

ESCAPE THE **RIGGED** HEALTHCARE SYSTEM

A Healthcare Mentor's Prescription
For a Better Practice, Better Life

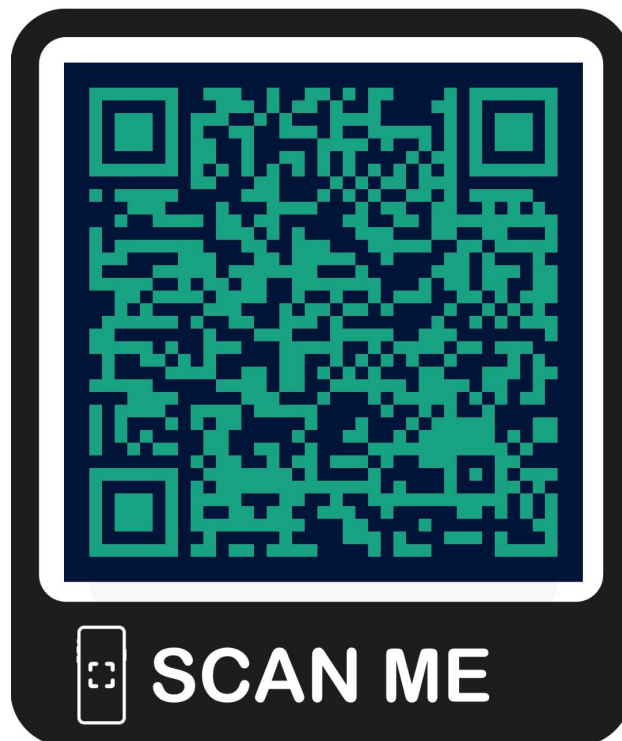


Dr. Charles Webb

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By
Dr. Charles Webb
[Freedom Practice Coaching](#)



What People Say About FPC

“Even before we opened the doors of Integrative Health Carolinas in May 2018, we had already scheduled 14 consultations from our Pre-Education events we learned from Dr. Webb and FPC. In our first two weeks, we moved prospects into our customized programs and collected \$21,000. We have grown immensely since then. My goal was to net \$250,00 at the end of year one. It's been four years since I signed with FPC, and we recently had our best month, collecting over \$200,000. Just want to let you all know how grateful I am for everything you have done for me.”

Ana Maria Temple, MD

“I've been with FPC for five years and continue to work with them because they keep evolving, which gives me the opportunity to evolve myself. One of the things I love is the opportunity to keep getting better, and FPC is continuously helping me better myself, my team, my services, and my practice. I work about 3 days a week and earn 6 figures monthly in revenue. FPC has truly helped me achieve freedom in leading my practice and in life.”

Michael Smith, ND

“If I hadn't done something drastic, my practice wasn't gonna survive. So, within three months of signing up [for FPC], we tripled our monthly revenue. And then, through that year, we actually tripled our annual revenue, which was huge. I mean, for the previous three years, I had pretty much been at the same spot. I would highly recommend FPC to other practitioners because it has given me a solid structure to my practice.”

Sheila Kilbane, MD

“I was successful before joining FPC, but FPC helped me triple my revenue and triple my free time. It's been 5 years, and I am still with them. Joining FPC has been the best investment I've ever made for (and in) my business.”

Deborah Matthews, MD

Escape The Rigged Healthcare System

A Healthcare Mentor's Prescription for a Better Practice, Better Life

Is your offer value-driven or price-driven? If you're selling your services and products in the "fee-for-service" model, you're price driven and, by default, a commodity.

Your patients should see you and your expertise as the true value, not your stuff. Unshackle the handcuffs that force you to compete amongst other "commodity doctors" and reclaim your freedom.

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The Elephant in the Room

It was long past due. The pandemic had kept me from speaking onstage for nearly 24 months. Speaking has become a part of me; it's how I best serve others. There is nothing that inspires me more than moving an audience to open their thoughts to the possibilities that are in front of them.

Nido Qubein, President of High Point University, entrepreneur, and motivational speaker said, "If you can show someone where they want to go, they will move heaven and earth to get there."

Through years of speaking and consulting both patients and doctors, I discovered the truth in that statement. And now, after a long 24 months, I was about to prove this statement right again. I was ready to step back on the stage, to empower a large gathering of physicians looking to improve their practice—their lives.

Leading up to taking the stage, I had the opportunity to interact with many of the guests. What I found most enjoyable was listening to and observing their interactions with each other.

"Hey, Dr. Kate, so good to see you. How is everything going?"

"Oh, I can't complain. We're keeping busy. How about you?"

"Same! Keeping busy. Full schedule. You know how it goes."

The words would vary from conversation to conversation, but the essence was the same—everyone was "busy," everything was "good," and no one showed any sign of weakness or struggle.

Does that sound familiar?

It certainly does to me, as admittedly, I too once proclaimed "all is well" when ALL was NOT well.

Understand it's my job to listen. I hear every word, but more importantly, I listen to what is behind those words. "Busy" is one of those words that suggest things are anything but productive; and therefore, seldom equates to success. It's that special word that counters further inquiry about how we are really doing.

As I was mingling and observing, I couldn't help but see so many doctors with uncertainty in their eyes, anxiousness in their voices, and frustration in their body language. I had to wonder—was anybody else seeing this? Was no one willing to address the elephant in the room?

It wasn't just there, of course. It plays out everywhere, from conferences to social media. Everyone is hiding behind the idea of success, wearing it like a mask to cover their true struggles and heartache.

So right here, right now, at the very outset of this book, I want to pause and say something before you continue this journey with me.

While you're here, you don't have to wear the mask of success.

Because if you're like I once was, and like the majority of practitioners across the country are right now, things are not OK.

As I walked up on stage to deliver my message, I performed my ritualistic visual sweep across my audience. What I saw didn't surprise me. Just from the looks on their faces, and the way they slumped in their chairs, I could easily see a room full of frustrated doctors looking for answers to their current situation.

The Big Elephant in the room I mentioned earlier? Well, that's why everyone is wearing a mask. No one wants to acknowledge it for fear they're alone, and their colleagues will see them differently than the successful doctor they portray.

As a speaker, I have a job to do - and it starts with getting my audience's attention. To accomplish this, I chose to expose the elephant.

Pay close attention to what I'm going to describe next, as this is exactly what you should be doing with your prospective patients. Remember Nido Qubein's quote, "If you can show them where they want to go, they will move heaven and earth to get there."

Now, before I show them what they want, I must first show them where they are and the realm they're living in. Seldom can you expect to move someone into a long-term commitment just by helping them see their "promised land," their hoped-for destination. No matter how magnificent this image looks, how it feels, and what it represents, most will first need to recognize their current realm—the "desert" they are living in.

Simply put, they need to be called out to acknowledge that everything's not OK. Once they confess they've been getting up each day to live out a life that involves so many unacceptables, they're ready to let it go and commit to a better life. This is when you show them where they want to go.

You see, the elephant in the room is this: most everyone is living out a life of unacceptables; unacceptables that, in time, somehow become justified. So, the mask goes on, and we pretend that this is just how life goes... you just get used to it.

The Call Out

As I looked out over my audience, I asked the big question. “What is it you don’t like in the current realm you live in? Your current realm involves your business, your finances, your marriage, travel, your health, and your freedom. Tell me what you don’t like.”

At first, there were mostly cautious gazes, with a few eyes looking around for someone to respond. It seemed no one was quite ready to bring out the elephant.

As a trained speaker, it’s my job to connect to my audience and meet them where they are. In this instance, I literally came down from the stage and walked up to the nearest table of guests. I repeated my question to a middle-aged woman who appeared to be sitting next to her husband.

She immediately responded, “I don’t like being so tied to my practice that I miss out on quality time with my husband.” She glanced at her husband, who was now taking her hand in his. This was obviously an unacceptable situation that had been going on for some time.

As I walked about the room, still repeating my question, the responses began to build on one another. Before long, the elephant was out, and everyone felt relieved they were not alone. For the first time in years, every practitioner in my audience felt a huge load lifted off their shoulders that afternoon. It was likely the first time they were given permission to speak out about what they don’t like and be ok admitting that it’s unacceptable.

Now you might be wondering what some of the other responses were. Let me share them with you - I don’t think you’ll be surprised.

I don’t like:

- The control insurance has over how I practice
- The red tape that prevents me from treating patients the way I see fit
- The sickness model that downplays wellness
- The fee-for-service that forces me to be a salesperson
- Having to justify my protocols to the pencil pusher at the insurance company
- Not being paid fairly for my time and expertise
- Losing time with my kids to long hours at the office
- Having no time for myself and what I want to do with my life
- How the stress at work is affecting my family and my health

- Not able to build enough wealth to retire comfortably
- Not feeling on purpose

Now, here is where it gets interesting.

I walked back to the first person I talked to: the woman holding her husband's hand, and asked her one more question. "Is this acceptable or unacceptable?"

She didn't hesitate. "It's totally unacceptable."

I turned to the rest of the audience. Whatever their current situation, whether concerning finances, time, family, health, or purpose, the response was the same. An overwhelming UNACCEPTABLE!

Yet, from what I could tell, none of these people stuck with unacceptable situations were doing anything about it. And if that's the case, that means that they have accepted their current realm in life even if they don't like it.

Why is this?

Here's what I've found from working with hundreds of practitioners since 2012. No one has ever asked them the "what is it you don't like" question. And as I stated earlier, before I show them how to get what they want, I must first show them where they are now, the realm they're currently living in (and implicitly accepting).

Not until they can respond with a strong "unacceptable" and then commit themselves to go to their promised land will they be ready to change - to take the necessary risks to achieve their new life.

Being "busy" then becomes the justification for putting off this very simple yet life-changing exercise.

Are you willing to give it a try?

I want you to get real and think about your practice, your purpose, your family, and your joy.

So, take a moment, grab a pen, and write some notes, right here, right now.

What don't you like?

This is your current realm. I like to call it the desert. Is this acceptable or unacceptable? If you say unacceptable, do you mean unacceptable next month, next year, or today - NOW?

Let's do a little more brainstorming and think of where you would rather be. What would a fulfilling, successful life look like for you? Don't worry about how you're going to get there or get stuck thinking it's impossible.

Instead, allow yourself to think big. Get a clear picture in your mind of what you *really* want. If we were to sit down and discuss your life 3 years from today, what would need to have happened for you to believe that you made a very wise choice in choosing to work with us? Include anything that is part of your happiness, whether health, family, work, finances, travel, marriage or bucket list.

Go ahead and write it down:

I'm guessing your answers might be similar to the ones I heard from the "busy" doctors:

- More autonomy to practice the way I want
- Finding a better balance between work and home
- Enjoying more free time
- Feeling content and peaceful
- Getting paid my true value and being able to create real wealth
- Having the time and money to contribute to my community

The list went on and on.

I imagine there are some pretty big differences between your current realm and your ideal realm. But when you look at the two, where do you actually want to be? Where do you want to go?

If you're fine with hanging out in your current realm—if you prefer the desert life—you can go ahead and close this book.

BUT if you feel that life in the desert is unacceptable, I invite you to keep reading.

If you can commit to reading this book with an open mind—to tame your inner critic for an hour or so—I can show you how to walk away from the desert and into a new realm, a realm of your choosing and creation.

I understand that much of what you'll read in this book will be new to you. That's why I'll be showing you not just how to escape the desert, but real-life examples of people who have succeeded in their own journeys, starting with mine.

So here's what I'm asking...

Decide right now if life in the desert is acceptable or not.

If not...

- Give this book your undivided attention. Try to read the entire book in one sitting; you should be able to read it in 90 minutes or less.
- Wait until the end of the book before you let your inner critic loose. I'll work hard to answer all your questions.
- Focus. Turn off your phone, find a quiet place where you can be undisturbed, and ignore your email, social media, and other distractions. This is not the time to multitask.

Are you ready? Let's begin.

2

The Rigged Model

I think I'm safe in assuming that no one went into healthcare with the hopes of being controlled by outsiders.

Yet, in today's healthcare system, that's exactly what's happening.

Insurance conglomerates, big pharma, and the government (let's call them **the big three**) have doctors and practitioners by a veritable stranglehold.

Do what we say, they bellow, or get out of the way.

With their combined, Orwellian power, the big three have successfully manipulated the doctor/patient relationship to meet their ever-growing need for money, with no respect for the people who need help (patients) and the people who willingly give it (you).

For this reason (and others we'll explore), I call today's broken healthcare system **The Rigged Model**.

The Rigged Model feeds on the principle that, to be successful, you must:

- See an ever-greater number of patients
- Deliver more services
- Limit quality time with your patients
- Copiously justify your treatments
- Accept less compensation with no rhyme or reason
- Follow their rules to the letter or receive nothing
- Only treat *sickness* and never encourage *wellness*

I know that you've experienced this. You spend your days running from patient to patient, feverishly completing paperwork, and jumping through other regulatory hoops that don't enhance your patients' outcomes or your business, only to look at the books at the end of the day and wonder how you can work so hard and make so little.

Meanwhile, the big three rule supreme while everything else breaks around them.

Broken physicians.

Broken practices.

Broken patients.

Broken lives.

It's no wonder that today more than ever, doctors are shutting their doors. It's not worth the hassle or the pain that comes with loss of control to appease the big three "insiders". You probably know plenty of colleagues that have walked away. I know I do—I was once one of them.

Although I achieved financial success, I overlooked the most important reasons I went into private practice. I found myself so busy earning a living that I missed out on precious moments with my daughter Amanda. I never developed that daddy-daughter relationship that I should have because I allowed my business to suck the life out of me. In time, I lost my purpose.

My Story

What gives me the right to mentor you in a better way to practice? What's my story? Let's begin in the early 1980s, my late teen years.

After spending much of my youth around large animals, I had decided to become a veterinarian. That all changed, though, after watching my brother Steve's health challenges.

At age fourteen, Steve began experiencing rigidity and loss of motion in his neck. He was forced to turn his entire upper body whenever he needed to place his focus outside of looking directly ahead. Within months the same rigidity and diminished mobility began showing up in his right arm, which quickly began to atrophy and become less functional.

And here comes the rigged model. His doctor, a smart man who correctly diagnosed his condition as Juvenile Rheumatoid Arthritis, didn't have the time or energy to look for thorough solutions to my brother's condition. Instead, he grabbed for a quick fix—20 aspirin a day for the foreseeable future.

His treatment plan was troubling, to say the least. NSAIDs worked for very few children with this condition, and it could easily have caused dangerous side effects, putting my brother at higher risk for stroke or gastrointestinal bleeding. But that's all he could offer. He was limited by the system and lack of viable options.

You can imagine that this recommendation didn't fly so well with my parents. Or me.

Luckily, Steve's best friend had an older brother, a chiropractor, who was willing to treat my brother. In just three months, this doctor of chiropractic resolved Steve's condition fully—returning his body to full functionality. Over 40 years later and my brother continues to be free of his original symptoms. Thank God this story turned out well, as so many others aren't so lucky.

That's when I knew what I really wanted to be.

I graduated chiropractic college at the end of 1986 and set up my first practice in 1987.

Practicing in the late 80s was pretty easy, to be honest. One of the big three, insurance, still paid well, so a doctor didn't have to be a great businessperson to build a lucrative practice. Care was still practically free for patients, so they were willing to come in, though not necessarily committed to much else.

From 1987 to 1996, I gave myself over to my profession—building and running several practices in three different states. While I was financially successful, my life was not. My businesses owned me rather than the other way around. I was so engrossed in following the “rules” of running a practice (there's that rigged model again!) that I sacrificed precious time away from my family right at the time that my daughter, Amanda, was growing up.

I remember so many of the precious moments we had together when she was just a child. I especially remember taking her ice skating when she was 8 years old. She wanted me to see how well she skated and wanted so badly to receive my praise. After all, I was her daddy. In all honesty, I wasn't completely present with her during this time on the ice. Sure, I was there, but my mind was elsewhere, wrapped up in the stress of building my business rather than building memories with my daughter. A precious time for sure, but looking back, my heart breaks knowing Amanda didn't receive the praise and attention she was hoping for.

Sharing this is painful, and my heart breaks for that little girl. I chose to share this story because, looking back, it was one of my most painful lessons regarding my relationship with my daughter. I can never get that opportunity back, but I can avoid the same mistake moving forward. I share my personal story in hopes that you can avoid this costly mistake with your loved ones or avoid an unpleasant trajectory you may be on.

You see, all along, I thought that building a successful practice required sacrifice in all areas of my life. To be truly successful, I had to give up the extremely important parts of my life, those that really mattered, to make way for profit and success

Talk about a delusion.

Financial success was no substitute for my life. I lost out on actual success—time for my life and family.

Despite it all, I was a very skilled practitioner, even developing a reputation for getting my patients out of pain fast and helping them start functioning at a higher level. But even behind this “success” was a feeling of emptiness—something was missing, and this success felt incomplete. I didn’t feel like I was making a real difference in my patients’ lives. Yes, I could get them out of pain, but that was based on my skill as a technician, not a mentor. No matter how many times I fixed a problem, my patients would always come back in the same state: needing the same help.

So, I started talking briefly with patients during their regular visits. I’d cover nutrition, exercise, and whatever else I could hold them accountable for. Looking back, it was naive of me to think that 5 minutes of chitchat would help them change their lives. Needless to say, it didn’t make a lick of difference to them, and I still felt unfulfilled.

The more I thought about it, the more frustrated I became. There I was, telling my patients that they could avoid future problems by leading a healthy lifestyle, but I didn’t offer any support to help them actually achieve what I preached. My practice had no space for the structure they needed—no curriculum, no group classes, no education, no workbook material.

How would I even do that?

It was a hard reality to face. I wasn’t serving as a guide that empowered patients to take control of their lives. I was a walking, talking band-aid. Even worse was knowing that I knew how to help them — I was personally living an extremely healthy lifestyle, but I wasn’t passing that knowledge on, especially to those who needed it the most.

The more I thought about it, the more upset I became. With no purpose, I was burning out fast. I came to a realization that I was not in charge of my life. As it relates to my business, I opened my eyes and recognized I was being played by a rigged system, a system that dictated the way I should provide care and how to earn my income. I was choosing to play along in this system that certainly didn’t put patients first but treated the patients as nothing more than commodities to be traded in the market of disease management. I could find nothing within this system that focused on empowering the patient to change their health habits and thus their life. That was unacceptable.

By late 1996 I made the choice to sell to a public company and step out of this rigged system I could no longer be a part of.

Looking for something completely different, I started a home-building company and invested in concert promotions. Again, while there was financial success, it left me unfulfilled. I needed purpose, something that would fill my days with passion and rewarding experiences.

I found myself floundering, ignoring the businesses, and heading into a downward spiral. Combined with investor problems and market crashes, I was forced to declare bankruptcy in 2002. I lost my home, my cars, everything. In the end, my wife and I were left with a grand total of \$2,400 bucks...that's it!

Oh, and at the same time, my wife Mindi was pregnant with our son, Landon. Remember that desert we talked about in the last chapter? That unacceptable realm? I was there.

So, I had to make a choice. How was I going to get out of the desert? I could have just gotten a job—gone to work for someone, gone back to kowtowing to the big three.

In the end, though, it was an easy choice. I was going to create a new future for myself. One where I would not just provide for my family, but experience life with them. A future where I felt fulfilled, where my passion was put to use, where I made a real difference in the lives of others.

I learned an important lesson, though. I wasn't quite the skilled entrepreneur I thought I was. If I was going to succeed, I needed to find help. An experienced mentor, one who had a proven track record of building successful businesses.

And that's just what I did.

I returned to my true passion—helping people achieve true health. But this time I was going to do it differently. I wasn't going to let the Rigged model hold me back and keep me away from making a real difference. I was going to create the opposite. **A Freedom Practice.**

Using the entrepreneurial skills I learned from my mentors, I spent eight hard years rebuilding my practice in a new way. I started from the ground up. I didn't have money for marketing, so I started giving health talks to anyone who would listen. All it took was a milk crate, a microphone, and a little courage. And I discovered the more often I spoke, the more I painted the picture of what true health looked like, the more people I impacted and persuaded to make a change. These individuals became my patients, and my practice began to thrive.

My first office was a 12x15 room I rented in the back of an imaging center. I was my only employee—doing everything from marketing to scheduling to working with patients. But we were off to the races.

Free from the confines of the rigged model, my practice flourished. I kept it small—I knew my limits now— but the joy and freedom were palpable. My patients made incredible strides in their health. I established the right way to dig deep into their problems and offer the support they needed to make lasting changes.

Word got out about the guy in the back of the MRI place who didn't even have a sign, just real results.

It didn't take long before I needed my own space. Fortunately, I had been able to put away enough money within my first year of being back in the game. I was able to move into my own space of around 1,600 square feet. We grew carefully, gradually working up to a team of 6, including me and an associate.

If we had been inside the rigged model, we would have been stuffing that office with too many patients, working long hours, and focusing on how many people we could see daily.

But that's not what a freedom practice does. Instead, between my associate and myself, we accepted just 34 new patients per month, which required less than sixty patient visits per week, working just Monday-Thursday. Using customized programs instead of fee-for-service, we consistently averaged between \$250,000 and \$300,000 in cash per month, allowing us to spend quality time with our patients and quality time with our families.

After 20 years of searching, I had finally found what I'd been looking for. The Freedom Practice model allowed me to give a higher level of care to my patients, take home seven figures, and enjoy ninety days off a year for free time and travel. I found my purpose and was thriving in it.

With time, other practitioners saw my success and started approaching me, asking how they could transition to this new model. I saw an opportunity.

I was living my dream and changing lives. Why would I pull my focus off this? What was the opportunity that excited me?

I recognized that I was limited in the number of lives I could change by simply growing my practice. Sure, in time, I could expand and perhaps open additional clinics. But expanding my ability to change a significant number of lives means I would have to open my Freedom Practice model to a multitude of practitioners. By taking this approach, I knew I could indirectly help tens of thousands of lives in just a few short years.

My FPC team and I have since proven the effectiveness of our Freedom Practice model with just about every type of healthcare practice across America. Those practices include most MD specialties, GPs, chiropractors, naturopaths, nutritionists ... you name the field. **Freedom Practice Coaching has become a multimillion-dollar company and has earned the reputation of the industry leader.**

Though I continue to work and will do so until the day I'm six feet under, my company can now run without my day-to-day presence. I've earned the freedom to spend time with my family, travel the world, and fulfill my bucket list. If you're fed up with your

current state of affairs and looking to become a self-made entrepreneurial doctor, there's a ton I can teach you. It's the real deal.

I understand the weight that the Rigged Model is forcing down on you. I've been there. I want to assure you that there IS a way out. I've been blessed to rediscover my purpose, and now I'm committed to helping as many as I can to step away from the rigged chaos and into a model that has delivered bliss for me and so many others.

3

What Does a Freedom Practice Look Like?

Before we can discuss what a Freedom Practice is, we've got to make a vastly important point.

Your practice is a business. You are an entrepreneur. (A healthpreneur, if you'd like.)

Before you'll ever have a practice that will help you leave the desert realm and disentangle yourself from the rigged model, you'll have to reckon with the fact that you must master business in the same way that you have mastered health and wellness.

So let's talk about what a business should do:

1. Your business should work for you, not the other way around
2. Your business should have sustainable, constant growth
3. Your business should have predictable cash flow and profit
4. Your business should deliver a reliable end result
5. Your business should not act as a substitute for life, rather allow you the life you want

How many of those boxes does your practice currently check off?

If the thought of running your practice like a business makes your palms sweat, it's not your fault.

Whatever your medical training, your coursework never included business management, marketing, or leadership, let alone accounting or finance. Upon graduation, you were dropped into a world of business with comprehensive medical knowledge and a genuine desire to help people, but little else.

That's where the Freedom Practice comes in.

Using the model that I created for my own practice and refined through application in hundreds of practices worldwide, I created a business framework based on seven pillars of success.

These seven pillars are what all the coaching we do here at Freedom Practice Coaching is based on. When followed correctly, they'll meet every business requirement from our earlier list.

They create:

- A business that works for you
- A method for sustainable growth
- Predictable, scalable cash flow
- Less management overhead
- Over-the-top patient results and satisfaction
- Systems and processes that generate results
- The time and space to enjoy your life outside of the office

Introducing the 7 Pillars

Before we dive in-depth into the 7 pillars, here's a quick overview so you can get an idea of the entire picture. Used together, these 7 pillars work to create a Freedom Practice. I've seen these pillars transform practices in as little as six months. Just imagine what they could do for you!

#1: Develop a Positive Mindset

The way you think about your problems and your attitude when you approach challenges—your **mindset**—can determine an outcome before you even start. It can set you up for success...or it can prime the pump for failure. Every highly successful doctor, entrepreneur, or business owner I've met or coached was a strong proponent of developing a confident leadership mindset—and *using it*.

So, if you're serious about growth and changing your practice for the better—better patient outcomes, better profit margins, and better quality of life for you—embracing the right mindset *has* to be your first step.

#2: Reinvent Yourself as a “Category-of-One Doctor”

A “category-of-one doctor” differs from a “commodity doctor.” How so?

A commodity doctor is a means to an end—a middleman that connects a patient with a treatment. Patients know that to get certain treatments, they see certain doctors. People with acne who want a prescription for Accutane see a dermatologist. People with thyroid problems who want a prescription for Levoxyl see an endocrinologist. From the patient's

perspective, WHO the doctor is doesn't matter, as long as they connect the patient with the right products and services. They're interchangeable.

A category of one doctor stands out from the crowd. Seeing one of these doctors is not about the treatments—their value doesn't rest in their services or products. Instead, their value comes in their key focus—guiding patients to a hoped-for health destination. In this case, WHO the doctor is highly important.

#3: Create Your Ideal Patient

Have you been led to believe that if you become the best doctor in your community, new patients will flock to your door? Our FPC experience argues otherwise. New patients seldom come in droves. And many who come may be interested in you for the wrong reasons.

So, how do you attract new patients for the *right* reasons? You start by deciding who you want to help, then marketing specifically to them through what we call pre-education. Using live in-person talks, webinars, or something similar, you present to your prospective patients a different model, one that focuses on taking control of their health and, in time, reaching their health destination. You'll find this approach is well accepted amongst the masses who have come to recognize that the current "healthcare system" offers little more than management of disease.

Why would anyone want to pay, with their hard-earned money, for managing their condition? Quite frankly, they don't. This is exactly why the misconception of "people just don't want to pay for their health care" is so prevalent amongst physicians and other health care providers. Just because someone doesn't see the value in what you offer as a provider doesn't mean they don't value their health. In fact, when they find someone, whether a physician, a nurse, a dietician, or a personal trainer, that acts as more than their diagnostician or provider of services but acts as their trusted mentor who can guide them down their path to optimal health, they gladly invest in themselves.

When they understand exactly who you are, how you're different, and what you can do for them, you'll be able to fill your calendar with informed, motivated patients.

#4: Consultation Reinvented

I'm sure you've conducted hundreds of new patient visits. But now, working in tandem with pre-education, the first consultation is vastly different and much more important.

Instead of going straight to diagnosis and treatment recommendations, the consultation is a time for both you and the patient to determine if working together is the right fit.

This means mastering the art of communication. When you stop talking like a doctor and start having a conversation with your prospects, which includes listening with empathy, true interest, and compassion, you'll experience a smooth transition from prospect to client.

#5: Customized Programs

Once a prospect has become a signed patient, you have an incredible opportunity to give them the attention, education, treatment, and results that the Rigged Model never gave you the opportunity to pursue. In that model, aside from the financial pressures that the big three placed on you, patients inevitably fell away from your treatment for two main reasons:

1. Lack of understanding and opportunities for education about their health
2. Too much focus on treatments instead of a well-articulated “final destination”

Creating customized programs that are time-based instead of offering a menu of treatments or services allows you to address these issues and give your patients incredible results and satisfaction...and give you the revenue you deserve.

#6: Build a Superstar Team

Whether you're currently a team of 1 or already have several employees, building a united, trustworthy team is essential to the success of a freedom practice. When you are not carrying the weight of the practice's success solely on your shoulders but instead share the responsibilities (and successes) across a group, you create a self-propelled machine that can function at full capacity whether you're in the office or not.

This allows you the other piece of the equation—the freedom and ability to live your life. We encourage shorter work weeks, 8 weeks of vacation a year, and spending real time with your family. Your superstar team will keep everything running smoothly while you're away.

#7: Adopt and Manage Key Performance Indicators

As we've mentioned before, your practice is not just a medical service, it's a business. That means it needs to be run like a business, too. One absolutely essential aspect of keeping a business afloat is knowing what your **key performance indicators** are. These are numbers that a business owner can consult to see—in real-time— how the business is performing.

Why is this so important? Because to be truly successful, you need to base your practice decisions on empirical evidence, not on emotion. If you don't know your monthly goals and the key indicators that measure achievement of those goals—broken down day by day—you're just sailing in the wind without a rudder.

If this interests you, read on for an in-depth explanation of each of these pillars. We'll also share some resources to help you implement them in your own practice and even include stories from practitioners just like you who have created their own Freedom Practice.

4

Pillar #1: Develop a Growth Mindset

When I say mindset, I'm talking about that voice in your head. The one that says:

This isn't my fault.

If only things weren't so hard.

I'm stuck, but there's nothing I can do about it.

How you frame your challenges is vastly indicative of how successful you'll be in combating them.

If you're anything like the doctors I've met in my consultations, a poor or negative mindset is probably haunting you, even if you don't realize it. It's the leading cause of unresolved challenges in your practice, relationships, and personal growth. *This is not an indictment of you as a person*, but it reflects the thinking habits and worldviews that have rubbed off on you from your upbringing, education, and world of associations.

What's your focus throughout your day? Do your thoughts breed confidence, clarity, and hope for a fantastic future, or do they induce stress and anxiety? The magic of mindset is that when you have complete control over your thoughts, you give yourself the ability to move through resistance or fear with confidence.

The fact is, I've rarely met a highly successful person who didn't agree that working on one's thinking habits needs to be a top priority. After all, if you are unwilling to change your beliefs, you won't be able to change your behavior.

I love teaching about mindset. It's had a great impact on both my business and personal life.

One of the most empowering gifts I received from one of my mentors was this:

"Charlie," he said, "the difference between those who earn their life dreams and those who don't is this ... **those who are willing to accept and embrace challenges and take action despite their fear will make it to the finish line.** For the rest, they will try to find contentment sitting on the sidelines, succumbing to their fear, never to realize their dreams."

I took this piece of wisdom seriously, and it's paid off. Since mastering my mindset, I don't let resistance or fear keep me from acting on my purpose. You, too, can use simple techniques and strategies to take extreme ownership of your thoughts so they never hold you back from what you should be doing.

Because here's the thing: if you want to change your life and practice, if you're even the slightest bit interested in creating a Freedom Practice, you're going to have to take a risk — step out into the darkness and do something different than you've ever done before.

You're going to have to rock the boat.

It sounds scary. Actually, it IS scary. But I've never met a highly successful doctor, entrepreneur, or business owner who played it safe—who feared rocking the boat. And in every case, these successful people took time and effort to gain a leadership mindset before they took action. That mindset would motivate them to act when their less successful colleagues wouldn't.

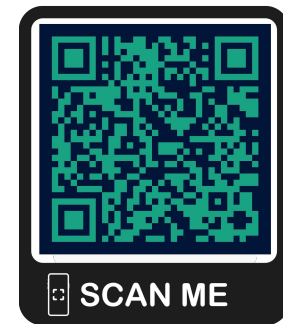
Where you stand at this point in life is exactly where you should be. It reflects the choices you've made along the way ... actions you took, and actions you chose not to take. If your current situation is unacceptable and you know a more abundant life awaits you, you must change the way you are doing things.

My team and I have coached 700+ doctors over the years, and I can tell you that teaching these men and women to master their thoughts was essential to their confidence and their willingness to take action, regardless of their fear of the challenge

If you're interested in gauging where your mindset is right now, I invite you to take our free mindset quiz: <https://freedompracticecoaching.com/MindsetTest>

It's short and easy and will help you see:

- The kind of mindset you have right now
- The challenges that mindset presents
- How to make the most of where you are in your journey
- Your best next steps to get ahead in your mindset journey



Your results will give you specific action steps for working on your mindset, no matter where you are.

No matter where you are today, Change IS possible.

The only thing stopping you from changing...is you.

5

Pillar #2: Reinvent Yourself as a “Category-of-One Doctor”

Do you ever feel like you’re not just fighting the big three to stay afloat, but you are also having to battle with competitors?

If you have competition in your practice niche or marketplace, that’s a sign you’re delivering a commodity. Let’s see what you can do about that.

Like what I discussed earlier, if patients view you as a necessary hurdle to receiving the treatment and services they want, you’ve become a commodity — one in a crowd who all do the same thing.

To combat this sameness (and the accompanying patient apathy), you’ve got to reinvent yourself as a “category-of-one” doctor —someone unique— who stands out because they’re different. Who stands out because they produce results. Who stands out because they offer more than just treatments and services.

You’ll do this by upskilling and using business skills that deliver uncommon value to your prospective patients. This will distinguish you from your colleagues by the value you place on your guidance and expertise. Moreover, you will **train your patients to recognize the value of hoped-for destinations.**

If several or more doctors in your community offer services similar to yours, what differentiates you from them? Why would prospective patients who seek healthcare support choose you over these other practitioners? Is it your location? Or maybe more referrals? Yes, those might be factors. But if there’s no *major-league distinction*, you’re still a commodity doctor. Patients perceive that your value lies in your services and products rather than your expertise.

Now, you might say, “But I’m among the most talented doctors in my field.” This could be true. You might also be top-ranked in your community by your peers. But how would your prospective patients know that? After all, it’s usually only other practitioners who know of your skills.

And if you are the most talented, does your talent lie in your expertise in delivering treatments? **If so, you’re assigning value to the deliverable.** That’s on par with

colleagues who deliver the same treatments but with lesser expertise. **Deliverables don't distinguish themselves.**

Specific treatments come with commodity pricing regardless of the expertise used in delivery. That's why you shouldn't place all your value on your treatments, services, or supplements.

If you want to step out and separate yourself from the herd, you need to place more value on your expertise and how that expertise can empower your patients to reach their hoped-for destinations.

This means you must become more than a doctor acting as a director of services and treatments. Yes, you must still be an excellent diagnostician and knowledgeable about the best treatment approaches ... but you must also become **a mentor or guide.**

Your community residents are begging for a guide who will help them with their current health challenges. But more than that, they need to be empowered to control their own lives. You can do this through education and customized programs that go above and beyond what they would get at any other practice. (More about customized programs later)

Adopting category-of-one practice skills is how I, along with over 700 FPC clients, have built freedom practices without competition worries. Competition doesn't exist when you raise your stature to the category-of-one level. Patients see their FPC doctors as a different breed. They recognize value in the guidance they receive.

Please understand that a person who becomes the patient of an FPC doctor *already sees a commodity doctor* ... maybe even several of them. Such doctors might include a GP, a chiropractor, an acupuncturist, and so on. They can help within their niche.

Yet, the patient still works separately with an FPC doctor, pays cash for the opportunity, and never thinks of it as a medical expense. That same patient will often complain about the smallest copays for commodity-doctor visits!

So, what's the difference?

Patients of FPC doctors are hungry for knowledge, guidance, and empowerment, and they're getting this delivered. They're not enjoying those benefits from their commodity doctors.

Stay with me to further understand how you can *create* your ideal patient.

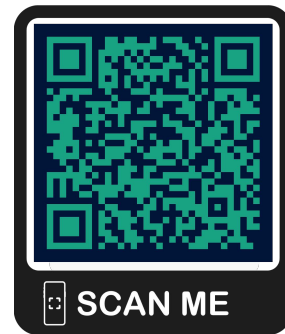
6

Pillar #3: Create Your Ideal Patient

Note: If you're a visual/auditory learner, check out my video on creating ideal patients by accessing this video: <https://freedompracticecoaching.com/IdealPatientsVideo>

Stop for a minute and think about your current favorite patient. Why are they so special to you? Aside from personality traits, my guess is that your favorite patient meets a few criteria:

- They are motivated to follow your advice
- They actively follow their treatment plan
- They ask you important, thoughtful questions
- They respect your knowledge
- They come on time and don't miss appointments
- They take you seriously



What would your practice be like if *all* of your patients were exactly like that? And while we're daydreaming, what would it be like if you had a steady, predictable stream of more patients like that coming in every month?

Maybe it sounds too good to be true, but it's not.

Up to now, you've probably gotten most of your patients through insurance. While it may be nice not to have to worry about attracting new patients, you're also stuck with the kind of patients that insurance attracts--individuals with the mindset of choosing a doctor just because they can get services for a pittance. That doesn't promise a committed and accountable patient.

Once you set yourself apart as a "category of one" doctor, it's time to attract the patients who are in greatest need and will be the most successful with the premium-caliber mentorship that you offer.

These are people that:

- See your expertise and guidance as the unique value you deliver
- Are willing to invest their own money to hire you
- Are willing to co-labor and commit to doing their part so they can reach their health destination.

If you don't think that there are people in your community like that, don't worry. It's true that most believe in seeing a doctor only when they have symptoms. After all, that's what the word "patient" reflects—someone who has symptoms or has been diagnosed with a condition. And it's a doctor's job to treat patients.

Further, because people in your community have been trained to expect you to fix them so they can get on with their lives, it makes *you* responsible for their health. It means dependency rather than self-responsibility. Co-laboring in their own care and changing their lifestyle habits barely crosses their minds. What a cramped mindset!

To combat this, the freedom practice model employs a very powerful tool--pre-education. This is an opportunity to educate the people in the community about what healthcare really should be and to explain how you, as a "category of one" doctor, can help them not just get treatments for their symptoms but also guide them through a journey that ends in a destination of health and happiness.

Before we talk about pre-education, though, let's dive a little bit more into the psyche of your community members and how to overcome their preconceived notions about healthcare.

Client vs Patient

Since the use of the word *patient* implies a less-than-ideal mindset from almost every angle, **from now on**, I'll refer to those who work with you as ***clients*** or ***practice members***. That's what we call them at FPC. And it matters. It's a first step in breaking traditional molds in the minds of patients—and doctors!

Client represents someone who seeks your professional help to better themselves. They don't just have you fix them when they're broken. *Client* also implies an exchange of value ... a worthwhile cash investment for the guidance received. Qualifications for insurance coverage play no role here.

The Insurance Entitlement Trap

The typical American mindset about healthcare didn't arise by accident. The big three made certain it happened. These heavy-handed groups could never enjoy the astronomical profits they earn, year after year, without keeping fear in the public mind.

They've done everything possible to teach that:

- We all get sick and will need medication sooner or later.
- We have no real control over our health because we can't fight genetics
- If insurance doesn't cover it, it must be quackery

Above all, though, patients have been taught *they are entitled to your care* just because they have insurance coverage. Talk about making things difficult for the doctor! Is it any wonder doctors become frustrated working within the chaotic Rigged Model? The insiders keep the public blinded. They profit from managing the public's symptoms while *ignoring protocols and education that would actually allow people to enjoy abundant health*.

What do the insiders fear most? They fear the doctor who stops acting as a subordinate director of goods and services and becomes a “doctor + mentor” ... a **DoctorPlus**. This doctor educates, guides, and empowers patients to take control of their health. A patient also realizes that a DoctorPlus is a true expert in the health field and not just a symptom fixer.

The patient who joins forces with a DoctorPlus steps out of the disease-management model and into the health model. He or she becomes a *client* of the DoctorPlus, recognizing true expertise and guidance that commodity doctors don't provide.

Don't get me wrong: I'm not necessarily advising you to step all the way back from insurance. This is a case-by-case decision that FPC can help you with. What I'm proposing is that you no longer depend 100% on insurance to keep your doors open. Such dependence can be scary. All the control is in the insiders' hands.

If you want to run a 100% cash practice, you have that option. It's one that many of our clients choose. Again, insurance has its place, and you may opt to continue with it for specific services. Just don't bet the farm on your income security or your sanity.

Nurture the *Client* Mindset

Should you become a DoctorPlus, the best way to ensure that every person who walks in your door has a *client mindset*—or at least the hint of one—rather than a *patient mindset* is all about pre-education and the opportunity for prospect self-exclusion.

What, you may ask, is *prospect self-exclusion*?

Some prospects will remain “patients” because of the mindset they cling to. They just won't accept much of what your practice offers or recommends. *Frankly, you needn't worry about such folks*. They still have their commodity doctor(s) to fall back on! Plus, they will take comfort in not having to take personal responsibility for their health.

So, once again, how can you ensure that every person who walks in your door has a *client* mindset instead of a *patient* mindset?

Take this book, for example. As you read, *I'm pre-educating you* about a better way to practice. You may have started your reading with a particular mindset or bias that you carried from years of mental conditioning through your parents, your education, your colleagues, and your friends. Not all your conditioning has served the best interests of your business and your life.

Since you're still reading, you're starting to envision your doctor and business roles differently. Maybe you're even open to doing things in another way. You see, I'm trying to accomplish two things here:

1. Disrupt some cherished, deeply embedded, or subconscious beliefs that hold you back from the freedom practice you deserve
2. Outline compelling evidence to help you realize you now have an opportunity to build a better practice and a better life.

I'm investing my time pre-educating you *as a prospective client*. You might see this as an opportunity to achieve your dreams even if you started reading this book with skepticism. Once I help you shift away from your business-detrimental beliefs and reveal a better practice option, you might take me up on the opportunity I'm offering you.

See? That's what's going on between us right now. But let's reframe the sketch to reflect *your* prospective clients and *your* offer to them.

Pre-Educate *Your* Prospective Clients to Offer and Receive Better Value

Let's say your particular offer is for prospective clients to come into your practice for a consultation. Wouldn't you prefer to occupy your consultation slots with prospects educated about your approach, how and why you're different, and what to expect concerning insurance, commitment, and long-term outcomes? Of course, you would. As a collateral benefit, good pre-education will also filter out prospects unlikely to be a good fit.

Therefore, your pre-education content and approach need to be first-rate.

It's not effective to educate people *during* your consultation. They must have critical information ahead of time so they can assess and follow your recommendations. If you try to stuff pre-education into a consultation time slot, you will lose the advantage of a prospect's natural tendency to *self-exclude* while clinging to a patient mindset.

Thankfully, when you pre-educate potential clients using FPC guidelines, you'll know that most of those who do sign up for consultations will be ready to accept your recommendations.

But What If Your *Patients* Don't Value Their Health?

Because of the common *patient* mindset, many doctors conclude their *patients* don't value their own health. Plus, because *patients* complain about paying out of pocket, it must mean they don't see the value in their doctor's services either, right?

Not quite. Your current *patients* may not see the value in your services, but they *do* value their health. They just don't see their commodity doctors as delivering the big gains.

Here's a question for you. If someone is overweight, has no energy, experiences low sex drive, has lost self-confidence, and is on three meds (meaning they are sick and feeling crappy), who are they going to seek help from? *If you give them the choice* between a personal trainer and a doctor, they will more than likely choose the personal trainer.

Why is that?

Because they think of the trainer as a guide and mentor, who can empower them to get in shape, increase their energy, improve their sex drive, and regain their self-confidence. And if they follow that trainer's recommendations on cleaning up their diet, they might even get rid of some or all of their meds.

People generally choose a commodity doctor when they have specific symptoms they want to eliminate. They believe that personal trainers offer health while doctors fix "boo-boos." And here's the kicker. These same individuals will moan about pulling their wallets out for the doctor but not think twice about investing \$500–\$1,000/month for a personal trainer. They see themselves as clients of the personal trainer and a patient to their commodity doctor. Hands down, a client will always be much easier and more enjoyable to work with than the indoctrinated patient.

In truth, your current *patients need to become clients*. They will invest in their care so long as it's about getting them to their hoped-for destination and not just about being treated from your menu of services (to which they believe insurance entitles them). In your pre-education sessions, you must address a prospect's implicit willingness to invest money and effort. You must be a guide that helps them regain their health. You don't just remove disease symptoms. *This is all part of your category-of-one reinvention.*

If your prospects can recognize the long-term outcome or destiny they want to reach, they will no longer see you as an expense but as an investment. So, they will come to your consultations prepared—as a client!

As a side note, you'd be surprised about the number of people in your community who are dismayed with the current healthcare model and have been praying to find a different breed of doctor ... a DoctorPlus. *But they'll never find you unless you make the effort to reach them.*

So, Exactly How Do You Pre-educate Your Client Prospects?

There's more than one way, including a mini-book approach like this one. By far, however, the most effective way is to get your community prospects in front of you for a staged pre-education event. The two types of staging we use at FPC are *in-room* and *virtual*. In-room staging is the easiest to implement and the most impactful.

In-Room Staging

First, you must know how to fill a room with the type of client prospects you're looking for. If you're like most of my new doctor-clients, you may not be sure how to do this. It requires marketing and copywriting skills that I've learned to perfect over fifteen years. FPC offers consulting on this, as well as marketing, but you can also hire others to help you.

I cannot teach effective marketing or copywriting in this mini-book without losing the book's focus. But please know that **effective marketing and copywriting are a must if you are to control the growth of your practice.**

Here's the good news:

FPC knows how to fill physical and virtual rooms. We teach our doctor-clients to do it too. We also teach you how to put your pre-education talk together through a proven, step-by-step formula that will move most of your client prospects into scheduling their pre-paid consultations with you.

Here's the best news:

At FPC, we have seen marketing become much more complex over the last few years, especially regarding social media and other digital marketing. In truth, most of you do not have the luxury of time to keep up with the constant changes, even if you do have a marketing background.

So...we took care of this for you by bringing in marketing partners that work full-time with our clients to get plenty of prospects in front of you. These are seasoned partners who understand this niche and have mastered the messaging that drives in the right prospect that is looking for your expertise and service.

You no longer will have to risk your hard-earned marketing dollars on un-proven messaging that leads to a poor ROI.

How effective are our marketing partners? Over 90% of our clients choose to hand off their marketing to the pros rather than attempting to do it themselves. And why shouldn't they? By using our partners, they:

1. Free up their time to accept more new clients = Serving more and collecting more
2. Can expect a return on investment of 8-10X = Invest 6k and collect 60k

Virtual Staging

The second type of staging is virtual. This can take the form of live or recorded webinars, live Facebook events, or other live broadcasts.

Important differences distinguish in-room staging from virtual. With an in-room event, you'll physically face your guests and be able to hold their undivided attention for your entire presentation. Sometimes you may see the mood of the room fading. You'll learn to give folks an on-the-fly "serotonin injection" using attention-holding skills from your FPC toolkit. We can teach you how to read a room well.

In contrast, in a virtual event, you don't have the same control to keep your guests online throughout your presentation. You likely have experienced this in Zoom meetings or webinars yourself. Distractions can pull you away in a heartbeat. This means virtual rooms are less compelling than physical rooms.

Still, virtual staging is effective for bringing a ton of new, pre-educated prospects into your practice. The advantage of the virtual stage is that your prospects can receive your initial training without leaving their homes.

I highly recommend you do both in-room and virtual staging. Again, as a client of my company, you would receive all the education and necessary tools to implement these approaches. You'll begin filling events within six weeks of training.

Because our FPC clients use our pre-education process during staging, they don't experience the same challenges that so many other doctors experience when offering cash programs. Our doctors remove all of a prospect's concerns, perceived challenges, and questions about commitment and money *before that prospect ever walks into the doctor's practice.*

And, if you're wondering...our clients LOVE the results. Watch the short video to see what one doctor thinks of pre-education: <https://freedompracticecoaching.com/PowerofPreEducation>

To conclude, if we end up working together, you'll come to master this pre-education process. Your prospective clients will no longer see you as just a commodity doctor but as a guide to help them reach their health goals. And yes, they will understand that **working with you is a financial investment**, not an expense.



Pillar #4: The Consultation, Reinvented

Once you've taken your prospects through a pre-education event, whether live or online, your consultation slots will be booked with individuals who are much more inclined and willing to follow your long-term recommendations and invest financially into their health.

Now it's time to do your job and effectively communicate with your prospect to determine if working with you is the right fit...and vice versa.

It's important to remember that not everyone that schedules a consultation will be the right fit. There are some whom you cannot take to their perceived destination of health. Perhaps they have neglected their health for too many years, and you just don't feel you can help, at least not at the level of their expectations.

There are others that, after discussing your recommendations, simply aren't ready to make the lifestyle commitment.

That's OK. The majority will be willing to move forward as long as you do your job.

This means mastering the art of communication. When you stop talking like a doctor and start having a conversation with your prospects, which includes listening, empathy, true interest, and compassion, you'll experience a smooth transition from prospect to client.

If you fail to do your job, that prospect walks out your door without getting the guidance they so badly need and consequently returns to their challenges. Everyone loses.

With stakes like this, it's no wonder you need to become a master communicator.

One master communicator whom I've learned from is Chris Voss. A former FBI hostage negotiator, he completely understands how effective communication can be a matter of life and death.

I've found his book "Never Split The Difference" so effective and compelling that I actually ask all FPC clients to read it. Here's a quick overview:

During his initial training, Chris realized that his fellow negotiators understood the psyche well but weren't measuring the effectiveness of their communication. None of them seemed to have a step-by-step process to follow to give them an advantage in securing the hostage.

Chris looked at negotiation much like a chess game. He knew that if he understood the language of chess more than the hostage taker, he could always anticipate his moves, stay one step ahead, and eventually...checkmate!

Because he simply couldn't accept losing someone, he took it on himself to take extreme ownership and become a master negotiator or communicator. By sacrificing time to learn effective communication, he saved many lives and became the FBI's number one negotiator.

After reading this book for the first time, I chose to take on the same responsibility as Chris did. I looked at those who came to me hoping for a better life just like he looked at the hostage. If I failed to communicate and they walked out my door, then it was on me!

No, thank you. Not on my watch.

These individuals scheduled to consult with me after first attending one of my events. They became well-aware of my intention to empower them to take back their health rather than manage their current state of "less than optimal" health. They understood my approach was different, and they were excited about this even though they would be required to make lifestyle changes. They knew insurance wouldn't cover their health program, yet they came. Why? Because they saw me as a different doctor, as a trusted guide, and not the same old commodity-practitioner. They scheduled their consultation to get my help, not to kick tires and think about it.

My job was simple. Don't mess it up by talking "doctor talk." I learned, through years of study and over 5,000 consultations, the science of communication that would lead the vast majority of my prospects to accept my offer of help. My prospects never felt like they were being sold to, but rather, that they saw it as a priceless opportunity. At FPC, our clients have extensive training in the art of communication and follow the exact step-by-step process I put together after 8 years of refinement and iterations. Because of this, the majority of people who seek our clients' help accept their recommendations and commit to their care.

This is not difficult, but it requires a willingness to learn the process and implement it properly. Choose to "wing it" and you'll continue to struggle. Professionals don't wing it; they prepare. Your prospective clients will know whether you're an amateur or a professional very quickly by the way you converse with them.

If you become a client, we got you. If not, begin with Chris's book as your foundation and build on this. Please take this very seriously. Without this skill, you'll never help as many people as you should.

Tip: Another must-have book on the topic of conversation is "Crucial Conversations" by Patterson – Grenny – Mcmillan, and Switzler.

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Pillar #5: Customized Programs

An essential part of ensuring your new client's success is how you offer them your services. As we discussed in chapter 5, your **value** isn't in your treatments, services, or supplements.

Rather, your value is giving a client the mentoring experience they need to reach their desired health destination. This experience will, of course, include tests, treatments, supplements, and services that you offer but will go far beyond that. Consider those features as the plane ride to get to the desired destination. The plane ride is necessary but not the highlight of the trip.

By creating customized programs that are all-inclusive and time-based (3 months, 6 months, 9 months, etc.) instead of treatment-based service, you offer the client the chance to focus on what's most important: co-laboring with you to achieve their optimal health. This is in contrast to creating an expectation that if they cherry-pick enough single services (or even buy a punch card for 20 treatments for the price of 15) that they will automatically get better, with no extra effort on their part.

Let's talk more in-depth about how this works.

If "Sara" Comes into Your Office

Think of it this way. Let's say a 46-year-old female, Sara, comes into your office with a barrage of symptoms, including fatigue, depression, weight gain, chronic inflammation, and decreased libido. Understand that Sara isn't in your office only to remove some of her symptoms; she is secretly looking for someone who can help her get her life back!

She wants to feel pretty, to have confidence, to have intimacy with her husband, and to play volleyball with her daughter. She wants to become a super mom or super wife. **This is her hoped-for destination.** She has less interest in specific treatments you might offer. She just wants to depart from her current sad state and arrive at her hoped-for destination of super mom/super wife.

Her destination—we'll call it Fiji— is where she would find great value and be willing to invest to get there. If you hand her a menu of your treatments, she will walk out of your office saying, "I'll have to think about it." Why? Because she sees your offer not as an

investment but as an expense that she can't justify. You tried to sell her the plane ride instead of the destination she is hoping for.

What Do Your Patient/Clients Really Care About?

Let's take this example further. If I should happen to refer Sara to ten different practices that have extremely competent doctors who offer slightly different approaches, she will likely receive up to ten different recommendations. They might involve different protocols or treatments, supplements, and so on.

As long as each of the ten practitioners also addresses Sara's personal responsibilities towards her daily lifestyle, she will likely reach Fiji even though each doctor chose a somewhat different course or plane ride. After all, it's possible for different approaches to help people reach the same health goals.

So, you need to ask yourself, *do my clients care what my specific treatments are, or are they only interested in getting to Fiji?*

I hope your ego doesn't get bruised, but the correct answer is they just want to get to Fiji. They don't care how your airline gets them there. So why attach all your value to your services—the plane ride? Heck, the plane ride to Fiji is only \$800, but the trip itself is worth \$9,000.

Consider the Orthodontic Model

To stress the point, think about the orthodontic model. Does the orthodontist place value in the plane ride—metal cusps, wires, rubber bands, and a series of visits—or is the value in the destination, which is a beautiful and confident smile? An orthodontist knows which is best and, therefore, *never* emphasizes the value of the hardware.

That's why you'll never get a quote for the price of each individual wire or bracket. Instead, you sign up for an all-inclusive package--a flat fee that includes everything you need to go from crooked teeth to a beautiful smile.

You, too, will come to understand that customized programs are the answer to meeting your client's true needs while allowing you to conduct your business on your terms. You will find that this model brings your client in **as a partner in health**, one who assumes personal responsibility and holds themselves accountable for the daily health decisions they make.

The Impact of Failing to Educate Fully

In contrast, the traditional treatment model primarily addresses symptoms but **fails to fully educate “the patient”** about why they are unhealthy and how they can play a crucial role in achieving breakthrough outcomes. That’s why if you and the client want to enjoy lasting results, education must be included throughout your program. You have to make them an active doer in reaching their Fiji.

I’ve discovered two important things about how people learn:

1. People learn best in a structured format
2. They must invest to appreciate the profound knowledge you pass on to them.

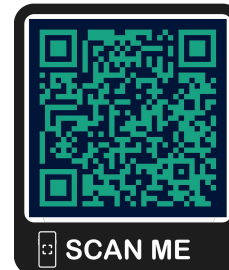
It’s fantasy to believe that a doctor can provide effective, visit-by-visit verbal education that might contain a few handouts. And because such education is a giveaway, the client assigns it little or no value. And they would be right. Such a rudimentary educational process has little long-term impact on a client.

This means that to fully educate your clients, you need to provide a complete and structured educational curriculum with online classes, videos, and workbook materials. The curriculum should be far-reaching and extremely thorough.

If you have not already built out your client curriculum, don’t worry.

You can check out one of our partners that will help you do just that:

<https://freedompracticecoaching.com/Vibility>



Additionally, it cannot be perceived by your clients as a free aspect of working with you. It should be fully incorporated into their program--you could even call it a tuition investment. Because remember, when you give away your expertise — your knowledge — its perceived value drops like crazy in the eyes of its recipients. This is one reason “patients” end their care early, don’t follow recommendations, and don’t hold themselves accountable.

But when clients feel like they have skin in the game — a financial investment — they are infinitely more emotionally invested, devoting themselves to following your educational curriculum (and all parts of their program), and will actually learn and internalize the material you give them. When you establish the value up front, you create MORE value because people will take it seriously.

The Impact of Asking Prospective Clients to Invest in Themselves

If you fully depend on the insurance model, you usually recommend covered services to your prospective patients. This means you haven't had to ask them to invest in themselves.

But suppose insurance doesn't cover those same services, and you must ask patients to invest.

You might then hear yourself saying, "I just don't think this prospective patient can afford it." Such a judgment would have little to do with the prospective patient but everything to do with your personal struggles with money and how you value your services.

Most doctors think that way because the big three have manipulated them to:

- Stick with treating patient symptoms
- Recommend services and products based on what insurance will pay for
- Remain the front-line salesperson and distributor for recommended services and products
- Avoid talking about money

Why? Because when a doctor is comfortable talking about money, the big three lose control of their money machine. They want the doctor to stick with services and products that build great wealth for *them*. The big three can't stay in business if people learn to be proactive with their health.

Assuming you have been empowering your clients rather than managing their diseases, you've likely found that insurance doesn't cover many of your services. (i.e., health education and other proactive services or tests.) Therefore, you need to receive compensation from your client.

If you're concerned that receiving compensation will leave you feeling like a salesperson, I would ask you to put yourself in the shoes of an orthodontist asking \$7,000 for cosmetic services. No problem with that, right? Why so?

Because a beautiful, confident smile is worth every bit of \$7,000. By the same token, isn't it worth a substantial client investment to take that client to a new destiny of health ... to become a super dad or a super mom?

If you hesitate to receive money for your expertise, I suggest you may not see your mentorship value. One way to determine this is by asking yourself whether you would personally invest your money toward whatever it is you're offering. If you would hesitate to invest, you should probably decline insurance money too. After all, you would not be fostering an equal exchange of value—by your own admission.

While I Was Still in Practice

My average case value was about \$8,500. I had no problems with my fee, nor did my clients. We signed up 30–35 new clients every month, bringing in between \$250,000 to \$300,000 every thirty days. We achieved that here in San Antonio, Texas, where the average household income is just \$52,000. That's not per capita; it's total household.

My clients weren't rich. These were the same folks paying \$7,000 for braces, taking trips to Disneyland, and supporting the growth of national coffee chains. So, if you're in a community where the average household income is only \$52k, and you have a coffee chain and successful orthodontists, great news! You have plenty of folks looking for you and willing to pay for your expertise.

And here's more great news.

By asking your clients to take personal responsibility and invest in themselves, you will find that their compliance improves, their respect for you as a mentor and expert increases, and their respect and value for themselves grow. They will also see integrity in your being candid with them. That's a characteristic they will come to demand in all their doctors.

It's not your job to pre-judge whether any prospective client will apply themselves or whether they can afford your recommendations. Your job is to lay it out so *they* can decide. If they truly can't afford your recommendations or see a fair exchange of value, they will *exclude themselves* from consideration. **If the prospective client values your expertise and considers you the guide, they need to reach their goals, they will find the money.** That's the key to understanding why some physicians thrive in their cash practices while others struggle. So, render your expertise and their destination as the value...not your services.

The difference between why and how

Now that we've discussed *why* customized programs are essential to your clients and your practice, you might be feeling the pressure to figure out *how* to create and implement them. I understand that this is a task with a lot of work for you on the front end, but the rewards as you implement them are immense.

To help you get started, we've created a resource to help you: The Ultimate Guide to Customized Programs. Inside you'll find more discussion of the why, as well as concrete steps, suggestions, and actions you can take to create your programs. Get the guide here: <https://freedompracticecoaching.com/BlueprintGuide>



Customized Programs Recap (value driven vs price driven)

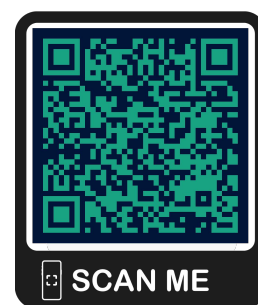
If you try to sell services rather than client destiny, you will find your prospective clients unimpressed. They have little or no interest in your services per se. They are only interested in whether you can help them reach their goals. Yet they may not know how to express that, and this is why you will be helping them visualize or “paint the canvas” of their hoped-for destination.

Imagine an orthodontist trying to justify his or her fee by explaining the value of all the hardware pieces he or she uses to assemble braces. Of course, that never happens! A few ounces of stainless steel and rubber are hardly worth much. The orthodontist spends no time discussing hardware. Instead, he or she sticks to what the outcome will look like (a beautiful smile), the time required to reach that goal, and personal responsibility during and after the process. The beautiful smile is where your client sees the value and is willing to invest in it.

The orthodontist’s “all-inclusive” approach is, of course, tailored for orthodontists. At FPC, we will work with you to design *your* unique programs for whatever niche your expertise covers. This unique approach is what takes our FPC clients to their own destination of a thriving practice while building a life outside of the practice.

Here’s what one of our clients say about customized programs:

<https://freedompracticecoaching.com/CustomizedProgramsTestimonial>



9

Pillar #6: Build a Superstar team

A huge aspect of the Freedom Practice doesn't take place in the work you do in your practice. Rather, it's what your freedom practice gives back to you.

Time.

As mentioned earlier, we encourage all our FPC clients to shorten their work week from five days to no more than four and to take significant vacation time throughout the year. We want you home at a reasonable hour, ready to participate in your life, spend time with friends, attend your kids' games and concerts, and take up a hobby. This is the life you deserve.

But Charlie, I can hear you say. If I'm not in the office, how will I earn enough money to survive? If I cut back to a 4-day work week, won't that reduce my profits by 20%?

In short, the answer is no.

In addition to switching to customized programs and attracting the right kind of patients, having a superstar team in place will ensure that your practice will earn more income in four days than it currently earns in five, even if you're volunteering at the 3rd-grade field trip or away for the week in the Canary Islands.

Now, a superstar team doesn't just come together by accident. Most practitioners feel like they need to be the driving force inside the practice--hold the weight of the practice's success solely on their shoulders. And while it is important, essential even, that you are a leader, if **your business constantly depends on your physical presence, you'll be stuck in a glorified job forever.**

Instead, you need to develop and train each member of your team to run your practice as if it's their own.

To do this, you will need to think about your team strategically. As the owner, it's your job to not just fill open positions but to devote time, energy, and heart into nurturing, training, and rewarding your team. Doing this will help you create a unified team that's invested in the success of the practice.

Hiring

It never fails to amaze me how many prospective clients insist it's just too difficult to find the right staff. To get to their core concerns, I ask them these simple questions:

- What is your hiring process?
- How many steps must an applicant go through?
- What specific tests do you give them?
- Which team members conduct the interview process?

Think through this with me. You are still here consuming the knowledge on these pages because you've come to the point of recognizing that trying to go it alone is not a wise path. You need a coach. So, you begin your journey of finding the right coach, mentor, or expert whom you resonate with and who has a proven track record. In fact, you are doing your research right now as you read this guide on building a Freedom Practice. You will likely check out our site, freedompracticecoaching.com, and perhaps google our reviews or check us out on Facebook.

We hope you do.

Just as you research us, are you putting the time in to properly evaluate your prospect hires properly? Do you have a system in place for this to help ensure the right hire? Do you expect a return on your investment with your new hire?

If you don't know how to hire, and if you don't have an exact blueprint or formula for this, you're likely to make mistakes. Considering the time it takes to onboard a new team member and the investment required to bring them up to speed, you'll best want to reduce your risk of bringing on the wrong person. No hiring formula equates to headaches, stagnated growth, and potential losses.

In summary, do your due diligence in educating yourself on the hiring process. At FPC we train our clients on a proven system that takes the guesswork out of it. The right hire equates to a healthy ROI, whereas the less than desirable hire creates a negative ROI and opportunity costs.

Training

Once you've hired a new employee, it's essential that you not only train them for their role in your office but also for their career. This should include:

- Online training for each team member
- Manuals with detailed instructions about their responsibilities
- Ongoing weekly team trainings
- Special training and team-building events

If you want to develop an “A player” and keep them for life, you must offer them the opportunity and training for both personal and career growth. If you're not training them and giving them the chance to better themselves, they will eventually leave you to find an employer who will. You should give them the chance to grow themselves as they help you grow your business.

Rewarding

In addition to base pay, you should also set up parameters that encourage employees to step upward, beyond minimum requirements, to help move your practice into constant growth.

A fantastic way to do this is with a financial bonus system. Beyond money, though, you can also create tangible opportunities for those who work for you to develop their careers, both within your office and to fulfill both their personal and financial goals.

Not sure how to do this? Check out our free guide called Your Dream Team: 5 strategies for strengthening your team: <https://freedompracticecoaching.com/DreamTeamEbook>



Here's an example of what building a dream team looks like when done properly:

Prior to selling my practice and working to build Freedom Practice Coaching full-time, I needed another front-desk person. We ended up choosing a remarkable young lady named Mary. Mary moved through our hiring process with flying colors. I had a great feeling about her contribution to my practice. Although Mary's previous work experience came from the food service industry, her experience didn't bear on her qualifications. We would train her in Freedom Practice skills.

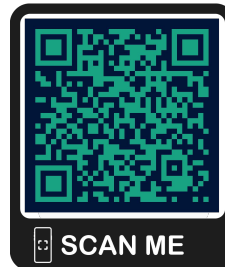
We agreed on \$36,000 as a value of exchange for the front desk position, to be reviewed in ninety days. We also discussed the training we would give her and what her opportunities were to earn much more through “stepping up” and treating the practice as if it were her own.

In the first year with my team, Mary ended up earning \$55,000 as a front desk staff person. She did this by earning monthly bonuses.

Seven years later, Mary entered the C-Suite here at Freedom Practice Coaching, earning more income than most doctors, with the freedom to set her own schedule and allow plenty of time with her family.

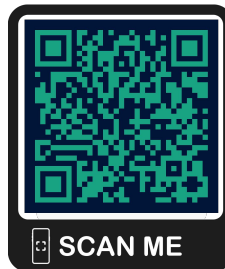
Mary became a superstar player because she was cared for, intensely trained, and well rewarded. It didn't happen by accident.

If you'd like to hear about this from a team member's perspective, check out Karla's story: <https://freedompracticecoaching.com/KarlaStory>



And then Meg's story:

<https://freedompracticecoaching.com/MegStory>



Now, you may be thinking, "That all sounds great, but I don't know how to train my team or what specifics to train." I can tell you this. If your team is to run your practice, *they need to know everything about running a practice.*

Start small and keep building. You have all this information in your head--you just need to share it with your team.

If it still sounds overwhelming, don't worry. If you become an FPC client, we will personally train each of your team members. Working together, you can become an invested, hard-working, high-achieving team that will bring growth and satisfaction to you, each team member, and your clients.

Pillar #7: Adopt and Manage Key Performance Indicators

Imagine an NFL coach walking onto the field not knowing anything about their players. No individual stats, overall play stats, or anything about the other team. It's not hard to imagine that this team would likely lose, all because their leader failed to do their job.

Why? Because knowing the numbers is half the battle. If the coach didn't know the team's key statistics—what would likely happen if they ran a certain play with a certain group of players—it would be like playing catch in the dark. They'd be depending completely on luck.

The same goes for you. Without key performance indicators, there's no way to track your progress. You'll have nothing to rely on but luck when making important business decisions and will likely never achieve your goals, but instead stay stuck spinning your wheels, going nowhere.

Manage Your Business with Empirical, Measurable Evidence

Your practice is a business. If you are in business to make a profit—a substantial profit—every critical decision must be based on *empirical, measurable evidence*. Otherwise, you'll find yourself on a roller coaster: first up, then down. A great month, then a bad month. This leads to emotional turmoil and lost profits. It does nothing but promote insanity and instability.

If you run your business using key statistics, you can expect to continue an upward trajectory without the emotional roller-coaster ride. Let me cite an example of a few statistics you should use within your practice.

Let's start with your monthly revenue goal.

Hopefully, you're starting your month with at least this one number. In our example, let's propose your goal for this month to be \$90,000. How are you going to ensure you hit this? What information will you need to give you the best chance of reaching that number? Here are a few of the key statistics you will need:

- Average case value per client
- Average acquisition cost to gain a new client
- Average close rate per new prospect to become a new client
- Number of new consultations required to hit the goal
- Number of working days in the month, and

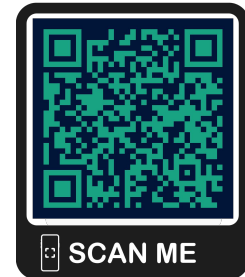
- Average collections required per working day.

These are just a handful of KPIs you should be tracking.

As you can see, with this kind of information, we don't enter each new month banking on hope but with solid plans that break down what we need to carry out daily. Such daily implementation and action leads to hitting your goals. You get little or no value, or useful planning, from waiting until the end of the month to review your numbers.

Want to see the difference KPIs and business know-how can make for a practitioner? Check out this short video from functional pediatrician Sheila Kilbane:

<https://freedompracticecoaching.com/SheilaKilbane>



So, my question to you is this. How many of these critical stats are you now using in your practice? Personally, I could never have built my practices or the business I currently have without being guided by the right numbers. I don't let emotions make my decisions. Nor do our clients. **Each FPC client is working with our coaches weekly**—coaches who've been in the trenches—who review their client's stats every single week.

Because we guarantee our fee based on your performance and growth, we treat you and your practice as if it's our own. We keep our fingers on the pulse of your practice at all times by knowing your key stats and using them to guide you into consistent, steady growth. You thus avoid the pitfalls that always trap those who attempt to build their businesses without using key data.

Your Challenge

So, there you have it— the seven pillars for building a freedom practice. I know it's a lot of information to cover in one sitting, but we've only scratched the surface of what's possible.

These pillars likely introduced you to new ideas and different ways of thinking and acting in your practice than you've encountered before. I commend you on your open-mindedness and willingness to explore these different but immensely rewarding ideas.

Following these seven pillars takes hard work and dedication, but I have seen that work pay off for myself and for more than 700 practitioners across the country and the world.

I've said it before, but I'll say it again—you don't have to stay in the realm of the unacceptable. That's why I created Freedom Practice Coaching: to help talented, selfless practitioners like you get out of the desert and into the realm of prosperity and satisfaction that they deserve.

Will It Be 2X or 10X?

Let's say I challenged you to double your practice in the next three years. If the reward for accomplishing the goal was motivating enough, chances are you would figure out a way to do it, even under the limitations of the Rigged Model. You'd likely see more patients, double up on services, and work more hours. Not much fun to think about, but doable.

But, if I instead challenged you to 10X your practice in the next three years, you'd likely raise your hands in surrender and declare, "I can't imagine how to do it."

I can teach you how to imagine it and how to do it, and with less stress and strain than your 2X solution would demand.

If you're ready to open your imagination to 10X, I am here to help. Freedom Practice Coaching is here to help.

Taking the Leap of Faith – Pre-Qualify with Us

Now that you know about the Freedom Practice and your opportunity to have one, your challenge is this: what will you do about it?

Will you take the first step in the pre-qualification process? Pre-qualification helps to ensure you have an ample amount of knowledge regarding our Freedom model. These steps will enable you to better understand what our journey will look like together and whether this resonates with you. On our side, it will allow us to determine if you're the right fit for Freedom Practice Coaching.

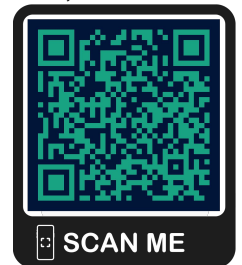
The journey to a Freedom Practice is not easy. It takes unwavering purpose, perseverance, and grit. Savvy entrepreneurs live by these virtues – we are not just interested in your practice growth; we're also interested in your personal development. It requires both to earn your freedom.

There are several ways to continue your discovery of the Freedom Practice Model:

1. Attend a webinar:

My one-hour presentation touches on several of the pillars discussed here, with stories from my own life and the lives of our clients.

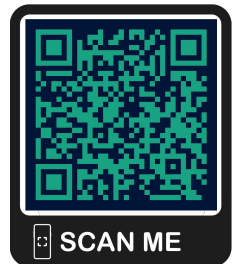
Watch it here: <https://freedompracticecoaching.com/OnDemandPillars>



2. Attend a workshop:

This complete virtual training event happens once a month. Led by me and my coaches, we take a deep dive into the seven pillars and give real, actionable advice on how to implement them in your practice.

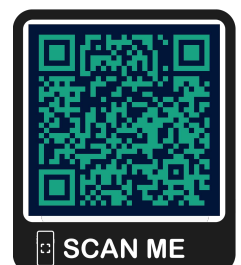
Register here: <https://freedompracticecoaching.com/Workshop/>



3. Book a pre-qualification call

Once you've attended one of the events above, you're ready to book your pre-qualification call. This is simply to evaluate your current situation and where you want to go and strategize using the Freedom Practice Model. This is not a sales call.

Book here: <https://freedompracticecoaching.com/SchedulePreQualification>



Now that you've made it to the end of this book, you've earned my respect. Understand many want to change their practice, but few take even the first step necessary to get there.

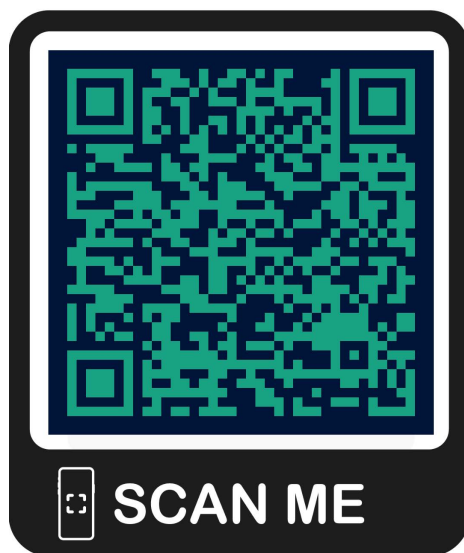
You just completed your first step. Congratulations!

I hope to personally speak to you soon.

To your freedom.

Dr. Charles Webb

Freedom Practice Coaching



The perfect storm has arrived.

Healthcare practitioners who opt to challenge the rigged system and instead provide the honorable service of enabling their patients to regain control of their health through lifestyle modifications will benefit from this wealth transfer. If you choose to remain subservient and merely function within the existing, flawed system, you risk being left behind.

Back in 2004 I was financially and emotionally drained, anticipating the arrival of a newborn while grappling with the weight of responsibilities. There was no room for self-pity; instead, I made a resolute decision. Drawing from the lessons of leaving my practice eight years earlier due to burnout within a rigged system, I returned with a new mindset.

This time, I was determined not to succumb to profit-centric disease management. My true passion lay in empowering individuals to take control of their health, and that meant crafting an entirely new model. So, I embarked on a rigorous eight-year journey, leveraging the entrepreneurial skills imparted by mentors.

With the old system's chains broken, my practice flourished. Patients received a more profound level of care, and I attained not just financial success, but the invaluable luxury of personal time – 90 days annually for my family and myself.

This journey illuminated the transformative power of channeling passion into purpose and converting challenges into steppingstones. As a fellow traveler on this path, I'm here to exchange insights and wisdom drawn from my experiences.

CHARLES WEBB is the founder of Freedom Practice Coaching. He is a doctor, and entrepreneur, author, and international speaker. Since 2012 Dr. Webb and his team have helped over 800 practitioners reclaim their practice and their life by empowering them to build their own Freedom Practice.

