

Part 10 ~ **Home Health Care**

What makes Home Health Care a vital component of a quality business plan for any doctor?

The past few years we at LazrPulsR System have been devoted to developing the newest and highest quality Health Care systems ever available for home use.

This article, as with all the articles in this educational series, is primarily targeted toward Health Care Professionals. However it is also vital information for your patients as an informed patient is a quality healthy patient that doctors enjoy serving.

Home therapy has been around for as long as there has been health care. However for the chiropractic and other alternative health care professions home care has always taken a back seat and has never been fully utilized. Today I would like to broaden your views of home health care. Why is this necessary? Because home health care is good business for both the doctor and his patients. And without good business planning we will not survive much less thrive as Health Care Professionals in the years to come.

We should take lessons from the medical community on business, because one thing that cannot be denied is the fact that the medical community has good business planning. You can receive medical care 24 hours a day 7 days a week from numerous sources. You can also receive medical information 24 hours a day from many sources, most of which you are not even aware of. The orthodox medical field trains, educates, indoctrinates and even brainwashes the general public 24 hours a day. Their influence is everywhere from every TV show, news broadcast, educational programs, schools, social media, etc. Almost every piece of information that we exposed to on a daily basis has the current orthodox medical influence placed into it. This is why most people's paradigm of health care is that of orthodox medical care.

Yet the medical profession **still** uses massive amounts of Home Health Care. Just look at how many pharmacies and drug stores are available 24 hours a day. Look at how many on line sites are dedicated to medical advice. Patients today know more about their condition than their doctor does because Orthodox Medicine has now made this information readily available. Diabetics take their own blood sugar levels, medicate themselves as needed, manage their own diet, monitor their vitals and basically take care of their own health. The same home health care is available for almost all patients with any chronic disease. Patients love this, they love being empowered to manage their own health as they need it, when they need it, and they know they are intelligent enough to do it correctly. Not only manage it correctly but better than when it is managed once a month by a doctor. And believe me, this philosophy of home care has not taken anything away from the medical doctor's standing in the community or their income. But it has expanded their practice and improved their outcomes.

Why is it that we as chiropractors and other alternative health care providers offer our service an entire 30 hours a week? Have you ever tried to get chiropractic service or even a call back in the middle of the night, or on a weekend? No wonder we are losing this battle! No we can't compete with the medical service infrastructure that has been set up in this country, but we can

do so much better than we are doing now. Just take one aspect from the medical professions massively successful business plan, Home Health Care. This one simple aspect can expand your office hours to 24 hours a day 7 days a week, 52 weeks a year with very little effort and no expense on your part. Think about how that can enhance the care that you can deliver to your patients and how much they will appreciate that additional service.

Remember that this business model did not start with the current medical profession. A doctor's degree is a teacher's degree and you can earn a doctors degree in many fields of education. To have a doctor's degree in health care makes you an educator of health care. And who are you supposed to educate? Your patients! And that is the most important component of home health care. That concept has been proven successful for thousands of years in all fields of health care until orthodox medical care tried to change it. Their original business plan was not to educate their patients to make them more independent. Quite the opposite, they tried to make the patients more dependent on them. They even invented their own language, making it almost impossible for the common lay person to even understand what they were saying much less to know what was going on with their health. Of course it didn't work, so they did what all intelligent business-minded people do, they changed their business plan back to what did work and has stood the test of time and never failed. As alternative care doctors we have it easy. We have the AMA testing business plans, spending unlimited amounts of money, and tremendous amounts of time. All we have to do is watch, learn, and copy what works.

Unfortunately we seldom do this. So the question is, if you are not fully engaged in teaching your patients and empowering them to work with you for their health care needs, who is? Because someone is and there is no other profession that can do the job better than you can. More importantly, as far as the financial end of your practice is concerned, who else will support you and your knowledge of health care to your patients like you will. As their doctor, it's your job and you can't afford to give it to anyone else.

Now that we have discussed the need for home health care and who should be providing that care, we need to cover what makes good home health care verses not so good home health care.

Let's start with the components that make a quality home therapy system a practice builder.

1. First is safety. The home health care system you select for your patients has to be safe. If there is any potential for harm your patients will find it. Home health care is designed to build your practice, not destroy it. Any true natural energy medicine system is the safest form of therapy ever developed and the LazrPulsr 4X Home therapy system has additional safety features built in so that your patients can't utilize it incorrectly. The worst that can happen is that they use the wrong program setting and they fix something that they didn't expect to fix.
2. The next component is the quality of the care, which means, does it actually work? Even more importantly, will it work on me?
 1. The Home Health Care that you utilize should be effective on the vast majority of patients. For example, if you actually had a procedure that could literally raise the dead in one out of a hundred cases, this would be an unbelievable procedure for your practice but it would make a terrible home health care procedure. Home Health care needs to have a positive effect, or an effect that the patients can actually recognize on as close to 100% of your patients as possible. This goes for not only the health care system you use but the information that you teach your patients as well.

1. If it does then you are a hero.
2. If it doesn't then not so much a hero. And if you make them worse then you may end up losing a patient.
2. So the overall effectiveness of your Home Health care program should be your second most important concern.
3. This makes the next issue very important. Regardless of the quality of the home health care you offer if the patient can't perform the therapy it is still worthless to the patient.
 1. This starts with the Home Health care system that you offer. If the patient is nervous about using the system, if they have trouble picking the correct program for their current health issue and afraid that they may do something wrong, they will not use the system which means you do not even have a chance of success.
 1. Which means that a Home health care system must be easy to use and straight forward when it comes to selecting the correct therapy.
 2. The patient must also understand that the system is so safe that if they do run the wrong therapy they didn't hurt themselves, they just helped some condition other than the one they intended.
 2. Next, if you tell your patients to do something like avoid all gluten, sugar, meat, dairy, or many other basic foods, it will not work, it is just too hard in our culture for the majority of the population to follow a rigorous protocol for any period of time much less forever. And even though most of these foods are not that good for you, the majority of people have little trouble tolerating all these different foods which means that it's not so much the foods but your patients that have the real problem. So **remember**, a quality home health care system is more about fixing your patient, and less about avoiding life.
4. Next let's talk about what type of care you want your patients to perform at home!
 1. There are many different reasons patients use home remedies. Most patients have tried lots of over the counter remedies before they ever visited your office. So now as their doctor, what type of therapy do you want them to do outside of your office? Here are some of the protocols that will build patient satisfaction and your practice.
 1. First you need the home health care system to support your visits. Whatever you are treating your patients for you should be able to instruct the patient on how to use their home therapy system to reduce their time of recovery and improve the outcome of your care. Remember that this care cannot replace your care, it's designed to reduce the time of recovery and improve the outcome of **your** care. After all, isn't that what we as doctors are always studying and trying to accomplish, how to make our care more effective so the time of recovery is less and the overall outcome is improved? Isn't this why our boards demand that we obtain continuing education hours every year? To become more efficient doctors to achieve faster recovery and better outcomes? If the members of our state boards understood home care like the AMA understands home care they would require training and utilization of quality home health care by their members just like the medical profession already has in place. Currently we are allowing the AMA to provide the home

health care system for our patients. Are we crazy! I say that it is high time that we start providing home health care for not only our patients but many of their patients as well. Educating as many people as possible about what real home care is about and how it can reduce their time of recovery and improve their outcomes.

2. Next it can give your patients support when they are unable to see you. It may be that you are on vacation or just unable to find the time to see them. Maybe it is 2:00 AM and their child has an ear ache or they are suffering from an aggravation of their symptoms. Do you want to go to the office at 2:00 AM? I assure you that your patients don't. Don't you think they would love to be able to manage most of these minor emergencies on their own, immediately in the comfort of their own home? We don't have alternative care emergency rooms that are open all night and we know that if we send them to the Emergency Room it's one of the most dangerous places on earth and you know that those providers will not support your care.
3. Or it could be that your patients are unable to see you. They may be on vacation and have an injury or fever or digestive problems or any number of daily issues that may come up. Issues that they can manage on their own or at the worst may take just a few seconds of your time to instruct them how to resolve their issues if they have a quality home health care system to utilize. This can keep them out of the ER. It can prevent them from having to go to an out of town doctor that neither of you know nor trust. And remember that if they are on vacation that they are on vacation. They have saved for an entire year and this is the one or two weeks they have been waiting for all year. It is not about the money it's about their time, it's about losing their vacation that they can't get back. Not only for them but their entire family. How much do you think they would appreciate the fact that your guidance and quality home therapy saved their vacation?
4. Next there are countless daily issues that people experience that they don't come to see you for. Why? Because it's not something that they think you treat, they think it's outside of your practice.
 1. Today's patients don't have just a family doctor even though they should. Usually they have many doctors that all specialize in different areas. Besides seeing you they have pediatricians, and dermatologists, an OBGYN, an Orthopedist, a podiatrist, and the list goes on and on depending on the patient. Obviously you can never replace all of these different doctors for all of their specialized care but we know that you can manage the majority of the issues that they see these different specialists for just as well if not better because specialists seldom take the entire body into consideration. But convincing your typical patient of this is sometimes difficult. A quality home health care system expands your practice in ways that your office visits can never accomplish and expands the type of care you can offer for health issues that they wouldn't normally think of seeing you for. Remember that patients will usually try a home remedy before taking the time and money to see a doctor. They may find that your home health care system was very effective for conditions they would never have thought was within your professional expertise. It is just one more way of demonstrating that you are their best general practitioner and best gate

keeper for their overall health.

2. Then sometimes it's because they don't think the issue is bad enough to go to a doctor. If you've taught them much at all they will usually be correct. Usually these conditions are self-limiting and will heal on their own and seldom does anyone see a doctor for them. But that doesn't mean your patients don't treat themselves for these issues? They use aspirin, cold, heat, lotions, rest, over the counter everything until they find something that reduces the discomfort but they manage all of this on their own. So why are they doing this on their own, you're their doctor. You are the one that is supposed to teach them about health care. Why do you want to leave them on their own to figure all of this out or to follow the poor advice of some medical commercial and miss so many opportunities for your practice? Don't they deserve the best care for these issues that you wouldn't see them for anyway? We're talking everything from burns from curling irons to the sun to any bug bites to scraps and cuts and bruises to being over worked or stressed from any number of family or emotional traumas or just plain exhaustion and even the common flu and colds. When these types of health issues occur to you or your family you don't just ignore them. You have quality therapies at your disposal and you utilize them all the time. Don't your patients and their families deserve the same quality of care that you desire? When you explain to your patients that *"this is what I do when I have these types of issues and I want you to know that it is available for you if you are interested"*, don't you think they would be? It's hard to drive away happy patients much less lose them to some new doctor down the street. A Quality Home Health care system goes a long way in building happy patients because it provides so many things that they need and want.

5. Now, let's talk about building your practice. While I'm not a practice manager, there are a few things that I've learned from listening to practice managers over the past 40 years that may be helpful.

1. What do you think keeps patients coming to your office? Again, let's look at a very successful business model that we all know - the American Medical Association. If there's one thing the AMA knows, it's how to keep patients coming to their offices. And that is usually about offering something NEW. You can't just see a medical doctor for a health problem, you end up being referred to multiple new medical doctors. Each one gives you hope they'll will find something new, find a new cause, find a new therapy, find anything that is new. They never take one drug off the market without replacing it with two new ones. They're constantly redeveloping procedures with new ones. You can't say my cousin had this procedure and he's worse now because the procedure is no longer performed. They do a new one now that's supposed to be "better". There are dozens of research associations that have never found a cure for anything that I know of but people still donate billions of dollars to these organizations, Why? Because they keep promising something new on the horizon. A new cure is just around the corner. That something new gives people hope and hope is what people need to keep going. The medical profession knows that they have to continually offer something new to their patients and if they don't, then the patient finds something new on their own - which is usually a new doctor. That's where I

found most of my patients, it's also why I lost many of my patients.

So what are you offering that is new in your practice? I know that many doctors reading this article offer many things that are new in their office. But how many new things do they offer outside of their office. Few are utilizing home health care to its full potential. The opportunity of creating something new for each health issue a patient comes up with is unlimited with a quality home health care system.

2. There is also an advertising concept that many professionals may not be aware of. This concept is called Top of the Consciousness. Or at least that is what it was called 20 years ago when I was taught this concept.

Top of the conscious means that you must put your name in front of your patients a certain number of times a month if you want to keep your name at the top of your patient's conscious. And if you are at the top of their consciousness, then you will be the first doctor they think of when a health issue arises. The number of times a month that is needed depends on what you want them to remember. If you are selling Coca-Cola it needs to be 10, 20 or more times a day to stay ahead of Pepsi-Cola. Years ago in health care we were taught once a month was a minimum to be in contact with your patients. However with today's massive public advertising and social media, once a month is not near enough. So how do you keep up with all the advertising budgets in health care?

Have you ever thought that every time one of your patients picks up your home health care system and or follows your health care advice it's keeping your name in front of them. If you've trained your patients well their entire family is potentially getting exposed to your name on a daily basis. And that exposure is as positive as the home health care you provided and it costs you nothing.

Advertising budgets are very expensive and do nothing for the health of your patients. That always bothered me. I'd much rather spend my time and money teaching the patients that I already have and providing them with a quality home health care system. I would rather improve their health and do my job rather than just throwing money at the advertising industry. Don't get me wrong, advertising has its strategic place and you must keep specific advertising in place. But no amount of money can purchase the advertising that good health care advice and a quality Home Health Care system can provide.

6. We've spent a lot of time describing why we need home health care and how it can improve your practice and your patient's health. The final item we need to discuss is ***"what is Quality Home Health Care?"*** Home Health care is similar to office care in that it isn't just one thing, its many different things.

1. As we discussed earlier education is the first form of home health care. We have the opportunity to talk to our patients every day. What do you talk about? Are you educating them or wasting your valuable time talking about something else? Are you actively engaged in teaching your patients?
2. Next, people eat all day long. Do your patients know what to eat, what not to eat and do they know the basic elements of Nutritional Supplementation? Do your patients know what they need and have a supply of nutrition for different issues or emergencies? If they do then you can usually say yes to these questions.

1. Do they have nutrients on hand to manage the everyday emergencies such as sprains & strains, food poison, sun burns and all the other everyday issues?
 2. Do they come in at the beginning of flu season and make sure they have on hand all the nutrition they may need to support their family through the flu season?
 3. Do they know what nutrition to take on vacation with them to manage all the different issues that come up with travel, different foods, different environments, and different water and so on?
 4. Have you taught them what foods will harm them and which ones to eat and not eat when they are sick? Do they know which nutrients are used for what?
 5. And most importantly do they know the difference between the qualities of nutrients that you carry verses the nutrients they purchase at Walmart or even the health food store?
 6. Are you teaching them what they need to know about diet, nutrition, foods, and toxic food additives?
 7. Do your patients know what to eat to get and stay healthy?
 8. If this sounds overwhelming it is much simpler than you may think. The companies that supply your quality nutritional products offer many educational products for your patients and many times these are at no or little cost to you. Utilize them.
3. Now for the most important component of this article. We believe the greatest therapy system for home health care is a quality Home laser therapy system. Not just a pulsed laser, but a true Natural Energy Medicine system. One that has the therapeutic results of a professional unit but designed for home use.
1. A true natural energy medicine system means that it is composed of multiple forms of informational medicine. Which means that it manages the information of the body so that the body can then manage the physical and chemical components of the body. It starts with quality Low Level Laser therapy and then adds quality precision pulsed frequency therapy, homeopathy and reflexology just to name a few.
 2. And these components are not just present for the patient to learn how to use but they are already compiled into therapy programs so all the patient has to do is enter the correct therapy program number and press "Start". This only allows the patient to utilize proven effective and safe programs so they have no fear of using the therapy system incorrectly.
 3. The LazrPulsr Home therapy system has the same quality as our Professional therapy systems so you know it's effective and therapeutic. You know your patients will get the results they expect and they won't be disappointed.
 4. The LazrPulsr Home therapy system is extremely safe, very versatile, very effective and fully capable of filling all the needs that we have talked about during this entire article.

I have a couple more ideas I would like to express before closing. Every 20 years or so people change. People aren't the same today as they were 20 years ago and they were different then than people were 20 years before that. For example: 40 or so years ago people followed what their doctors told them without question. 20 years ago people wanted to know what was going on before they allowed any doctor to treat them. Today people know more about their condition than their doctors do before they ever enter your office. Public access to information is the norm

today. Patients don't want a doctor to tell them what to do, they want a health care supervisor and Health Care partner. They want to take some responsibility for their health because they are beginning to be less trusting than they use to be. The words "trust me, I'm a doctor" doesn't work today like it did 40 or 50 years ago. However that phrase is usually therapeutic as they say that laughing is good for your health. You have to change the way you treat your patients as they change the way they want to be treated. Home health care and self-reliance is not only what your patient's want today, it's what they deserve and expect.

One final note. Many feel that the new government affordable health care law is the answer to all of our health care and business problems. I sincerely hope it is. And maybe I am just pessimistic but I see it as Medicare on steroids. Or a giant PPO run by the government, and what could possible go wrong with that? I live in the Denver area. I saw them build a new airport about 15 years ago for a mere 7 billion dollars that any private contractor could have built for a small fraction of the cost. I think the government should spend more time governing and less time running my business. But that is just my opinion. Time will tell and I hope time will prove me very wrong. Until then, I believe that doctors should start building the health care system of tomorrow with strong relationships by empowering their patients to work with them and allow them to be self-reliant, because this is what today's patients are looking for. And utilizing the latest technology in an advanced, cutting edge home health care program like the LazrPulsr Home therapy system is the most effective way of delivering that form of health care. This will allow doctors to thrive in the years to come regardless of what happens to our public health care system.

Dr. Gerry Graham III

President: LazrPulsr System