

The business of adrenal fatigue

Accelerate your financial growth by specialising
in adrenal exhaustion

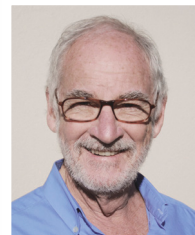


Your facilitators

Dr Robert Buist, BSc(Hons) PhD DC DO

Dr Buist, a leading Australian nutritionist, has more than 20 years of experience in the health industry from research to clinical practice, teaching and product formulations. Dr Buist initially spent eight years in asthma and cardiovascular drug research at Macquarie University and later as a postdoctoral research fellow at New York State Health Department. Since then he has divided his time as a nutritional educator, product developer and director of a complementary medicine clinic in Sydney.

Dr Buist lectures extensively around Australia and overseas to doctors, pharmacists and other health professionals. He is a contributing nutrition expert on radio and television and was Editor-in-Chief of the *International Clinical Nutrition Review* for 22 years. He has produced more than 20 research papers and three best-selling nutrition books: *Food Intolerance*, *Food Chemical Sensitivity* and *The Cholesterol Myth*.



Adam Gibson

Founder of Health Leaders Academy and strategic coach to leaders in natural health, Adam has worked one-on-one with over 300 independent private health practitioners since 2006. He has given keynote addresses to over 2500 natural therapists and health practitioners in private workshops and webinars.

Adam is known in the industry as the leading health practice business expert for creating a “paradigm shift” for natural therapists and their ability to value themselves and their services. He is also known for creating an average increase of \$250,000pa plus for established health practices and a minimum of \$50,000pa for smaller operators.



Beth Bundy, ND

Beth Bundy is a qualified naturopath with over 15 years specialising in integrative and functional medicine. She is the Clinical Consultant with NutriPATH, one of Australia's top integrative pathology companies, training practitioners in utilising functional pathology testing to better enhance their treatment protocols. She has worked in a busy integrative medical practice and has run two successful practices in a multimodality clinic and a cosmetic clinic.

Beth obtained her Bachelor of Health Science from the Southern School of Natural Therapies and lectured in Nutrition and Food as Medicine for several years at the Australian College of Natural Medicine (now Endeavour College). She is now also a certified Health Leaders Academy coach who supports health practitioners to build and grow the practice they've always dreamed of.



Seminar details

Time: 8:30am for a 9am start

Cost: \$150pp (full price)

\$120pp (student rate) | \$95pp (student group discount [min 5 people])

Date	City	Venue	Venue room	Address	RSVP date	Please tick
NSW						
Friday 6 - Saturday 7 February 2015	Sydney	Pullman Quay Grand Sydney Harbour	Lachlan Macquarie Room	61 Macquarie St Sydney NSW 2000	Friday 30 January 2015	<input type="checkbox"/>
VIC						
Friday 13 - Saturday 14 February 2015	Melbourne	Mercure Melbourne Treasury Gardens	Fig Room	13 Spring St Melbourne VIC 3000	Friday 6 February 2015	<input type="checkbox"/>
QLD						
Friday 27 - Saturday 28 February 2015	Brisbane	Mercure Hotel Brisbane	Leichhart Room	85-87 North Quay Brisbane QLD 4000	Friday 20 February 2015	<input type="checkbox"/>

* Please note: Cancellations made prior to 10 working days will receive a full refund. If you are unable to attend, a colleague may attend at no extra charge.

Registration form

DEMOGRAPHICS

Name: _____

Business: _____

Address: _____

Telephone: _____ Mobile: _____

Email address: _____

DIETARY REQUIREMENTS & SPECIAL ACCESS NEEDS:

Vegetarian Vegan Gluten free

Lactose free Halal Kosher

Other allergies, please specify: _____

Special access needs: _____

Please charge my account

Account name: _____

Practitioner name: _____

Please charge my credit card

Card type: Mastercard Visa

Card number: _____ / _____ / _____ / _____

EXP: _____ CVC:* _____

Card name: _____

Signature: _____

**The Card Verification Code (CVC) is the last three digits displayed on the signature panel of your credit card.*

RSVP: **Fax: +61 2 9080 0940**

Phone: 1300 650 455

Web: www.bioceuticals.com.au/education/events



Seats are limited, so please confirm your attendance early to avoid disappointment.



The program

Chronic stress and adrenal exhaustion are some of the most common presentations in clinical practice today.

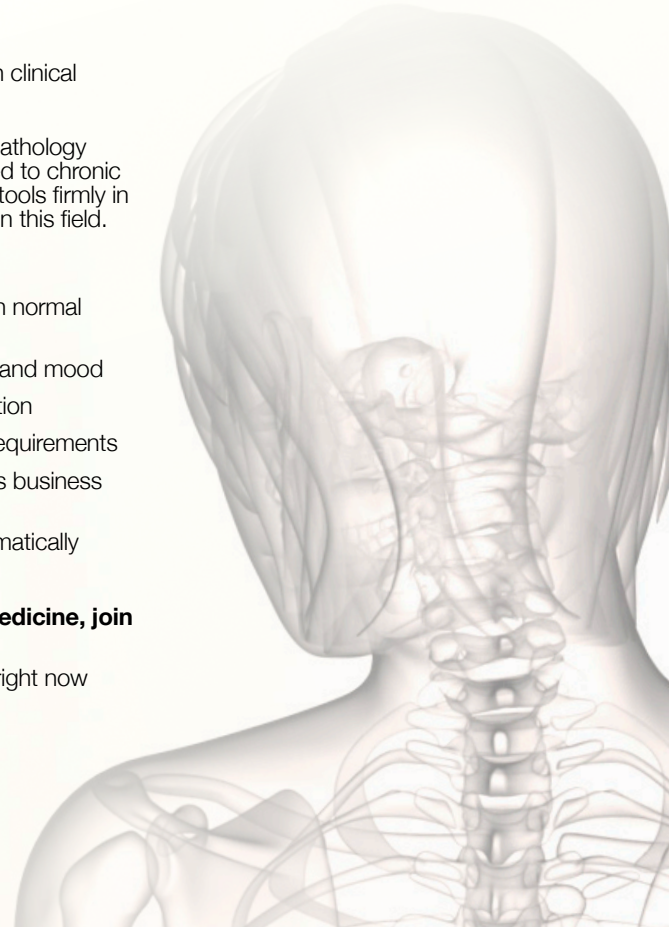
This workshop will not only build on your knowledge of adrenal function, appropriate pathology testing and clinical interpretation, but focus on the range of clinical presentations related to chronic exhaustion and stress and how best to craft a customised treatment plan. With these tools firmly in hand, you will also be coached on how to package and present yourself as an expert in this field.

You can expect:

- a comprehensive review of adrenal function, dysregulation and its unique impact on normal thyroid and immune function
- a thorough exploration of the bidirectional influence of adrenal physiology on sleep and mood
- extensive training on effective clinical assessment, pathology testing and interpretation
- evidence-based treatment plans which you can customise for patients' individual requirements
- access to a proven system that will allow you to grow your business which includes business training, marketing skills, wealth mindset coaching and personal support
- to leave this workshop with the clinical tools, business skills and confidence to dramatically increase your profitability.

If you are a dedicated practitioner who believes strongly in complementary medicine, join us for this unique opportunity to focus your interest and learn to overcome:

- frustrations with the lack of real income and lifestyle that your practice is providing right now
- not knowing how to present and market yourself
- wasted time, energy and money spent on promoting yourself for little or no return.



Learning outcomes

Day 1 program

- A strong working knowledge of the unique functional anatomy of the adrenal glands and the specific structural changes that occur throughout the various phases of the stress response.
- Treat the impact of chronic HPA axis activation and its influence on mood through altered GABA function, monoamine metabolism, reduced trophic support in the brain and excitotoxicity.
- How to counter the effects of adrenal exhaustion on thyroid dysfunction, euthyroid sick syndrome and autoimmune thyroid disease.
- How to reverse cortisol resistance and address chronic immune dysfunction and inflammation.
- Critical insights into the latest research and clinical strategies in addressing the effects of chronic stress on disturbed sleep.
- Clinical skills required to identify the key signs and symptoms of adrenal fatigue to provide effective, appropriate treatment.
- Enhanced patient understanding and diagnostic skills with extensive training in appropriate pathology test selection and interpretation.
- Pathology testing – Comprehensive Stress Profile.

Overview of pathology tests

Adrenocortex Stress Profiles	Saliva and/or urine	Includes DHEAs, cortisol, secretory IgA
Thyroid Profile	Blood and/or urine	Includes TSH, free T3, reverse T3, thyroid antibodies
Iodine Loading	Urine	
Extensive Neurotransmitters	Urine	Includes serotonin, GABA, dopamine, noradrenaline, adrenaline, glutamate

Day 2 program

- How to build your practice into a successful business by specialising in adrenal fatigue.
- How to incorporate your knowledge of adrenal fatigue into a unique practice business model that allows you to earn more whilst reducing clinic hours by up to 45%.
- Three critical and costly mistakes that could be robbing you of your enthusiasm, vitality and longevity in business.
- Three simple steps to systemise your practice to give you leveraged results with patients, more time off and paid holidays.
- How to set up your practice so that you can sell it one day and retire on the profits.
- How to find the hidden income stream worth over \$17,000 that is ignored by 95% of practices and is probably going to waste in *yours!*
- Understand the new staffing model that practice owners are using to eliminate staff turnover and increase profitability.
- How to consistently achieve better patient outcomes by offering 'adrenal solution packages' rather than session by session consults.
- The 'inside knowledge' on what Australia's most successful practitioners do to consistently attract eager and compliant new patients – and how to apply it in your practice immediately.