

Detox Program Checklist

Suggestions for a successful patient program

1. Choose a doctor who is your PARTNER in the process. Partners will jump at this opportunity and their staff will be an integral part of the patient recruitment process.
2. Have a discussion to express EXPECTATIONS, GOALS and RESPONSIBILITIES.
 - How will the office promote? When will they begin? Who will create marketing pieces?—*Consider giving them a personalized flier and make them promote.*
 - Who will give the presentation? You? Doctor? You and the Doc?
 - Minimum goals for patient attendance?—*Minimum of 10 is recommended*
 - When will the product be purchased?—*Should be before the talk*
 - Who will close the patients on the night of the detox?—*The staff should do this*
 - How and who will do patient follow up?—*Consider Facebook groups*
3. Have the office staff encourage people that sign up to fill out a detox questionnaire.
4. Have the office staff call the attendees the day before to confirm attendance.
5. Be sure to review the presentation with the practitioner and add any slides that personalize the detox to their practice.
6. Set 2 time slots for the presentations (ex. Wed at 6p and Fri at 8am)
7. Engage your audience.
 - Mention local restaurants, farmer's markets, etc. where key food/produce can be found
 - Ask the audience for recommendations for chemical free companies, products, services from the crowd.
 - Ask a veteran detoxer for their experience. If they're doing it again, it must've been positive!
 - Focus a lot on the clean water, food, solvents, etc. so your presentation doesn't come off as a "sale".
8. Use your tools
 - Everyone fills out a detox questionnaire prior to meeting.
 - If the doctor has a BIA, consider running a free BIA on those who purchased the product that evening.
9. DON'T BE AFRAID TO SELL THE 28 DAY DETOX!!! Patients will need 3 Clear Change Kits and you must order the 28 day guide separately. Order Metagenics bags and send back the clear change boxes.

Happy Detoxing!