

How the Traditional Medical Model Sets Up Adherence Failure

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“You CAN increase your wealth and freedom - all while giving a higher level of care and better experience to your patients.”- Dr. Webb

How many times have you thought, “this patient would be so much further along if they’d just do what I asked!!”? Patient adherence is a constant struggle, but there is good news. It’s easier to resolve than you think.

FACT: adherence is not strictly a patient-based issue.

As Fullscript’s “Treatment Adherence in Integrative Medicine” explains, the WHO found that adherence is based on a number of factors, including patient, condition, socio-economic status, systemic healthcare, and therapeutic. I’d like to hone in on just one of those—**systemic healthcare factors.**

Within the healthcare system, there are two primary reasons why poor compliance exists. Without changing these, you’ll find yourself stuck in a continual battle that most always leads to personal burn-out, blaming the patient, and even worse, the patient blaming YOU. Let’s dive into these two issues and explore how you can solve them.

PROBLEM #1: Patients aren’t committed to their providers

In today’s healthcare model, patients lack choice. If they’re sick, they don’t research which provider most closely aligns with their health values ... they just make an appointment with the provider their insurance requires.

Because patients view their relationship with the provider as something mandated instead of chosen, they feel no connection, obligation, or commitment to the treatment that the provider prescribes. **This inevitably leads to poor adherence.**

It’s not the patients’ fault.

It’s not the providers’ fault.

It’s the system’s fault.

THE SOLUTION: Give patients a choice with pre-education

Patients need to feel in control. Not just of their treatment, but of their health in general and who they choose to guide them. That’s why at FPC, we teach

providers to reach out to potential patients before they ever step foot into their clinic. We call it **pre-education.**

A perfect way to complete this is through an introductory webinar or live event. Over the course of an hour, you can clearly summarize:

1. Your approach to health
2. How you are different
3. What their options are if they are accepted into your care
4. Why and how your program is better for them
5. That their results are *ultimately* based on *co-laboring*

Giving potential patients a clear explanation of your services—and their own responsibilities in their care—allows them to make a conscious choice. If they move forward into your consultation, they are *choosing* to because *they agree with you.*

They recognize: their health is a primary concern, they’re beginning a long-term investment of both time and money, and they must take responsibility.

In short, when patients are educated about your programs BEFORE they are official patients, they begin under your care already knowing that **they must commit.** Adherence solved before treatment even begins.

PROBLEM #2: The fee-for-service model

Unfortunately, the common fee-for-service model teaches your patients all the wrong things.

1. Services or supplements are your main value
2. “Stuff” is more important than outcomes
3. Symptoms stopping or slowing means they’re “all better”
4. Adherence costs too much money
5. It’s okay to pick and choose your treatment

When patients pay a fee for each supplement or service they receive at your clinic, they lose the big picture. Health becomes individual services and not an overall opportunity.

That also means that as soon as they start to notice any difference in their health, they’ll stop coming. Without an upfront commitment, they’re going to work on their terms, which usually means they’ll quit any time they want...especially if fees are more in their face than outcomes.

Your value doesn't lie in your stuff. It lies in getting your patients to a health destination.

THE SOLUTION: Customized programs

Instead of allowing your patients to cherry-pick their treatment (and set themselves up for almost immediate adherence issues), change the entire way you present your services. By creating customized programs with a clear timeline, treatment structure, transparent financial investment, and built-in accountability, you're ensuring that your patients will view their time with you as a health journey—not a short term challenge. Your programs could include:

- Classes and group education
- 1:1 visits
- Visits with nutritionists, health coaches, and other practitioners
- Lab and diagnostic tests
- Your case-review time
- Professional-grade supplements
- Specialty treatments and services

These programs should be TIME based, not SYMPTOM based. When patients sign up, they'll clearly understand that they are making a commitment of time and money—both motivators for adherence.

When health becomes a destination, with you as the guide who will not only facilitate the journey, but also hold them accountable, their adherence skyrockets.

Does it work?

Absolutely. At FPC we've worked with over 600 practitioners from all over the US and abroad. We've found that no matter where they live, patients want the same things.

- They want to work with a practitioner that can do more than treat them.
- They want more than a doctor, they want a mentor.
- They are more than willing to comply if you know them, are transparent with them, and agree to hold them accountable.

I love taking practitioners through an incredible journey that lights up their purpose and guides them to a much better way to practice. I want to empower you to do the same.

After building several practices in the insurance, fee for service model, Dr. Webb made the decision to sell his business and walk-away. Although he had found financial success, he missed out on life. "The model is dated and is built to hold both the doctor and the patient hostage," he stated.

Since 2012, Dr. Charles Webb and his team have been educating health care providers in a different practice model; one that empowers their patients to create health rather than manage disease. The FPC model redefines the doctor / patient relationship to a uniquely customized mentor / client experience. Because the relationship is no longer about the doctor "fixing" or "curing" anyone with his or her particular services or products, the client takes on the role as an accountable co-laborer. The value is in the personal empowerment achieved through both the relationship and the experience. The outcome...health is created and both doctor and client win! No one misses out on life.

His teaching methods have empowered hundreds of doctors, and other healthcare providers, to step out of a broken system and adopt a model proven to provide a higher level of care, generate true wealth and provide a life outside of their practice.

Dr. Webb's proven strategies allowed him to build a better practice, a practice that allowed him to be the dad he always wanted to be, a practice that afforded him date night with his wife and family vacations. His \$3 million per year practice gave him freedom. Freedom while working only 4 days a week with just 5 staff members. These strategies are now available to you.

FPC's big goal is to change 10 million lives in 10 years. Dr. Webb and his team intend to bring on as many doctors as necessary to achieve this.

Want to know more? Attend our free webinar use this link <https://ABetterApproachToHealth.com/RegisterNow> or the QR code below

