



LONGEVITY™

MEDICAL CLINIC

MEDICAL CLINIC

LONGEVITY™



# Physician Sales Track

Longevity Medical Clinic

2018

# PREPARING FOR THE LAB REVIEW

## Mental Preparation

- ❖ Be confident and creative in finding solutions to help move the patient forward. Example, we need to get you back in here for cognitive evaluation.
- ❖ Empathy and sympathy for the patient, connecting the dots between the lab results and patient goals. For example I want you to relax, we are going to walk through this together. You are going to have questions and I am going to be there all throughout the process. You have libido issues because of the high body fat, low testosterone; we can fix this with you.



Give the patient confidence that they are not on their own.



The very fact that patients are in our office means they have a deep need/concern. Be a confident and personal solution.



Make a relational commitment to the patient that they can sense/ feel.

## Body Language

- ❖ 83% of communication is nonverbal
- ❖ Our eye contact is very important. A mutual gazing shows shared affection.
- ❖ Laughter and smiling



Studies show most encounters will run more smoothly with positive outcomes and dramatically improve relationships when you laugh and smile.



Smile with your eyes and your teeth. Smiling is contagious

- ❖ Tone of voice matters, lower your voice when talking to men. Speak slow and direct.
- ❖ Handshake shows trust and welcomes the other person.
- ❖ Open body posture communicates you are telling the truth. Open your palms *"trust me I am a doctor"*. Lean in while communicating something important.
- ❖ Increase your personal energy level by 10%. This will set a positive upbeat vibe in your appointments.
- ❖ Laughter Sells: We smile when we see a smiling face and this releases endorphins into our system. Smile with your eyes, the eye is the window into a person's soul, A good smile can build instant confidence. "Only 15 percent of laughter has to do with jokes. Laughter has more to do with bonding."

## The difficult part of the appointment

### Embrace the tension

When you talk about money this is the time when you really advocate for the patient's health. The reason patients are unhealthy usually stems from a lifetime of not knowing what to do and poor choices. The patient is there because they need you to be assertive and tell them what to do and what is best for their long-term health.

### Be brave, think on your feet, be savvy

How can you help the patient move forward on their health journey.

### Communicating the final 10%

This is where most people drop the ball. They let the patient off the hook and release them back into a habitual life of misery. Do not be afraid to look the patient in the eyes and say, "you need this" and we are going to "do this together". I will see you back here in a couples.

## The Assumed Close

In the assumed close, you are avoiding a decision moments. It is like being a Disneyland, the patient is already on board you are simply strapping them into the ride. You are not stopping them and asking them if they want to do this. The assumed close avoids the pausing decision moments. The patient needs to be already ready to go to their next step, their next appointment, they are so excited to see what they will discover about themselves as they move forward.

You are there to not only inform them about what's going on with their body but excite them about a partnership with you and the changes they will see in their life as a Longevity patient. The energy pours from you "this is worth a shot". If the patient is feeling lousy every day they need to know why! We are the patient's best shot. Hour-long appointments, comprehensive hormone therapy, supplementation, latest in testing, diet, and exercise, incredible team of doctors...

Your deeply felt conviction that we are the patient's best shot, transfers emotion and energy in the appointment. Taste what it is like to have tailored finally tuned care and see if you like it. You have to advocate for the patient before the patient needs advocating for. There is a bus coming around the corner, I can see it coming but you can't. I can see the danger coming. You are crazy to not do this, you need this. If you join you will probably live longer, be happier, and feel better. You are getting them to yes. It is important you communicate with, urgency, a sense of need, and conviction.

## Tips on closing the 1st LR

**Principle of emotion: Emotion on one side will create emotion on the other side.**



Capture the patient's concerns, why are you here what are your biggest concerns? Press into these concerns with important questions of emotion. How do you feel about the following concerns?

**Principle of ownership: Own the problem and solutions together, this is a true partnership**



Give them a stake in the outcome by bringing them into the process. Bring them into the plan, what part can you (the patient) do in solving the problem? Doctor may say, here is exactly what I need you to do.

**Principle of interest: Your interests cause you to make decisions. Interests motivate people**



This is why it is so important to capture a patient's goals or interests. We don't want to miss why they are truly there, what their interests are and how we can work with them to do something about their area of interest.

# HOW TO PREPARE THE PATIENT PLAN

## Preparation:



Before the appointment, the physician fills in the current conditions section on the Patient Plan identifying the high-risk areas based on patient's history and lab results, to refer to during the meeting. For example; history of heart disease, 5 stents, parent died of cancer... These are important to tie in how the patient's labs and how we will reduce the risks.



Before the appointment, the physician fills in the plan moving forward section with recommendations for nutrition, exercise, supplementation, and hormones. For example:



**Nutrition** : Start the anti-inflammatory diet, increase fiber by 50%, increase water intake by 30 ounces.



**Exercise** : Focus on lower body to strengthen legs, 3 sets of 10 squats, 3 sets of lunges, stretch for 10 minutes.



**Supplements** : Vessel protection, relief factor, essentials



**Hormone Therapy** : Start on testosterone, DHEA..

## PS APPT Script

*(\*Goal of this appointment is to build the relational bond with the patient)*

I am so excited to have you here today.

First of all, I've taken a close look at your family history and with that in mind:  
What are your top two or three health concerns? (record these in the patient plan)  
Based on your family and medical history it makes sense you have these problems.

\_\_\_\_\_ Let me start off by saying these are the types of issues that we successfully deal with here every day of the week. This can be done. I've seen this so many times. These are achievable goals. These are not necessarily overnight quick fixes, it has taken you two or three decades to get to where you are today. We can't do this for you, but we can do this with you. We are going to walk through this together. You are going to have questions and I am going to be there all throughout the process.

Our Clinic is famous for our testing. Moto

*"first step to solving a problem is defining the problem."*

Now let's looking into your medical and family history.

Before you leave today to meet with an MA, this is what I want to make sure you understand. At the lab review, we are going to look at all the facts and start to build your customized program based on what your body tells us through this testing. When you come back in a week or two for the test results and my specific recommendations you can be assured of ONE thing we are going to walk with you and build a healthy future for you together.  
And I mean together



## Post Sem Cheat Sheet

### Top Focus Points



#### Competence

You know what you are doing, and they need your services



#### Relevance

tailor the program to why they are there.



#### Advocate

be an empathetic invested medical advocate for our patients.

## Medical Partnership



Communicate the partnership, *"You are not alone in this"*



Use *"we"* instead of *"you"*



Bring energy and enthusiasm into the room and conversation



Good eye contact and open body posture is very important

## Large and In-Charge

**Decisive** - clearly and confidently communicate the positive impact of our program.

**Prepare** – by highlighting the key information you want to address from the lab results.

## Be Empathetically Explicit and Direct

Don't be indirect or subtle. People need to hear directly that they need this program, that you want to partner with them, that 11 minutes appointments aren't enough, etc.

You have to explicitly connect the labs to how they feel, what we will do about it, and how it will help them feel better.

Don't expect them to see the connection of  $1+1=2$ . You need to do the "math" in front of them and connect the dots for them in ways that connect to their issues and goals.

## Urgency - "You need this"



This is a decision for their health and their family



The investment in their health can keep them from other larger long-term ailments

## Medical Competence



"We've been doing this for over 18 years and seen incredible success



Everything that we do is based on the latest medical research



We are confident in our medicine and its impact on lives. Let me share an example.

## How Their Needs Map To The Plan



Connect the dots between why the patient is there and their health history, current condition, lab results, and plan moving forward.



You have to know why they are there and explicitly connect it to the plan.



We often emphasize the medical need, but we fail to connect it to their emotional goals.



Show them how their needs are part of the tailored plan through "The Patient Plan."

## Problem with Traditional Clinics

- ❖ We need to constantly provide explicit and subtle contrast our program against simpler and cheaper options that don't address all the factors that contribute to their health.
- ❖ Contrast is king (this is strategic). Most potential patients who don't sign up still do believe in the science, but they seek a cheaper option that they think is good enough.
- ❖ "Good enough" is the threat here.

## Moving Forward



The emphasis here is on building one block at a time; it's progressive, and it takes time.



We build on top of a solid foundation, one major goal at a time.



Their goals, not just ours.

## Urgency - "You need this"



This is a decision for their health and their family



The investment in their health can keep them from other larger long-term ailments

## Medical Competence



"We've been doing this for over 18 years and seen incredible success



Everything that we do is based on the latest medical research



We are confident in our medicine and its impact on lives. Let me share an example.

## How Their Needs Map To The Plan



Connect the dots between why the patient is there and their health history, current condition, lab results, and plan moving forward.



You have to know why they are there and explicitly connect it to the plan.



We often emphasize the medical need, but we fail to connect it to their emotional goals.



Show them how their needs are part of the tailored plan through "The Patient Plan."

## Problem with Traditional Clinics

- ❖ We need to constantly provide explicit and subtle contrast our program against simpler and cheaper options that don't address all the factors that contribute to their health.
- ❖ Contrast is king (this is strategic). Most potential patients who don't sign up still do believe in the science, but they seek a cheaper option that they think is good enough.
- ❖ "Good enough" is the threat here.

## Moving Forward



The emphasis here is on building one block at a time; it's progressive, and it takes time.



We build on top of a solid foundation, one major goal at a time.



Their goals, not just ours.

# 1<sup>ST</sup> LR APPT SCRIPT

I am excited about our time together today.

Three things I want to accomplish:

- a) Look at the facts from your test results
- b) Create a custom plan based on your goals and outcomes
- c) Look at the future and start tackling your health issues together

Does  
this make  
Sense?

I understand your three goals are...has anything changed?  
These are goals we can achieve together. We can do something about this.

Let's start with your four specialized tests.



## Telomere testing

is important because the shorter your telomeres, the shorter and sicker your life will be.

## APoE Testing

is important because it tells us if you are prone to immune failure or cognitive decline, cancer, and heart disease. We design your program to protect you.



## Body Composition testing

is important because we need to protect your heart and brain from dangerous fat.

## Full panel

These numerous additional tests help diagnose and then focus your personalized care.



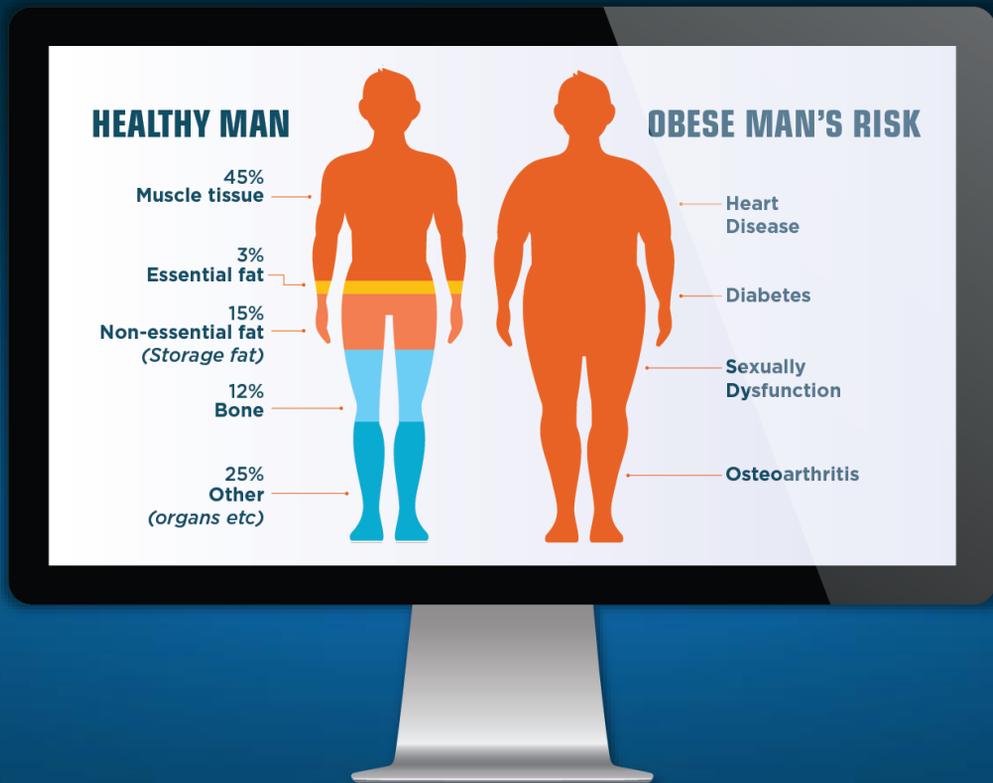
Let me summarize your results on your patient plan. Based upon the facts from your telomere, APoE, Body Composition and blood work, here are the key areas we need to address to make the biggest impact.

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_

Does this make sense?

Here is what we need to do moving forward.

- ❖ Here is the beginning hormone I am recommending. (When we do X, this will happen...)
- ❖ Here are the recommended supplements I want you to start.
- ❖ Here are the nutrition plans you can start with
- ❖ Here are the areas you need to start exercising based on your body composition
- ❖ I am also recommending to all my patients our cognitive test. It's important that we get a baseline so we can measure your progress and make improvements.



The truth is, Joe, you have some serious issues that really need to be addressed, and fortunately, Longevity is here to help. In fact, I am here to walk you through this process. We can do this together, we really can. Is this making sense?

The supervisor will go over the program costs of \$365 with you along with setting up your appointment schedule and finishing any necessary paperwork. At your program introduction, you will receive your supplements, and our MA will go over how to apply your creams. I can't wait to see you in a couple of weeks. Call anytime if you have any questions. I will walk you over to Jessica's office.

# 1ST LR CHEAT SHEET

## Top Focus Points



### Competence

You know what you are doing, and they need your services



### Customized

tailor the program to why they are there.



### Advocate

be an empathetic invested medical advocate for our patients.

Quick response to patients objections:

## Large and In-Charge



**I want to think about the price:** Let's talk about the price. Let's break it down; it is about 15 dollars a day which covers doctors visits, prescriptions, special tests, and supplements. Equivalent to two lattes and two scones from Starbucks but a lot healthier. This is a matter of priorities. You're worth it! How much will it cost to do nothing?



**How long am I committing to?** At 60 years old for the past 30 years, your body has been in decline. It will take us roughly 6-12 months to redirect the course your body has been on. Let's work together for a year and see what we can do. I am confident you will be drastically different this time next year.



**Need to ask my spouse about price:** Come back with your wife, let's schedule your appt.



**We want to go home and think about it; we don't make big decisions on the spot:** What other options do you have or have you thought of? What else would you need to know to make the decision today? Does this mean we will never have a chance to work with you?



**I just can't afford it:** Did you know the price before you got here? You would really benefit from our program, what can you afford? Let's see how you feel in a couple of months and then reevaluate.

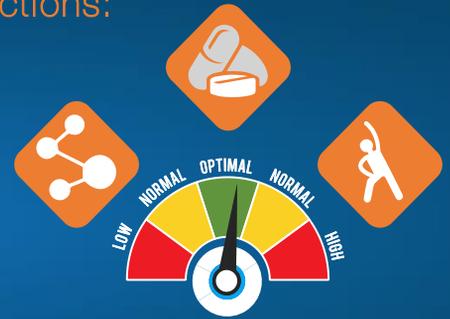
## Assumed Close

- ❖ Don't ask if they are going to join, assume that they are and use language that incorporates that assumption.
- ❖ "when we do XYZ...this is what is going to happen."
- ❖ "what we need to do next is..."
- ❖ "When you have been on the hormones for a few days you will notice..."
- ❖ You are not preparing them for a decision. You are gradually getting them on-board through the lab review. This is not directing a patient to get in line at the train ticket booth, wondering if they want to get on board. This is ushering the patient on to the train and moving forward with us.

### Quick response to patients objections:

Next round of testing, starting your supplements, hormones, nutrition, and exercise.

Example: "I will have you start the hormones, and have you come back in, so we can adjust them until we get you at an optimal level."



Use language that points at what a win looks like for the patient. They need to have a short-term goal immediately in mind, and also know that the entire process is a journey.

## Initiate "what's next"



Remind the patient you are looking forward to focusing on the future together, and that you are looking forward to seeing them in 4-6 weeks.



Have I covered everything? Good. It sounds like you want to get started with us today! Our Clinic Supervisor will go over the financials and get you enrolled. We will have you back to the Program Introduction appointment, where we will go over all your supplements, creams, etc.



Walk the patient to the supervisor's office.



Remind them of your excitement about what we will be able to do with them.

# HEALTH ANALYSIS APPOINTMENT SCRIPT

I am so excited you could be here, how did you hear about us?

Three things I want to accomplish:



What health issue is the most important that we begin to address today? I would like to capture your top two or three goals. What symptoms are you experiencing?

Start the process of knowing what your body tells us with proper testing through A1c & Body Comp.



Cover your next steps, which consist of our full lab panel.

Does  
this make  
sense?



Your goals, this can be done. These are achievable goals... We can do this for you we can do this with you.

Our Clinic is famous for our testing. Moto,

**“first step to solving a problem is defining the problem.”**

So let's start looking and see what your body is telling us today.

Slide: Bell Curve (normal is not acceptable)

\*Does this make sense?



Youth build more lean tissue then they lose, after the mid-30s we decline.



The best starting point is to develop a baseline. Let's cover together the kind of things we test and why through our Initial Blood Draw:

Slide: \*Specialized Tests



Telomere - like plastic cap on a shoestring



APoE - shows the patients genetic propensity

Slide: \*Full Panel - Anabolic Hormones  
Building muscle is the currency of aging.

“If you don't measure you don't know”

Does  
this make  
sense?

Now let's look at the two tests we took today



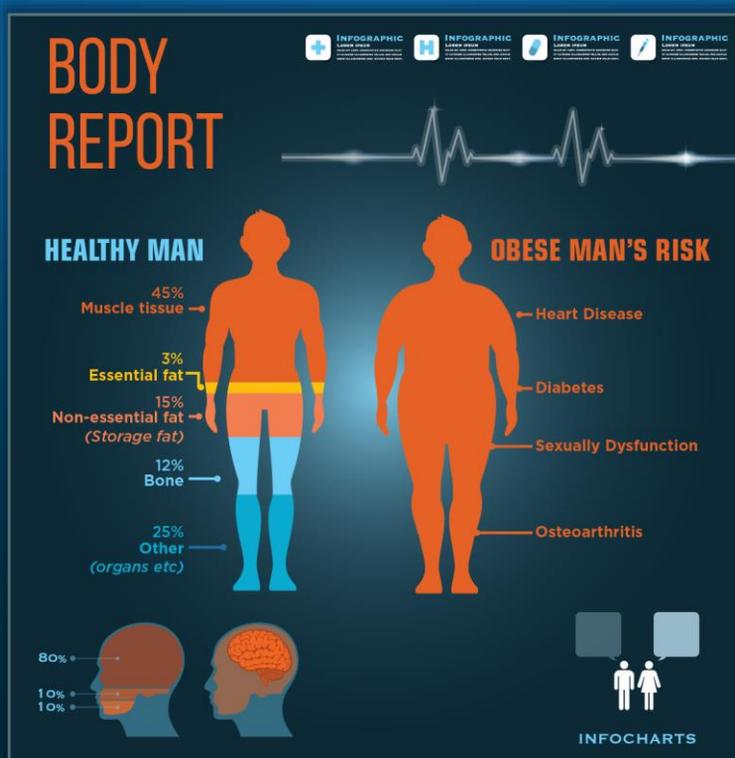
Slide: \*A1c



Body Comp

## Does this make sense?

*Unfortunately, our bodies don't get better over time. It's really important we get the rest of the facts.*



What we will do then is walk down the hall do a blood draw which, includes a glucola drink schedule your lab review, fill out a little more paperwork see you in 10-12 days

**"If you don't measure you don't know".**

## HAA Quick Responses / The negotiation



I want to think about the price: Let's talk about the price. Let's break it down, it is about 15 dollars a day which covers doctors visits, prescriptions, special tests, and supplements. Equivalent to two lattes and two scones from Starbucks but a lot healthier. This is a matter of priorities. You're worth it.

How long am I committing to? As a 60-year-old for the past 30 years your body has been in decline. It will take us 6-12 months to redirect the course your body has been on. Let's work together for a year and see what we can do. I am confident you will be drastically different this time next year.



We want to go home and think about it; we don't make big decisions on the spot: What other options do you have or have you thought of? What would you need to know to make the decision today? What's holding you back? How much will it cost to do nothing?

I just can't afford it: Did you know the price before you got here? You would really benefit from our program, what can you afford? Let's see how you feel in a couple months and then reevaluate.



Need to ask my spouse about price: come back with your wife let's schedule your appt.

Start at the new year: schedule your blood draw w/ \$95 deposit, the new year fills up fast.



I'd like to attend a seminar: you can sign up online right now.

Are there some issues I left unaddressed?



Is the price the only thing from keeping you from taking the next step?

Will price keep you from getting what you really want?



Does this mean we will never have a chance to work with you?

Can I use a recent blood draw from a different lab? To keep consistency and the integrity of the tests we have to use our labs because results can fluctuate between machines.



# SUPERVISORS 1<sup>ST</sup> LR REVIEW SHEET

Physicians Name: \_\_\_\_\_

Date: \_\_\_\_\_

- ❖ Walked out to greet the patient in the lobby.
- ❖ Prepared by filling out the entire patient plan before the lab review.
- ❖ Identified the patient goals, problems, and pains.
- ❖ Followed the required appointment outline.
- ❖ Used the visuals appropriately including:



PowerPoint  
slides



Color graph summary  
lab results

- ❖ Built the tailored care out of the specialized testing, Telomere, APoE, Body Comp.
- ❖ Applied the patient's lab results to the patient's goals more than 10 times.
- ❖ Made specific recommendations for future care in based upon the patient's goals and problems.



## Fitness Recommendations

Printed and delivered specific  
exercises based on patient needs.



## Nutrition Recommendations

Anti-Inflammatory diet



## Supplement Recommendations

Baseline supplements, Relief  
Factor, Essentials...



## Hormone Recommendations

- ❖ Was relational, assertive, confident, and showed they were the medical authority.
- ❖ Communicated the desire to partner with the patient to achieve their goals.
- ❖ Covered the importance of autoship.
- ❖ Used the assumed close.

## Review Notes

Growth Areas

Strengths:

How I plan on helping my physician excel:

What I need help with: