

Training Site - Molecular

Hello..... Dave Taynor here again with Outreach Healthcare Associates.

My partner, Al Weaver and I would like to welcome you to our Training Website for our Molecular Diagnostic (PCR) Testing product.

This Training Website will be a work in progress as we will be adding new documents.... audios.... and videos from time to time as we move forward with this new program. So, you will want to come back to this site from time to time to learn what we have added.

Whether you desire to work with us as a Telephone Solicitor.... a Referring Agent.... or a Sales Representative.... this Training Website will give you the knowledge that you need to become very successful.

As you navigate through each page of this site, you will find, videos.... audios as well as Buttons to click on to pull up documents that are in a pdf format.

Please travel through this site by scrolling down each page and clicking on the various links. To travel to a new page, you will see a button on the bottom of a page titled - "Learn More". When you click on a "Learn More" Button, you will be taken to another web page with additional information.

Before we continue, you might want to pause this audio for a few seconds and get some paper and an ink pen to take notes.

So, let's get started right now, learning all about **Molecular Diagnostic (PCR) Testing**.

First of all, let's address THE PROBLEM.

By the way, no sale was ever made unless there was a SOLUTION to a PROBLEM!

And, because of a huge breakthrough in science and technology....

We just happen to have the Solutions to several Problems!

Here are The Problems:

Patients come to a Doctor exhibiting a variety of symptoms..... runny nose, coughing..... itchy throat..... abdominal pain..... persistent diarrhea... or, constipation...nausea...pain or

burning sensation when urinating..cloudy or dark urine..reduced urine output.. or, possibly a red inflamed wound won't heal.... just to name a few

And, to analyze these symptoms for potential pathogens that are causing these problems, Doctors have been utilizing an antiquated process called Culture Testing.....

Doctors have been utilizing this Culture Testing process for well over 100 years.

And... as you will learn as you travel through this Training Site....

Today..... This Practice of Culture Testing is No Longer Acceptable!

Let's use as an example a patient that comes in with a respiratory symptom and the Doctor takes a sample from that patient and sends that specimen to a micro-biology lab.

The lab then grows that sample in a culture medium and it takes 3 to 7 days... sometimes even 10 days or more for this process to work.... it is a very labor intensive process with a lot of watching and waiting.... and time..... plus, it is also temperature sensitive.... so, just in transport of that specimen collection alone, it is very vulnerable to temperature and time and the pathogen could die along the way.

But, this is the only type of testing we have had for the past century..... trying to grow these pathogens collected in a Petri dish in the lab to see what is cultivating in that patient and then to try to put different antibiotics into that Petri dish to see what can kill these pathogens.

Again..... labor intensive.... time sensitive and temperature sensitive! Old Technology!

So... now, we have the huge breakthrough in science and technology that we talked about earlier.... called..... Molecular Diagnostic DNA Testing.....

With Molecular Diagnostic DNA Testing we actually look at the pathogen's DNA sequence.

By doing this we are able to precisely identify the pathogens very quickly.

We can run a test in about 2 or 3 hours....

The time it actually takes from the minute the specimen arrives in our lab is about 12 hours in total. So, to give us a little leeway, we tell our Doctors that we will have results electronically sent to their offices within 24 hours after the specimens arrives at our lab. And, we have been able to keep to this promise with very few exceptions.

This turnaround time is key.....

This turnaround time is truly what stops the Doctors in their tracks...

The Doctors are frustrated by having a sick patient in front of them and having to wait a week or more to get a report back to actually know if they treated the patient correctly.....

Wait a minute..... What did I just say..... Yes, the Doctors are frustrated because they have to wait a week or longer to see if they treated the patient properly.

That's correct..... unfortunately, this is the actual procedure that the Doctors are following.... prescribing a broad spectrum antibiotic to treat their patient because the patient is sick and the Doctor simply feels that they can't wait to treat the patient.... so, the Doctor just guesses at the antibiotic to use... and simply hopes for the best.... and then.... waits for the diagnostic test to see if they guessed right.... (it is an educated guess.... but, it is a guess never-the-less)

With our Molecular Diagnostic DNA Test, the Doctor can get results with a 24 hour turn around.... and the results are 99% accurate.... and.... with that in mind..... the doctor can reasonably wait to prescribe the antibiotic... and actually have the ability to prescribe a more narrow spectrum antibiotic.... knocking out the problem and not causing additional problems by prescribing an incorrect antibiotic.

By the way, the CDC has declared antibiotic resistance is a severe problem that will kill 10 million people per year by the year 2050. The CDC also says that up to 50% of antibiotics are either mis-prescribed or unnecessary. As we all know...antibiotics don't kill viruses.

So, the Molecular Diagnostic DNA Test is a very big win for the patient!

But.... it is also a very big win for the Doctor!

Good Doctors want to treat their patients properly and with our Molecular Diagnostic DNA Testing, they can do just that.....

Plus, on top of all of that, it is also very much easier for the Doctor's staff to take the specimens.....

We will get into this a little later in the Training Website when we explain how to obtain the specimens.

With all of that said, we hope you can see that the Doctor's are more than willing to give us a try.

So, the Sale is there..... The sale closes very quickly and the Doctors truly loves our technology!

But, our job does not stop there..... After we get the Doctors to tell us that they want to work with us, we need to order the supplies and then we need to schedule an Orientation Day so that we can come back in their office and explain what supplies they will be receiving and how to use those supplies.

As a matter of fact, when you order the supplies, we recommend that you have the supplies sent to your office or home. You open the package when it gets to your home.... make sure everything is there.... and, then, take the supplies in with you when you go in to see the Doctor.

On this Orientation day, we need to spend time with the individuals that will be taking the samples and explain to them how to take each sample. The first day, we should actually be with them when they are taking the samples on actual patients.... walking them through the process.

Then, we need to help them complete the requisition form that is submitted with each sample and make sure that their FedEx or UPS account is set up properly and that the specimen packages are picked up at the end of the day by FedEx or UPS.

Then, we need to go back to the office the next afternoon and continue helping them with the tests and also gathering the Results that come in from the previous day's specimens and going over those Results with the Doctor.

After we have done that for these 2 days, everyone in that office will be very excited about working with us and utilizing our services.

You should then decide if it is important for you to come back a third day to do the same thing.

After that, you should check in at least once a week for a minimum of 4 weeks to answer any of their questions and/or comments and to make sure they are utilizing our program properly.

Then, stay in contact with them every month to make sure everything is running smoothly.

If you follow these simple follow-up procedures.... everyone will be happy.... Your Doctors, your Office Managers and Your Nurses..... plus, you will have a Doctor's office that will be sending in samples on a daily basis making you very happy.

Right now, let's mention some bullet points to use when talking with your prospects - Doctors and their Office Managers.... These Bullet Points are:

- * The Turnaround Time
 - * The Accuracy
 - * The Ease of the Collection Process
 - * Broader Prospective of Pathogens Identified
 - * Proper Treatment - No Misdiagnosis
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You will also want to remember these

5 Reasons Molecular Testing is Better than Culture Testing!

1. Culture testing can be inconclusive 30% to 40% of the time!
2. Molecular testing is 3 to 5 times more sensitive than Culture testing!
3. 50% of the time, Molecular tests find pathogens present that Culture tests did not find!
4. Molecular specimen collection and transport is much faster and much easier!
5. Maximum 24-hour turnaround time for Molecular testing vs. 3 to 10 days or more for Culture testing!

After listening to this audio, we hope you understand our cutting edge Molecular Diagnostic (PCR) Testing and how it benefits the patient as well as the Doctor and his staff.

We also hope that you have a better understanding of the Sales and Follow-Up System that needs to be followed to make this process work for everyone.

If you have any questions, please feel free to call Dave or Al at 702-609-9692..... We are here to help!

Thank you and Good luck!