

# YOUR INTEGRATIVE MEDICINE PRACTICE



HOW TO MARKET AND DEVELOP A SUCCESSFUL INTEGRATIVE  
MEDICINE PRACTICE IN TODAY'S COMPETITIVE ENVIRONMENT

*A One Day Seminar for Health Care Professionals with:*

The Acclaimed **Randy Alvarez**

**Linda Lizotte, R.D. • JJ Virgin, C.N.S.**

Saturday, February 28<sup>th</sup>, 2004 • Santa Ana, CA • 9:00 a.m. - 4:00 p.m.

## LECTURE TOPICS:

### 9:00 a.m. - 12 noon & 2:30 p.m. - 4: Randy Alvarez

- How to create a unique experience for the patient
- Increasing market share and patient share
- Determining your core products, services and profit centers
- Positioning your company and products for greater sales and profitability
- Developing a complete strategic blueprint to revitalize your business in a competitive market
- How to integrate supplements into your practice for patient retention and long term growth
- Overcoming the common objections regarding procedure or programs that are not covered by insurance companies
- Networking with local doctors
- Building a team that works together to accomplish the vision and mission of the company
- How to train your front desk staff: proven strategies for getting the patient in the door. Includes how to answer the phone, set appointments and what to say on the follow-up call.

### 1:00 p.m. - 2:30: Linda Lizotte, RD & JJ Virgin, CNS

- Setting up your front office and exam rooms
- Training your staff on lifestyle intervention and nutrient basics
- The duties of the patient educator
- Asking the right questions
- Focusing on the conditions you treat most when stocking your pharmacy
- Using the tools: patient education forms, protocol sheets, practitioner seminars and tapes/cds, staff training sessions with a DFH educator, public talks with a DFH educator, DFH powerpoint slides for your talks, DFH newsletters and research



*Lunch break on your own will be from 12:00 - 1:00*

**Seminar Location: DoubleTree Club Hotel - Orange County Airport**  
**Seven Hutton Centre Drive, Santa Ana, CA 92707**

Hotel Information & Directions: (714) 751-2400

## MEET THE PRESENTERS:



**Randy Alvarez** is a successful entrepreneur and CEO of The Wellness Hour, Inc. Randy has developed, directed, hosted and produced over 300 segments of The Wellness Hour in the past three years, and his medical television programs air more than 700 hours every month on California television stations. Highly respected in the medical community, Randy Alvarez has interviewed more than 1,000 medical doctors on his television program and is considered an expert on health issues, the psychology of peak performance and organizational turnaround. His website [www.wellnesshour.com](http://www.wellnesshour.com) is becoming one of the most popular medical web sites in the nation. Hundreds of business leaders have called on Randy Alvarez to advise them regarding business development, personal development and employee empowerment. He is also a sought-after speaker, regularly called upon to share his methods and ideas with Fortune 500 companies.



**JJ Virgin, CNS, CHFI**, is a 20 year veteran of the health and fitness industry. She is a Certified Nutrition Specialist with the American College of Nutrition, a Certified Nutritional Counselor with the American Association of Nutritional Consultants, and is certified by the American College of Sports Medicine as a Health and Fitness Instructor with enhanced qualifications in nutrition, advanced personal training and exercise for the older adult. JJ has spoken for groups as large as 500 on fitness and nutrition, has appeared on TV and radio and has been featured in magazine and newspaper articles. JJ is the health correspondent for The Healthy Living Show and a medical host for the Wellness Hour, and contributes to the affiliated website [www.thewellnesshour.com](http://www.thewellnesshour.com). She is currently the nutritionist for Dr. Phil's Ultimate Weight Loss Challenge and appears frequently on his nationally syndicated TV program, Dr. Phil, and contributes to his website [www.drphil.com](http://www.drphil.com). She recently produced a series of exercise videos with Dr. Diana Schwarzbein, author of the highly touted The Schwarzbein Principle, and is working on a second series with her.



**Linda Lizotte, RD, CDN**, is a co-founder of Designs for Health and a nationally known nutritionist who maintains a busy nutrition practice in Trumbull, CT. She has 15 years of experience with thousands of clients using nutrition to treat weight loss, adrenal burnout, female hormonal imbalances, toxic metal elimination, and a range of other health issues. Linda is an expert on hair analysis interpretation and heavy metals, has been an expert guest on numerous radio and television programs, and is a regular contributor to several health magazines. Linda has trained hundreds of nutritionists and other health professionals on how to start, build and maintain a private practice, based on her own personal success.

**Seminar Cost: \$60 early registration • \$75 after Feb.13th • \$95 at the door**

Price includes detailed seminar notes and an all new Designs for Health Protocol Manual on CD ROM (a \$150 value!)

To register, please make checks or money orders payable to Designs for Health, Inc., and send to: **Designs for Health, 2 North Rd., East Windsor, CT 06088**. You can also fax your registration to **(860) 627-0661**. To register over the phone or for more information please call **(800) 847-8302 ext. 106**. *No refunds!* Credit towards another seminar or education material available!

Name \_\_\_\_\_ Degree \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Registration Fee Before 2/13/04.....\$60      Registration Fee After 2/13/04.....\$75

On-Site Registration Fee.....\$95

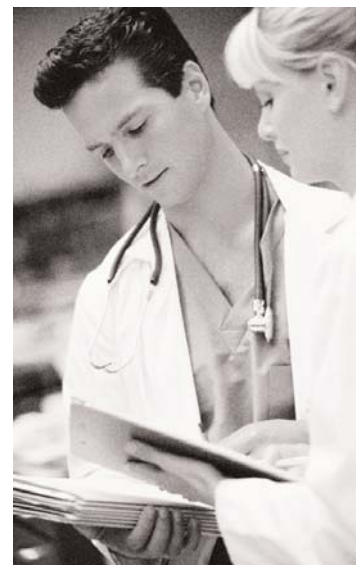
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For more information on any of our upcoming seminars, please call us or visit us at [www.designsforhealth.com](http://www.designsforhealth.com)