



Transform Your Practice Starting with Digestive Health

Bill Hemmer, DC



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Bill Hemmer, DC

Dr. Bill Hemmer owns and operates a successful chiropractic and functional medicine practice in Tuscola, Illinois.

He is also a co-founder of Functional Wellness Learning Systems, a comprehensive business system rooted in providing specific guidance on how to effectively integrate functional medicine into any existing health care practice.



Why Me?

- I treat patients every day.
- I have spent 26 years trying to find the best healthcare value for my patients.
- I'm just like you.

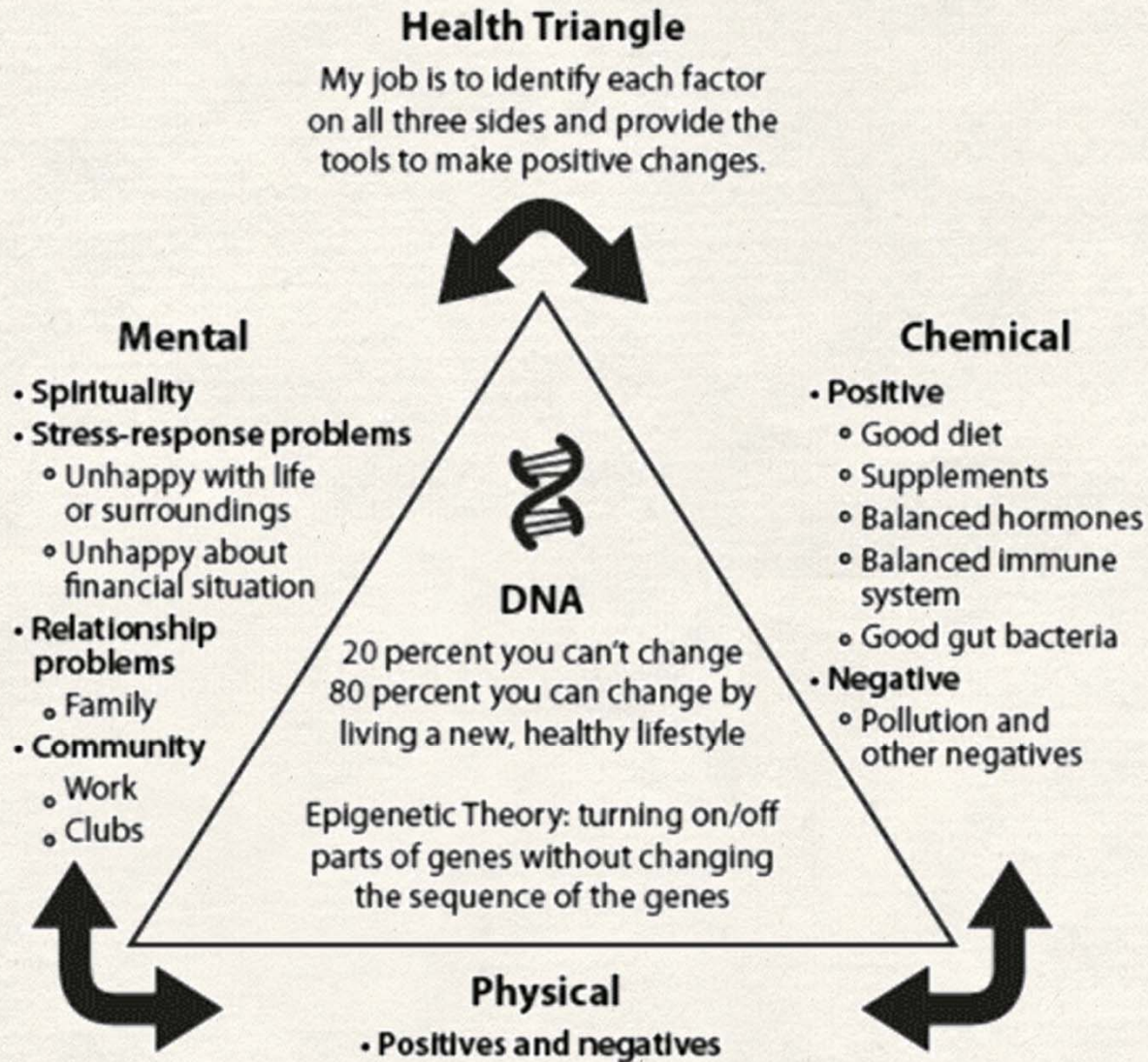
Setting the Stage for HEALTH care

Begin the conversation with your current patients

- Relate structure to function
- I like to use the analogy of a river
- Never ask a question that you or your patient has to defend their answer
- Always recommend, never sell

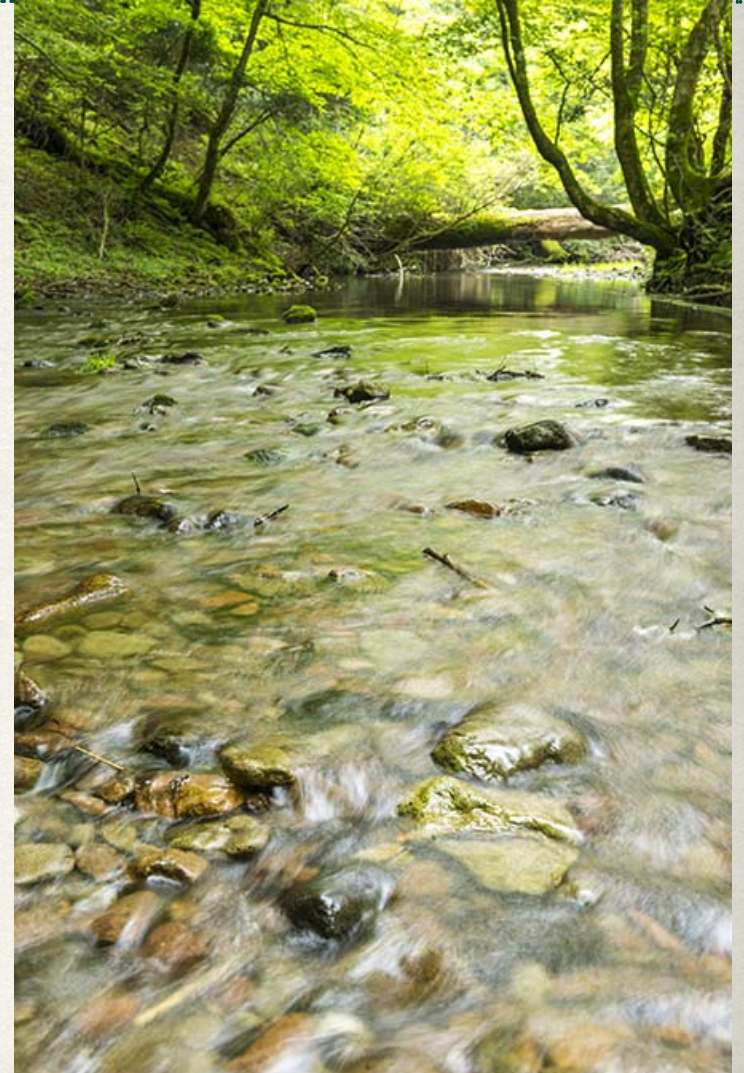


Relating Structure to Function

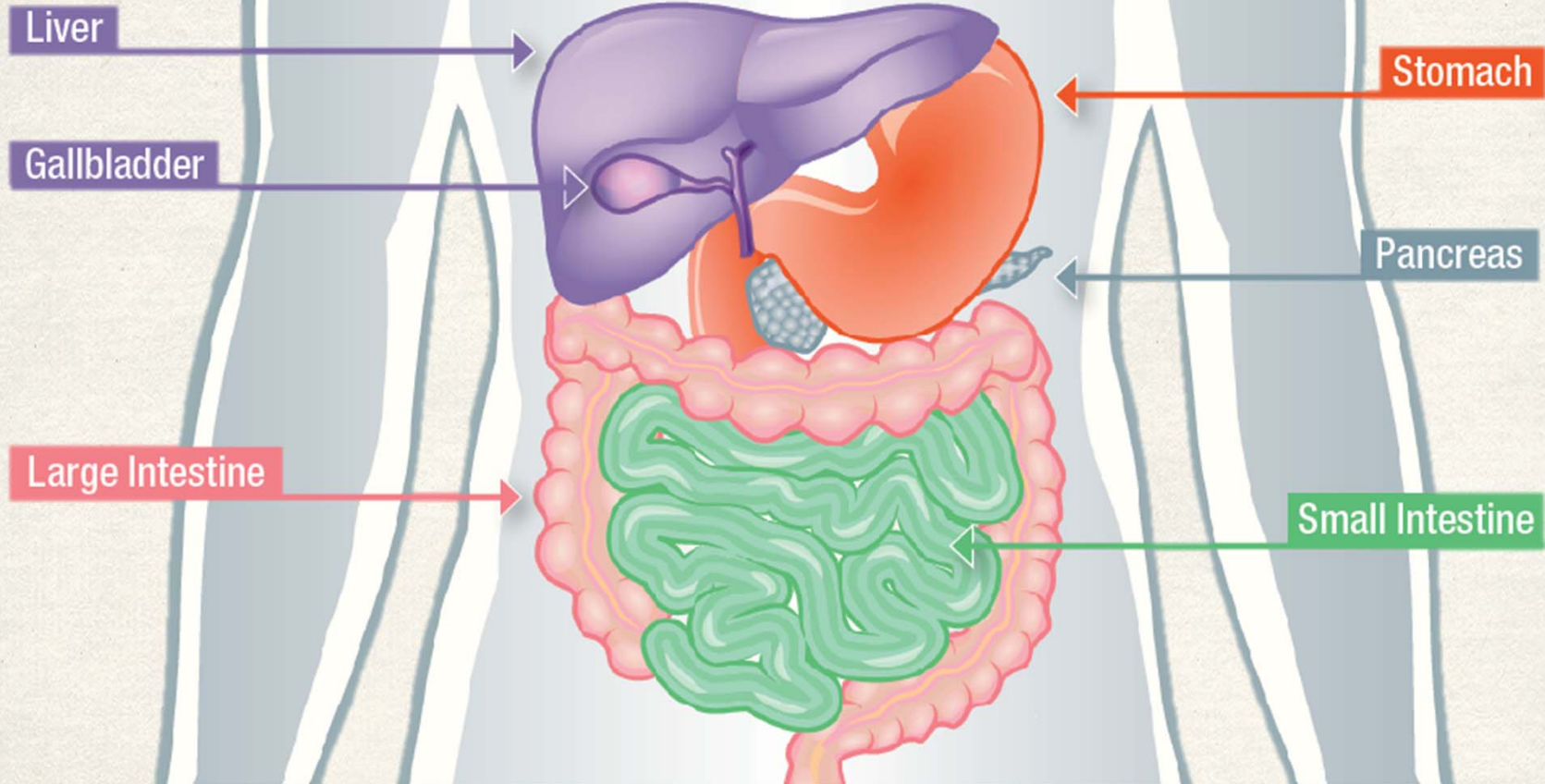


Digestion is Like a River

- Problems always flow downstream
- If you start at the mouth and work your way downstream, problems take care of themselves naturally
- Miss a step and it's harder to manage problems downstream



Digestion is Like a River



There are four parts to the river:

1. Stomach Acid Production
2. Pancreatic Enzyme Production
3. Bile Production
4. Bowel Flora Balance

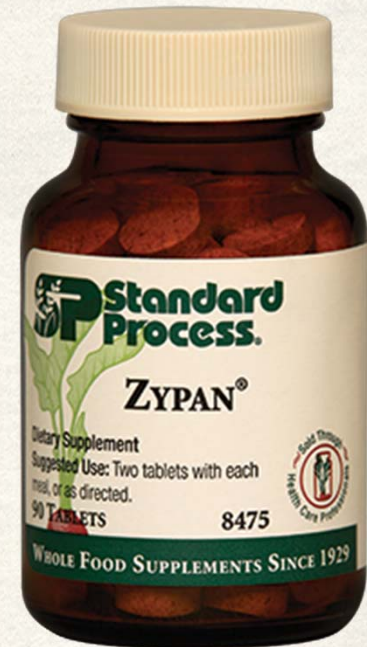
Stomach Acid Production

- First line of defense of your immune system
- Begins the digestion of proteins and minerals
- Your stomach acid production decreases with age
- Stomach acid production decreases under stress
- Stomach acid production decreases affected by diet



Stomach Support

- Zypan[®] – Betaine HCL - Acid Production Support
- Increases available acid to aid in mineral and protein digestion
- Most people need more acid not less. If they're still having problems with a burning sensation in their stomach, I say take more Zypan not less.
- If they are hesitant, have them try organic apple cider vinegar first (about a teaspoon with some water) with each meal.
- 3-9/day after meals*



*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

Stomach Support

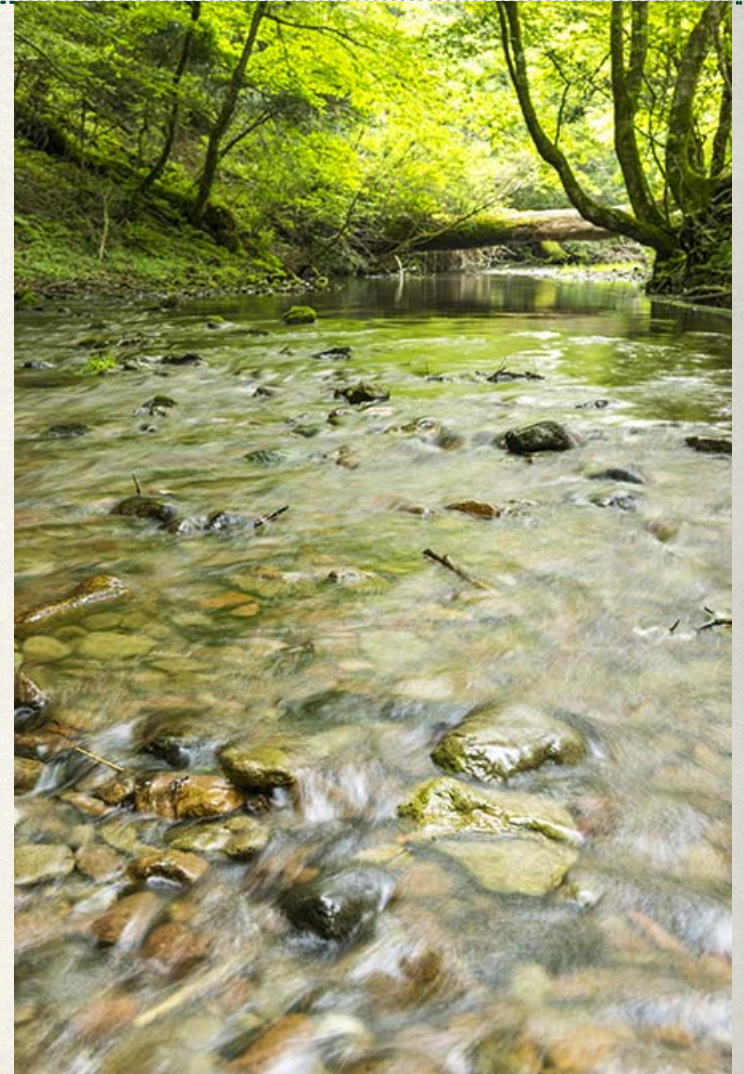
- DiGest – a combination of Gentian, Milk Thistle, Ginger, Dandelion root, Tangerine peel and Chamomile
- These herbs have been used for hundreds of years as “bitters”
- Stimulates gastric juice output and appetite
- Promotes healthy GI tone
- Promotes healthy intestinal flora
- Supports healthy digestion and intestinal function
- 1 tablet per meal*



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Digestion is Like a River

- Pancreatic enzyme production
- Both endocrine and exocrine
- Endocrine – insulin production
- Exocrine – digestive enzyme production
- Slow rate of change in both directions – good and bad



Multizyme®

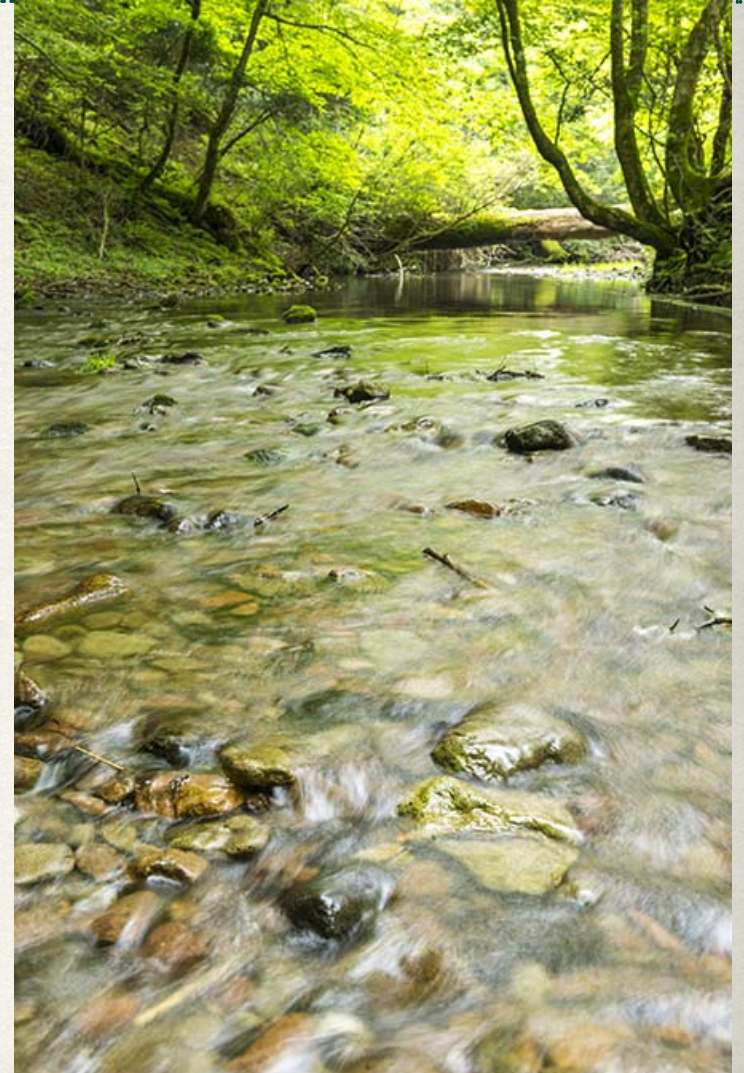
- Supplemental pancreatic enzymes
- Contains immune system boosting enzymes
- Helps break down proteins
- 3-9/Day*



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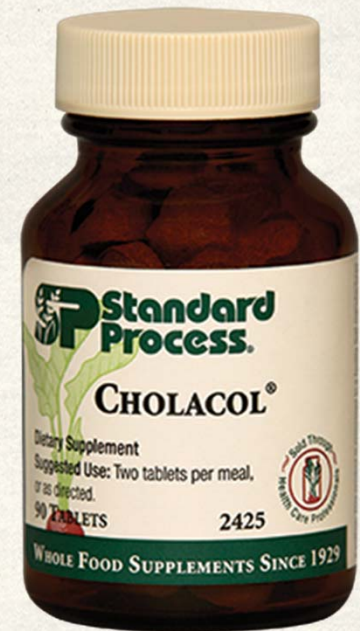
Digestion is Like a River

- Bile production – fat digestion
- Extremely important part of detoxification and elimination
- Also part of thyroid health
- Loss of gallbladder magnifies the problem



Cholacol®

- Gallbladder support
- Source of bile salts
- Helps enzymes break down fats
- Supports healthy elimination
- 2 tablets per meal*



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HiPep | MediHerb®

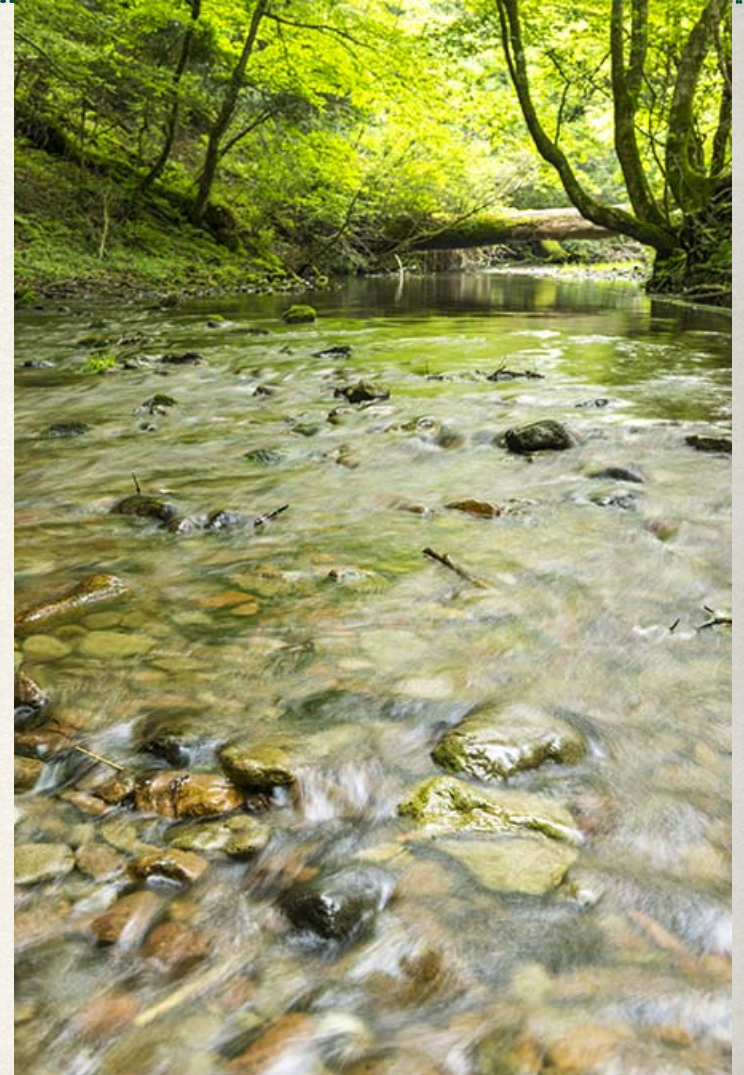
- This product contains deglycyrrhizinized Licorice, Meadowsweet and Chamomile flower and essential oil.
- Promotes healthy mucosal tissue in the upper GI tract
- Promotes healthy smooth muscle tone of the upper GI tract
- Promotes normal function of the esophageal sphincter
- 1 tablet per meal*



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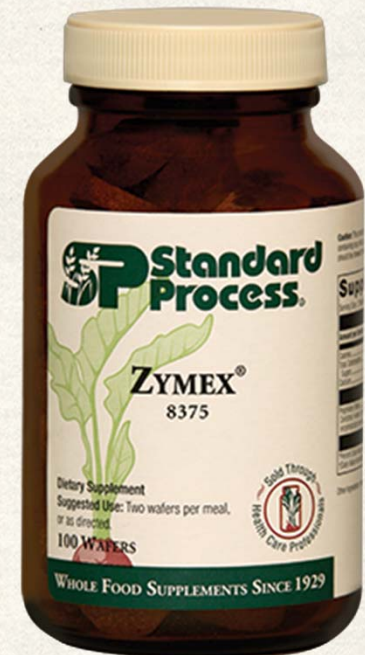
Digestion is Like a River

- Bowel flora balance
- Immune system function
- Assimilation
- Neurotransmitter production
- Vitamin production



Zymex[®]

- Contains defatted wheat germ, lactose, enzymatically processed *Tillandsia usneoides* and beet root
- Promotes a healthy pH range in the intestinal tract
- Encourages healthy environment to maintain proper GI flora
- Two capsules per meal*



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Asking the Proper Question

- Do you think your digestion has anything to do with your lack of energy?
- Have you ever noticed you have a harder time going to the bathroom when you're dealing with minor discomfort?
- Do you feel more bloated when you are not feeling well?
- Do you think your low back would feel better if you lost weight?



Always Recommend, Never Sell

- Once you have established your position and they are in agreement with you – recommend the whole food supplement to address their issue
- Paint the picture of the benefit they will enjoy by accepting your recommendation
- Provide them with specific time frames and amount of supplement necessary to receive this benefit
- Provide them with a easy way to communicate with you during this time so they can tell you about their success

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