



Restorative
Wellness
Solutions

Client Compliance Handbook

How to Crack the Code for This Clinical Dealbreaker

Why Client Compliance is a Deal Breaker

Your success depends on your client's ability to change.

Hardest pill to swallow: your client's success is ON YOU.

When symptoms abate, you're halfway to healing.

Research indicates it's one of the biggest stumbling blocks for holistic health practitioners. Keeping clients motivated and engaged long enough to complete their healing process is a challenge we all face and if we don't know how to do that, our clients aren't going to experience profound healing. And when clients aren't happy with their results, they certainly won't refer their friends and family to us.

As practitioners, we know that true healing is indeed a process that takes time – it doesn't happen overnight. An effective protocol is typically three months, which means it's our job to keep a client actively engaged for a full 12 weeks. In a culture that expects immediate gratification and magic bullets, this presents a huge challenge. Luckily, we have created four strategies to make things easier for both you and your clients. These simple strategies – some done prior to starting with the client, some at the onset, and other techniques used during the process – will help you help them.

Four Proven Strategies to Increase Client Compliance

- Get Better Clients, and Set Their Expectations
- Structure Your Business to Ensure Commitment to the Process
- Wear Two Hats: The Clinician and the Coach
- Base Your Recommendations on Real Data from Objective Lab Testing

Strategy #1: Get Better Clients, and Set Their Expectations

Pre-qualify your client, and be prepared to ask yourself these questions:

Can you help this client?

Are they ready to do the work?

Lay out your commitment to them, and your expectations of them. Be real about the costs and level of involvement involved.

No sugar coating!

Figuring out how to tackle these concerns with a client can be tricky. We've prepared a sample script for you to refer to, so you can speak to your client with more preparation and ease.

Susan, I really think I can help you and in order to make sure this is a good fit, let me tell you exactly what I'll expect from you.

I'm going to be asking a lot from you. I'm going to ask you to change what you eat and that might involve giving up some of your favorite foods. I'll also be asking you incorporate more movement into your life, we'll want to make sure you're sleeping well, and that you are managing stress effectively. I will also be asking you to do some objective assessments, which may involve stool, blood and

saliva testing. And then based on the results of those tests, I'll be making targeted recommendations that will help bring your body into balance.

This doesn't happen overnight - in fact, we need to make a commitment to one another. I promise to be your #1 supporter and walk through the next 3 months right beside you. But honestly, you're the one that has to do the heavy lifting here. And we both need to understand what's involved and what's at stake. I'm willing to commit to supporting you in every way I can over the next few months and I need to know if you're ready to dig in and do the work with me.

I've used this approach successfully with hundreds of other clients and know this is what it takes to create lasting change. Also, you need to know what this process will cost, including the labs we need to really understand what's going on and the supplements I will be recommending. You're looking at \$\$ over the next XX months.

So, Susan, I want you to really think about this and make sure this is an approach you're ready to take.

By pre-qualifying your clients, taking the time to walk them through the whole process, and not sugar coating the truth, you'll have more success with your clients' compliance.

Strategy #2: Structure Your Business to Ensure Commitment to the Process

When it comes to helping our clients, we know two crucial things to be true.

#1: True healing takes time.

#2: At some point, the work is going to get really, really hard.

With that in mind, you'll want to evaluate the kind of business structure that works best for your clients to ensure commitment. There are two business models you can use: session-by-session and packages/programs.

It's up to you to decide what business structure you'll want to use with your clients. But keep in mind the two facts listed above. Even the most understanding clients can get frustrated and impatient. Knowing that, we build our work in packages or programs that acknowledge the process takes time, and builds in support for when they will need it the most, but want it the least.

Strategy #3: Wear Two Hats - The Clinician and The Coach

Are you ready to balance facts and stats with encouragement and accountability? You can help with your client's compliance by taking on more than one role at a time. Balance your work as both a clinician and a coach, to keep track of their progress and symptoms while also cheering them on.

Support them through their journey!

Here are some suggestions to help:

What is your client's big WHY?

Remind them of this when they get stuck. Don't let them lose sight of their goals!

Schedule regular check-ins

for troubleshooting, brainstorming, and moral support. It's not just about the follow up, it's about the follow through.

Keep a list of their original symptoms

and/or complaints on hand, and check in on these throughout the process.

Strategy #4: Base Recommendations on Real Data From Objective Lab Testing

Objective lab testing builds credibility, accuracy and effectiveness of your recommendations.

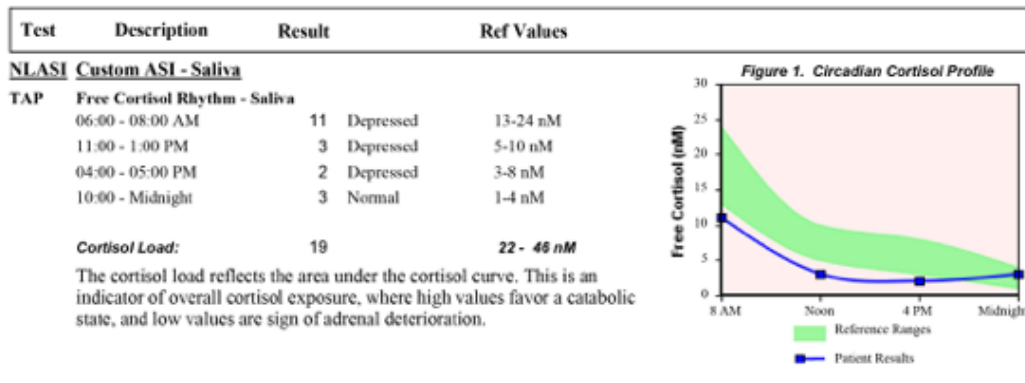
By being able to back up your recommendations with lab testing, you will get:

- more motivated and compliant clients
- better clinical outcomes!
- happier clients
- referrals and a practice built largely from word of mouth

We've included some data from real lab tests to show the kind of information you'll glean from, to back up your personal recommendations to clients. Having the data and science to support your decisions will elevate client compliance even more!

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As you can see, this data gathered from a saliva test shows a client's cortisol load, and how it stays under normal levels except at night. Information like this can be used to support your recommendations to awaken your client's cortisol and structure a therapeutic solution for optimal adrenal healing.

Intestinal Health		
Digestion	Result	Normal
Steatocrit	<dl	<15 %
Elastase-1	632	>200 ug/g
GI Markers	Result	Normal
b-Glucuronidase	385	<2486 U/mL
Occult Blood - FIT	0	<10 ug/g
Immune Response	Result	Normal
Secretory IgA	2671 High	510 - 2010 ug/g
Anti-gliadin IgA	180 High	0 - 157 U/L
Inflammation	Result	Normal
Calprotectin	1	<173 ug/g

These lab results for intestinal health show that the immune response is higher than normal for this particular client. Using this information, you can customize recommendations and steps to take to help your client achieve their health goals with you. Remember, their success is also YOUR success!

With these four strategies, you'll be set to help your clients stay on top of their new practices and routines in order to truly heal. While client compliance does not get reset to perfection overnight, you will set up yourself for success by setting clear expectations, structuring your business, balancing your role as a clinician and a coach, and using objective lab test data to create recommendations.



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*Restorative Wellness Solutions was founded by Anne Fischer Silva,
RWS NTP, and Margaret Floyd Barry, RWS NTP CGP.*