	Good	Very Good	Excellent

Show patients their current level of function with this visual score. In two minutes time, they're now listening with different ears.

Now they see themselves in everything you are telling them.

### Make It About THEM

#### Before: Technical Jargon

"That was a good one." "Oh wow, you really needed that." "Your subluxation is reduced."

#### After: Patient-Centered Language

"Your Functional Health Score is improving." "This adjustment is helping you regain mobility." "You'll feel more functional after this."

#### Communication Opportunities

10 Minute Talks

Lunch and Learns

Dinner with the Doc

Treatment Room

### Benefits of Patient-Centered Approach

#### Higher Conversion

More people from your talks become patients when they see it's about THEM

#### Better Compliance

Patients follow care recommendations when focused on their functionality

#### Improved Retention

Patients stay engaged when they see their functional progress

How many of your patients would be more likely to follow your care recommendations if everything you said to them was about THEM? How about all of them?

### Start Transforming Your Practice Today

1

Develop your Functional Health Management Score system

2

Train staff on patient-centered communication

3

Implement in all patient interactions