

## **Incorporating Natural Energy Medicine into your Practice.**

(Part 1)

Natural Energy Medicine is obviously good for your patients. But how do you make it good for your business? They say that within a few months of purchasing any new piece of therapy equipment that it should start paying for itself on a consistent basis. However, depending on the therapeutic potential of that equipment, determines the amount of time that is required by the doctor or the equipment. Is it a therapy that begins to sell itself or will you continually have to keep selling it to your patients? Meaning, does it build your practice on its own merit or not? Will patients that receive that therapy refer other patients for the same therapy or will you still have to advertise to attract those new patients? And probably most importantly – Will your patients be willing to pay for those services on their own. We will soon be entering a time where a cash practice is the norm. What services can you offer that your patients are willing to pay for when the thought of the day is: “I am no longer responsible for my health care costs.”

Remember that the cost of billing and collection is at least 50% of your practice expense. This gives a cash practice a large advantage over an insurance practice when it comes to the total patient cost. Also as long as you are performing non covered services, those services are not controlled by the public health care system.

We want to cover a series of basic methods of incorporating Natural Energy Medicine into your practice immediately. Natural Energy Medicine is able to treat health issues that you may not even know exist, and neither do your patients. Don't be surprised to hear patients tell you that after 30 years of battling this health issue, you are the first doctor to tell me what was wrong that makes any sense and definitely the first to offer a solution. Yet they may be health issues that are effecting the health and symptoms of the majority of your patients.

First I want to ask a couple of questions, “What is the easiest patient to get?” answer, “The one that no one else wants.” Next question, “What is the easiest patient to keep?” answer, “The one that no one else wants.” There is virtually no competition for these patients!

We want to show you how to build your practice with patients that no one else wants and you will love because they are easy to treat. Plus you can do this with little to no advertising expense, little controlling influence of government health care, requiring very little of your time and you can multiply yourself to multiply your income.

You already have numerous patients that need this care. If you think about it you will recognize them as we continue with this series. You can start generating an income and helping patients the first day you introduce Natural Energy Medicine into your office.