

# ANNIVERSARY REPORT SCRIPT

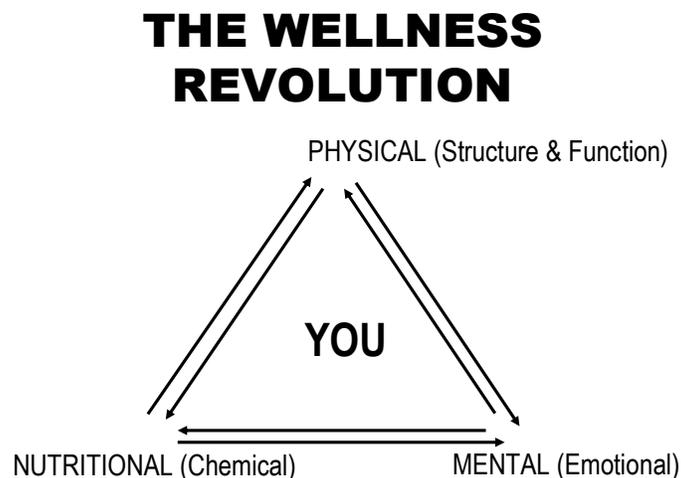
## NOTE:

This script is bolded for key words that are essential to ensure a minimum of 90% conversions into the next year of care for your patients. This script has been tested and modified for seven years and now commands 90% plus conversions. This whole process should only take approximately 10 minutes and long-term patients can actually be introduced to a wellness plan 1 or wellness plan 2 (adjustments once a week or every two weeks) that has a two-year anniversary date. This means patients who have been with you for 2 years or more can be graduated for another 2 year term and they will pay you for adjustments once a week or every two weeks for a 2 year term. I have applied this scripting into my anniversary report. This is designed to reduce repetition and large numbers of patients that need to be processed through this group report as your volume grows. I recommend these anniversary report groups should have a minimum of three to a maximum of eight patients. It has been effective by including long term wellness patients in this group with short term initial intensive care patients (i.e. 3-month).

“Welcome back everyone to your anniversary report. I first of all want to **congratulate** all of you for your **completion** of your **corrective** or **wellness** care over the last year. At this time we have performed a comparative exam as a slip and check to ensure that you are receiving the most **superior structural changes and neurological changes** in your Chiropractic care.”

ALTERNATE ADDITION (PowerPoint Presentation)

## 1. Wellness Slide



“The reason why we reassess our patients yearly is because there is currently a **wellness revolution** occurring. Presently 50% of the population is dying of heart disease and 30% is dying of cancer. To **master wellness** you need to **embrace** the three facets of wellness which include the physical and neurological structure, the nutritional component and the emotional.

We have been adjusting your spines to **optimize your spinal and neurological health** correcting you back to normal. [OPTIONAL: I am also discovering that many of my patients have an acidic internal environment, they are toxic in nature and only 2% have the required antioxidants to help free radical damage. This is why we have introduced into our state of the art clinic a nutritionist to help us master your nutritional optimization.”]

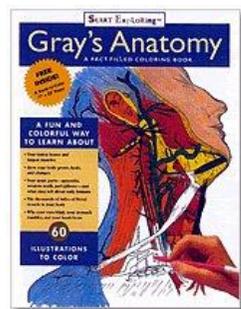
“Anna (a long-term patient) I first want to ask you how many years have you been under Chiropractic care **with you and your family**? (response) Tell me about the **wonderful changes** that you have discovered while under Chiropractic care over the last 5 years (response).”

“John, you have been under Chiropractic care for 10 years. What sort of improvements in your **lifestyle** have you noticed? (response) Thank you.”

“And Barb, you have successfully completed the first 12 months of care, I know you have seen **dramatic and phenomenal changes** in not only your health but your spinal structure as well. Congratulations! I am **looking forward to graduating** you to wellness care.”

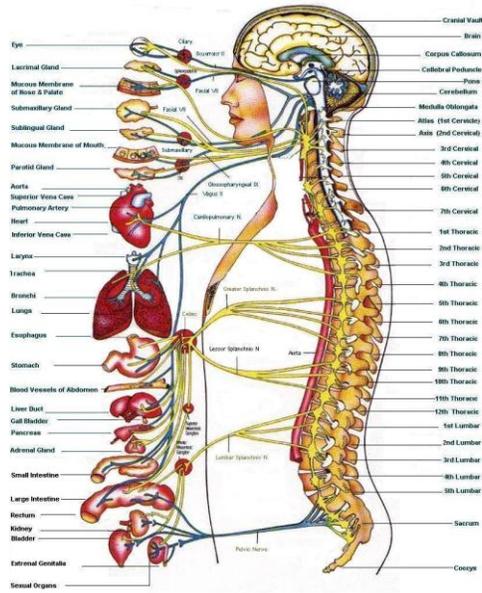
“Finally, Peter, you have **successfully completed** the first 3 months of corrective care. I am excited to be **graduating you** to the rest of corrective care today in **order to optimize your health and healing potential** as the **rest of my patients** here.”

## 2. Every Function/Nervous System Slide

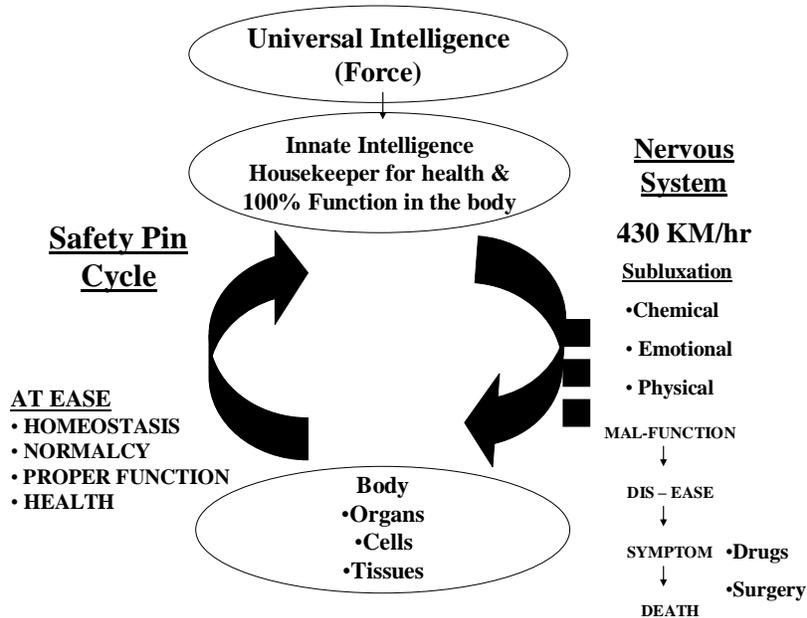


Every function of the human body is under the control of the nervous system.

### 3. Autonomic Chart Slide



### 4. Innate Intelligence/Universal Intelligence Slide



“We know from research that every function of the human body is under the control of the nervous system. All of you understand that the reason we are under Chiropractic care is to allow proper nerve flow from the brain to every cell, tissue and organ in the body. This allows the body’s **innate intelligence** to optimally express itself as a mental impulse through the nervous system, moving your body towards a **higher state** of functioning, healing and health. This is why the **majority** of our patients witness less aches and pains, less colds and flus, less sick days from work, less need for medication, more energy, better sleep and an **overall better quality and quantity of life.**”

### 3. Causes of Subluxation Slide

## Causes of Subluxation

- Physical Stress
- Mental Stress
- Chemical Stress
- Electromagnetic Frequency (EMF)



Unfortunately there is **always a break down** process, whereby stressors like gravity, chemicals, poor posture, slips and falls, accidents can lead to subluxations and subluxation decay of the spine. This is similar to plaque building up on the teeth. Therefore an ongoing wellness care measure is designed to **minimize the breakdown process and maximize the repair process** through ongoing adjustments. Most important it allows optimal nerve flow so that your body's innate intelligence can allow you to be in a state of optimal health and healing for a lifetime. Your understanding of this concept is why 90% of our practice members are **under regular wellness care**, not in order to get well, but to stay well.”

### 4. Wellness Care Slide

## Wellness Care...

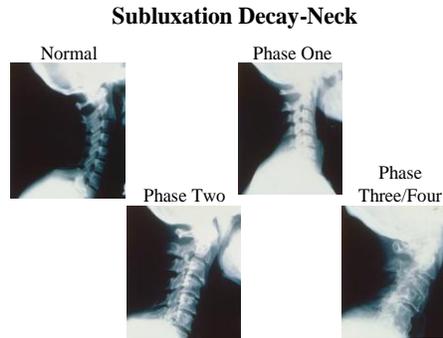
- Time: Lifetime
- Objective: Optimum Physical Mental and Social well-being.
- Results:
  - Less aches & pains
  - Less colds & flus
  - Less sick days from work
  - Less hospitalization & drugs
  - Less disease instances (cancer & heart disease)
  - Better quality and quantity of life



“For many years Chiropractors were only adjusting the spine and not doing any form of corrective care for **longer lasting and superior results**. About 5 years ago I started taking

advance courses in the most **advanced technique** in Chiropractic called the Biophysics, in order to ensure **superior results** for my patients. I have flown **thousands of miles** and spent **hundreds of dollars** to learn this technique.”

## 5. Subluxation Decay – Neck Slide



“I want to show you three different sets of x-rays so that you can understand the ongoing need for wellness care. These are three pictures of my x-rays. My **arc of life** in my neck was at one time a phase 1, a military spine. I went through the biophysics process in order to get the arc of life back to normal. This took me a **minimum of 12 months**. I am now under **wellness Chiropractic care** for the last 25 years to **maintain** my structure and neurological health. I currently get adjusted a minimum of once per week. Now the **average** person that enters my clinic is **32 years old** and already **400-500 adjustments behind care**. **Imagine** going to your dentist at the age of 32, what your teeth might look like! This picture here is a 76 year old female that came into my office for her **first spinal check up**. As you can see she is in a phase 3. She had every symptom in the book. Her medical doctor had her on **22 different medications** and she **died last year**. This is **totally unacceptable** for any patient. First, to have to wait that long for Chiropractic and second to be on that many medications. So my goal is to not only correct you back to normal and to optimize your nerve flow but to prevent you from having a spine like hers and ever needing that many drugs in your body. This is a **primary reason why 90%** of my patients are on wellness care.”

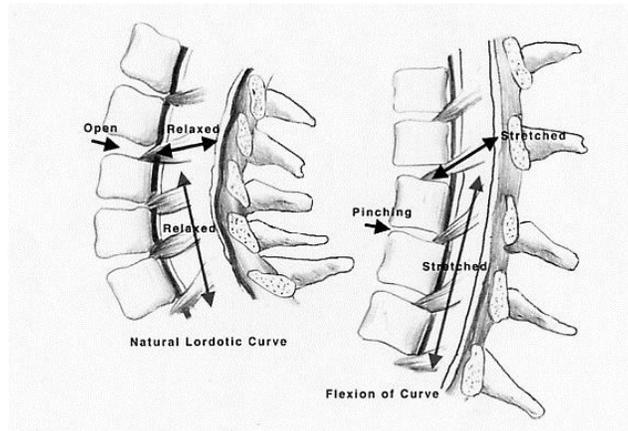
## 6. Loss of Normal Curve Slide

### Loss of Normal Curve

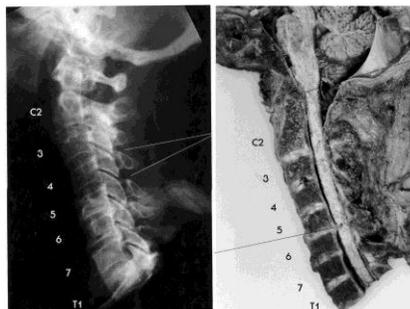
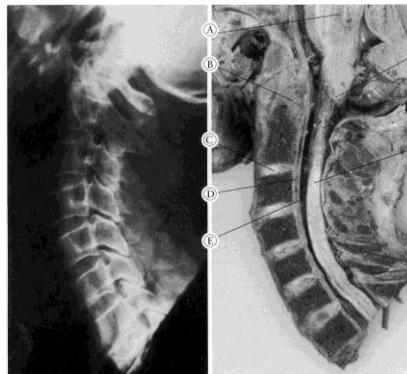


Loss of the normal curve stretches the spinal cord 5 to 7 cm and produces pathological tension. A military neck is a state of **DIS-EASE**

## 7. Stretched Nerve Slide



**8-10. Ruch Spinal Cord Compression Slides – Phase Normal to Phase 3**



“This is a book by a Dr. Ruch who examined the **devastating effect** of spinal decay on the spinal cord. A normal x-ray of the neck shows there is no pressure on the spinal cord. The arc of life is designed to allow normal brain-body communication and is essential for a person to have **optimal health and healing for a lifetime**. A phase 1, where the neck straightens out leads to cord compression and brain stem compression. A Dr. Alfred Brigg discovered that a phase 1 will **stretch the spinal cord 5-7 cm** having a **major impact on the brainstem** which effects fine **motor control**, mid-brain regions having consequences on your **immune system** and even the cerebral hemisphere which can have effects on things like **depression and anxiety**. I want to pass around a model of the cervical spine (pass around cervical model and have patient put finger at foramen magnum and straighten cervical spine for impact on patient’s finger). Loss of the normal curve can 1. change the electrical charge on the vertebrae and 2. cause ligaments to put excessive stress on the vertebrae, both of which can attract calcium, creating bone spurring. This is the reason why we need to return the curve back to normal. Only **10%** of your nervous system is dedicated to pain, **90%** to postural and visceral function. You can be suffering a phase 1 to a phase 3 and much like heart disease, **cancer and high blood pressure** you don’t even feel it. This is a reason why we monitor your progress towards optimal health and healing through the subluxation station which determines your neurological health. I have discovered that people who are still suffering from a phase 1 or phase 2 still have neurological interference in the cervical region. This slip and check furthermore allows us to **reconfirm or enhance** your need for home based tractioning. Therefore I will be reviewing your tractioning today as well.”

“Shown here is a phase 2 with further **imbrications** on the spinal cord. You will notice **gross bone spurring and severe anterior head carriage**. A phase 3 here shows a stretching of the spinal cord much like **taffy**. Now, can your body function properly with a nervous system that looks like this? (Response) Now you **understand why everyone** you know should be at least checked by a Chiropractor for subluxations, subluxation decay and neurological interference.”

### 11. Wellness Scale Slide & Script

**Wellness Scale**

|                     | Condition | Characteristics        |                                                                                            |                               |
|---------------------|-----------|------------------------|--------------------------------------------------------------------------------------------|-------------------------------|
|                     |           | You could be here!!!   |                                                                                            |                               |
|                     | 100       | 100% Function          | Body is running perfectly                                                                  |                               |
|                     | 90        | Cell Protection        | Body recognizes abnormal cells and destroys them, keeping cell integrity                   |                               |
|                     | 80        | Cell Rejuvenation      | Cells replace themselves with good new cells                                               |                               |
|                     | 70        | Immune Function        | Person doesn't get sick very often, if at all. Recovers quick if does.                     |                               |
|                     | 60        | High Energy            | Person has an abundance of energy & regenerates well after good night's sleep              |                               |
| ↑<br>Health<br>Care | 50        | No Symptoms            | Dangerous state. Most people consider this to be "health". Simply an absence of symptoms.  | ← Why be here!!               |
| ↓<br>Sick<br>Care   | 40        | Low Energy/Fatigue     | Always feels tired. Tends to do caffeine, sugar etc. If stays this way drops to 30.        |                               |
|                     | 30        | Pain/Sickness/Run Down | Always getting sick or has complaint. Seeks medical help frequently. Often on medications. | ← Most seek medical care here |
|                     | 20        | Diagnosed Condition    | Has a "disease" or "condition" Is a definite medical case.                                 |                               |
|                     | 10        | Serious Condition      | Very advanced condition. Poor prognosis. May be terminal. Surgery often.                   |                               |
|                     | 0         | Death                  | No function.                                                                               |                               |

“Under wellness care patients have better cell function and protection as the body runs perfectly. The body is optimally self-healing and self-regulating. We have optimal immune function and patients do not get as sick as often and we have an abundance of energy through proper function

and better sleep. This is true health care. Or you can choose the sick care system that we currently have which identifies low energy, sickness, pain and a diagnosed dis-ease condition where you require surgery and drugs. The choice is very clear.”

“**All** of you are **V.I.P.’s** (very important patients) in my practice. Meaning, when you are on my wellness plans, should you require additional care as a result of an injury like a slip or fall or for any health complaint, like a cold or flu, you are covered under my wellness plan for any additional care that **I deem necessary**. This means if you are being adjusted once a week or every two weeks in your care program, we will always make room for you in our schedule even if I have to see you daily to get you back to wellness. Should you **require emergency care** on the weekends, my home phone number is on the answering machine. If I am away on holidays or seminar then I will leave the phone number of my exam doctor (associate, partner, emergency doctor).”

“I will be **gifting** you with a beautiful spiritual book called \_\_\_\_\_ (i.e. The Monk who Sold his Ferrari) I know you will enjoy it as I have myself. We will be taking our picture for our “**Optimal Health Club Wall**”.

### 13. Please Help Us Help Others Slide

## PLEASE HELP US TO HELP OTHERS.

The doctor(s) are available to do presentations at your place of employment, your church, or your civic group. On various health safety issues, such as:

- Advanced Nutrition & Wellness
- Body For Life
- Asthma, Allergy & Immune Boosting
- Life Mastery
- Freedom From Headaches
- Arthritis Sufferers Wanted
- Power Stretching & Ergonomics
- Freedom From Fibromyalgia
- Winning with Weight Loss
- Cognitive Support
- Raising Healthy Children
- How to Harness 10 Times More Daily Energy
- The Truth About Vaccinations
- Sitting On The Job
- Standing On The Job
- Carpal Tunnel Syndrome
- Health Quest
- Overcoming Osteoporosis
- Winning With Wellness
- Planning for Post Menopausal

Finally don’t forget to sign up for our monthly **Discovery Workshops**. These are **complimentary** and part of your care. We also will perform these workshops at your place of employment, church or civic group. See my front desk for details. Thank you for listening. We will be taking you back individually to go over **best recommendations for ongoing wellness care**.

### 14. Who do you know Slide

# Who Do You Know That Needs Chiropractic?

- Action #1: New Patient Information Package With Health Gift Certificate.
- Action #2: Doctor's Report: "1/2 Hour to Optimal Health & Healing".
- Action #3: Clinic Tour *(person is brought in by patient during an adjustment).*
- Action #4: Doctor to Call



“Lastly, our mission is to serve as many people who are needlessly suffering and they have not yet experienced a chiropractic check-up. I want to ask all of you to take one brochure to extend to a friend, family member or coworker who may benefit from a spinal neurological check-up. You may be saving a life. My chiropractic assistants will extend to each and every one of you a Discover Chiropractic brochure to pass along. Remember your friends are always welcome to attend our Doctor’s Report, attend with you during your adjustments or I am more than happy to give them a call.”

