

8 Weeks to Wellness®: Doctor's Frequently Asked Questions

What is the 8 Weeks to Wellness® program?

8 Weeks to Wellness® is just that - an eight-week program that focuses on health. Our program encompasses all the fundamental wellness therapies and includes a computerized Wellness Score (see below), personalized nutritional program including supplements, full body fitness assessment with two on-site personal training sessions and three targeted cardio sessions each week, daily meditation, two weekly chiropractic adjustments, one full body massage each week, weekly coaching and an end-of-program assessment, review and follow-up plan.

What is a Wellness Score?

A Wellness Score assesses an individual's physiological health, rather than symptomatic health. It measures body fat percentages, cholesterol ratio (HDL and LDL), C-reactive protein (a measure of inflammation), triglycerides, fasting glucose & insulin, HbA1C (a measure of sugar metabolism), body mass index and waist-to-hip ratio. The Wellness Score incorporates a medical symptom questionnaire and cellular health index.

What are the minimum requirements for office space, equipment and staff? Do I need to have a gym on-site to offer the 8WW® program?

We recommend a minimum of 1,500 square feet for any office hoping to become an 8WW® Center. We recognize that special circumstances sometimes occur that would enable an office to be a successful 8WW® Center without the recommended square footage. In such cases, the 8WW® team will evaluate each situation individually to determine the feasibility of a successful 8WW® Center.

- ***Office Layout:*** A minimum of one adjusting suite, a fitness room of at least 400 square feet, a separate massage room, a waiting room or a conference room facility, water cooler and shelving for 8WW® products.
- ***Equipment:*** Laptop computer with Microsoft office software, an LCD projector for larger groups (either purchased or rented), exercise equipment (assistance with setup and purchase is available), Bio-impedance analysis equipment for body composition, digital camera for before/after pictures, soft tape measure, blood pressure cuff with sphygmomanometer
- ***Staffing:*** An 8WW® liaison (this can be an existing Chiropractic Assistant and he/she should have sufficient time in his/her schedule to accommodate additional hours weekly to verify insurance and fees, mail 8WW® packets, discuss program with potential patients, follow-up on leads, etc.), a personal trainer and a certified massage therapist.

How much will it cost to become a distributor?

The cost is \$15,000 or \$495 per month for 36 months. A distributor holds exclusive rights to a territory based on zip code or population density. After the 36 month contract, continued participation is \$295 per month. Additional costs may be necessary for office build-out or fitness equipment. An 8WW® representative is available to provide individualized consulting for a particular office.

How much will it cost the patient? Can patients use their insurance to cover portions of the program?

Patient cost for the program is \$2640 at our office. However, this varies according to the usual fees of provided services in the geographic region of the office. If a patient's insurance covers any portion of the services that are provided within the program, that portion is subtracted out of the overall cost of the program. We give a 10% discount when patients pay upfront and we also have affordable payment plans for short and long-term payment. We also provide receipts for flex spending and health spending accounts.

Can we use a different supplement company?

While we encourage you to continue using the supplement company of your choice in your office, the 8WW® program requires the use of two products from Metagenics: UltraMeal nutritional support and High-potency Omega 3 supplements. We will not allow substitutions on those products. For more information on why we use Metagenics, see our *Why Metagenics?* handout.

How does 8WW® help me to attract new patients?

8 Weeks to Wellness® turns the funnel upside-down, shifting the focus from attracting chiropractic patients and trying to convert them to wellness to attracting wellness patients and turning them on to chiropractic care. Today, every community needs an inspiring wellness center with a team of experts leading people to longer, healthier lives. We'll help you bring it to them.

How can I transition my current practice to a wellness practice?

The key is to transition yourself and your own thinking FIRST. Register for an upcoming 2-day training to develop a thorough understanding of the key elements of running a wellness-based practice: mindset, branding, leadership and marketing, office procedures and systems, and clinical confidence and competency. www.8ww.com/centers

What happens after the 8 weeks?

We see 8 Weeks to Wellness® as a starting point to get people on the road to a healthy lifestyle. After the program, the patient repeats the Wellness Score Assessment, including all of the blood-work. The doctors sit down with the patient and set up a plan going forward based on their progress and current goals. In our experience, approximately 70% of the patients that complete the program continue on with some or all of the services they received during their 8WW® program. Our Wellness Score includes a one-page follow-up care plan that outlines the recommended services for the next three months. We have seen that the value of the patient's care, both clinically and financially, is greater in the year follow-up than in the first eight weeks.

How can I learn more about 8 Weeks to Wellness®?

Contact Dane Donohue, co-founder of the 8 Weeks to Wellness® program, at drdane@8ww.com, 267-980-5660 or 215-968-1661. Ask about one of our upcoming Webinars or MasterClasses that will go over the details and benefits of transitioning to an 8 Weeks to Wellness® style practice. Finally, register to attend one of our 2-day intensive trainings, where you will receive a much better appreciation of 8 Weeks to Wellness® by learning about the program, our office and seeing it in action.