5 Reasons You Must Offer A Solution For Diabetes To Grow Your Practice

Dear Doctor of Chiropractic:

This report will **change** the way you practice **forever!!**

Growing your practice in today’s environment is challenging to say the least. As an entrepreneur, you are always looking for new ways to grow your practice, which is why you're reading this report...

and I **congratulate you** for that.

I built and sold 5 practices over my 25 year career and currently don't own a practice... I just help diabetics reverse their disease and teach other docs how to duplicate the system I've developed.

If I opened up a new practice in 2016, here are the services I'd offer, in addition to Chiropractic adjustments and rehab...

1. Diabetes reversal
2. Spinal Decompression
3. Neuropathy relief
4. OA relief (hip and knee pain)

Notice 3 things...

1. Diabetes is first on the list ~ because it dwarfs the others re: potential new patients
2. All of these are cash services ~ because you want to be independent from insurance
3. No weight loss offered ~ because there is too much competition in the weight loss niche

If you had to only pick one of the 4 conditions above, diabetes should be first on your list too, for reasons I state below.

As you know, medicine has absolutely **no clue** how to reverse diabetes... all they are concerned about is management, which keeps patients hooked on medications for the rest of their lives and living in fear of...

- **Neuropathy**, leading to amputation
- **Retinopathy**, leading to blindness
- **Kidney failure**, leading to dialysis or transplant
- **Heart disease**, leading to stroke or heart attack
Diabetes is a **NASTY** disease. It’s not pretty and **it kills over 300,000 people each year** in the U.S.!!!

You **MUST** offer a solution because no one else is.

What medicine, the American Diabetic Association and all the diabetic nutritionists are teaching is **PATHETIC**. It’s all about management.

And by offering a solution, not only are you helping people that would never get help otherwise, you also grow your practice dramatically and increase your income.

A true Win-Win!!

Below are the 5 reasons you **MUST** offer a solution for Diabetes to grow your practice.

**Reason #1**
**Type 2 Diabetes Is The Largest Epidemic EVER**

117 million people are affected by diabetes in the U.S., which is 50% of the adult population... and growing!!! If you could offer a natural solution to reverse diabetes, why wouldn’t you? It’s just smart business to offer a solution to the largest epidemic our country has EVER seen. I know you became a Chiropractor because you wanted to help people and this is another thing you can help people with.

**Reason #2**
**Attracts Patients Who Would Never Go To A Chiropractor**

As you know, only about 10% of the population goes to a Chiropractor. By offering a solution to reverse Type 2 Diabetes, you will attract patients to your office that would never have even considered seeing a Chiropractor. Here’s where it gets fun. Most diabetics are over the age of 50 and guess what most people over 50 also have as health complaints?

- Back pain
- Neck pain
- Headaches
- Hip pain
- Neuropathy
- Arthritis

And guess what? You can help give relief for these conditions. Even if the patient initially comes to you for diabetes and would never have come to you for any other condition, once you reverse their diabetes, they trust you and they are much more likely to give you a chance to help their other health conditions. This is a major way you will grow your practice. And guess what else? Statistics show that approximately 10% of your entire patient database have diabetes and the 90% that don’t, know someone who does. The fastest, easiest and least expensive way to generate a ton of new patients into your diabetes program is to send a 3 step direct mail campaign to your entire patient database. Plus, your current marketing and referrals are generating new Chiropractic patients each month and 10% of them will also be diabetic and the other 90% will know someone who is. Are you starting to see how offering a solution to reverse Type 2 Diabetes will dramatically grow your practice every month?
**Reason #3**
Offer Something Your Competition Isn't

Here is the hardest question I could ever ask you about your business. Ready? Why should someone go to your office vs. all the other Chiropractic offices your area? And if your answer is, “we give great service/care and our staff is great”... you've already lost the battle. The worst thing for your business is to be considered a commodity to your community. Just another Chiropractor that is like every other Chiropractor in town... offering the same services. When you offer a natural solution to reverse diabetes and get patients off their medications and you have a medical doctor endorsing the program to give it credibility and you have a celebrity spokesperson endorsing the program... you now stand out from the crowd and give people a reason to choose you over all the other Chiropractors in your area. This is CRITICAL to the growth of your practice.

**Reason #4**
Collect More Cash

This should be obvious. Anything you can do to collect more cash and be less dependent on insurance is the smartest thing you could ever do for your practice.

**Reason #5**
Increases The Value Of Your Practice For Eventual Sale

Diversifying your practice, offering more services, collecting more cash and having a systematic way to generate new patients each month, increases the value of your practice. You won’t want to practice forever and someday you’ll be ready to sell your practice... and when that time comes, you'll want to sell for the maximum amount possible. Joining our Diabetes program will help you achieve that.

**Next Step**

If you haven’t already watched the 49 minute video explaining the Help Your Diabetes Licensing Program, then watch it now.


We’ve developed a Turn-Key system that will show you exactly how to offer a natural diabetes reversal program in your office and see all the benefits above.

Have a great day!!

Respectfully,

J. Murray Hockings, D.C.
CEO/Founder ~ Help Your Diabetes