

WHY THIS, WHY NOW

You already know how to help people.

We have always taught the clinical side — the nutrition, the protocols, the products, the reasoning behind them. **This is the other half.** Because the best protocol in the world does nothing for the patient who never books, doesn't come back, or never reorders.

The business around your care quietly decides how many people your care reaches.

THE WINDOW

Ninety days from Sept 15 is December 14.

After that the holidays own your calendar and the year is effectively over. This is the last stretch of 2026 long enough to change something and still watch it work.

Eight Tuesdays. About twenty minutes each.

WHAT THIS IS NOT

Not one week is about technique, a modality, supplements or a device. Nothing here asks you to change how you treat anyone.

It is the marketing, the workflows, the software, the education, the team, and the home care revenue that sit around the care you already give well — **and quietly cap it.**

THE EIGHT WEEKS

01

TUE SEP 15

The 90-Day Reset

- A short video walking the reset
- A one-page scorecard, six areas
- Your baseline, in your handwriting

You can't fix what you haven't measured.

02

TUE SEP 22

Your Front Door

- What people find when they look you up
- The new-patient path, start to finish
- Referrals that don't depend on luck

Most practices lose more people before the first visit than during care.

03

TUE SEP 29

Workflows That Hold

- Recall and follow-up that runs itself
- Handoffs that happen the same way twice
- Getting it out of your head, onto paper

A missed follow-up is a clinical outcome, not just an admin one.

04

TUE OCT 6

Your Software Stack

- EHR, scheduling, email, e-commerce
- What should talk to what
- What you pay for and never use

Getting your tools to cooperate costs nothing but a decision.

05

TUE OCT 13

Patient Education

- Handouts worth handing out
- Explaining the *why*, not just the what
- Education that runs without you

Compliance isn't a personality trait. It follows understanding.

06

TUE OCT 20

Train the Team

- One name on every recurring task
- Scripts your front desk can actually use
- Delegation that survives a busy week

Your capacity isn't your schedule. It's what your team can carry without you.

07

TUE OCT 27

Home Care & Revenue

- Recommendations that stick
- Reorders without the chase
- Affiliate structures, explained plainly

Done well, home care is better care *and* durable revenue.

08

TUE NOV 3

Pick Three for 2027 Success

- Score the same six areas again
- Compare against your September self
- Three changes, with dates on them

A long list changes nothing. Three dated commitments change a year.

HOW THE EIGHT WEEKS FIT TOGETHER

**Baseline**

Sept 15. Ten honest minutes and a number for each of six areas.

**Six weeks of ideas**

One area a week. Read it, argue with it, take what fits.

**Reassess**

Nov 3. Same page, second column. See what actually moved.

**A plan**

Three changes with dates. Nov 4, live, with help.

TWO LIVE WEBINAR WEDNESDAYS TO ADD VALUE TO THE WEEKLY TOPIC (REPLAY FOR 30 DAYS)

WED OCT 7

Supplement Practice: AI-assisted Practice Platform

Built for practices that dispense nutrition, plus scheduling, payments, texting, email, AI SOAP notes and product recommendations, assessments, packages and more.

WED NOV 4

Wrap-Up + Live Q&A

Everything you did not get to ask in eight weeks, out loud. We finish by turning your three picks into dates on a calendar, together, before the year turns.

ON NOVEMBER 5 YOU WILL HAVE

**A dated plan for 2027**

Three specific changes with deadlines, not a list of good intentions you will not revisit.

**A before and after on paper**

Two scores, seven weeks apart, in your own handwriting. Proof of movement, or proof you need help.

**A team that was there too**

Your front desk and clinical assistant hear the same eight weeks you do, so the conversation afterward starts from shared ground.

**A clearer revenue picture**

Specifically around home care, online patient ordering, and affiliate structures — the part most practices leave sitting on the table.

WHO SHOULD BE IN THE ROOM

**You.**

Weeks 1, 4, 7 and 8 are yours — the baseline, the software decisions, the home care revenue, and the plan that comes out the other end.

**Your front desk.**

Weeks 2 and 3 belong to them. They own the first impression and the follow-up, and they already know exactly where it breaks.

**Your clinical assistant.**

Weeks 5, 6 and 7. Patient education and home care recommendations are where a trained assistant changes a practice most.

HOW TO GET THE MOST OUT OF IT

Print two scorecards, not one.

Give the second to your front desk and ask them to score the same six areas without seeing yours. Where your numbers disagree is the most useful conversation you will have this month.

Block twenty minutes on Tuesday.

That is genuinely what each drop takes. The ones who get the most out of this are not the ones with the most time — they are the ones who put it on the calendar.

Answer the anonymous poll.

Sixty seconds, no name attached. You get to see where your practice sits alongside everyone else's, which is usually a relief rather than a reckoning.

Do not wait until you are ready.

The scorecard is designed to be filled out on a bad week. A low score in September is the point of the exercise, not an embarrassment.

THE HONEST TIME COST

About twenty minutes every Tuesday. That is **under three hours of Tuesdays across the whole eight weeks**, plus two Wednesday hours if you join the live sessions — and the replays stay up for 30 days if you can't. Less time than one afternoon of catching up on charts, spent instead on the thing that decides how many charts there are.

OUR END OF IT

Not clinical.

Not one week is about technique, a modality, a device or supplements. That's for another time.

Built for the whole team.

Your front desk and clinical assistant will get more out of some weeks than you will.

Your numbers, not our opinions.

It starts with your own honest score. We share the group's feedback, anonymously.

It ends in a plan.

Not inspiration. Three commitments with dates, before the year turns.

You did not get into this work to run a business. But the business is what decides **how many people you get to help.**

STARTS TUESDAY, SEPT 15
wholefoodpractice.com/events