

# Acute Care Training for Practitioners



# Learn with me

## Acute Care Training for Practitioners

*Carla Whenn.*

Integrative Naturopathic Practitioner

### Session 1



GET IN TOUCH

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# Session 1 Overview

## Cover the Basics

- Define acute care consults
- Look at triage v's 1:1 consultations in complementary medicine
- Review how well you currently meet the health needs of all socioeconomic groups in your community
- Examine what healthcare options your patients are currently using for acute ailments between appointments
- Examine the 'gap' in your communities' market and why acute care Naturopathy and Nutrition is not the same as visiting a health food store or chemist
- Discuss your own experience of acute care prescribing

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# Session 1 Overview

## The 'How To'

- Learn a proven 5 step acute care consult process
- Learn the Peninsula Herbal Dispensary 'Signature System'
- Discuss some rules and red flags
- Look at clinical and business pearls to provide an exceptional acute care service
- Role play some acute care consults - Carla will show you how it's done

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# Session 1 Overview

## Talk Business

- Analyse money and acute care
- Compare 'free' to paid acute care options
- Discuss 'bonus' money opportunities in the acute care setting
- Review what is required to provide acute care consults
- Understand how the process differs for virtual v's bricks and mortar clinic settings
- Unpack why acute care is a premium business offering and a marketing dream

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And GO...

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If you are not supporting  
**YOUR PATIENTS** between their  
appointments with their  
**ACUTE** health complaints,  
**WHO IS?**



*Carla Whinn*  
Holistic Practitioner

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# Karen Jackson

2004 to 2014

2015 and beyond...



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# Peninsula Herbal Dispensary is the #1 pro-healthCARE provider.

Offering safe, expert, complimentary medicine solutions.



Peninsula Herbal  
**DISPENSARY**

Est. 2004

**Naturopathic Clinic**

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# It's all about Triage



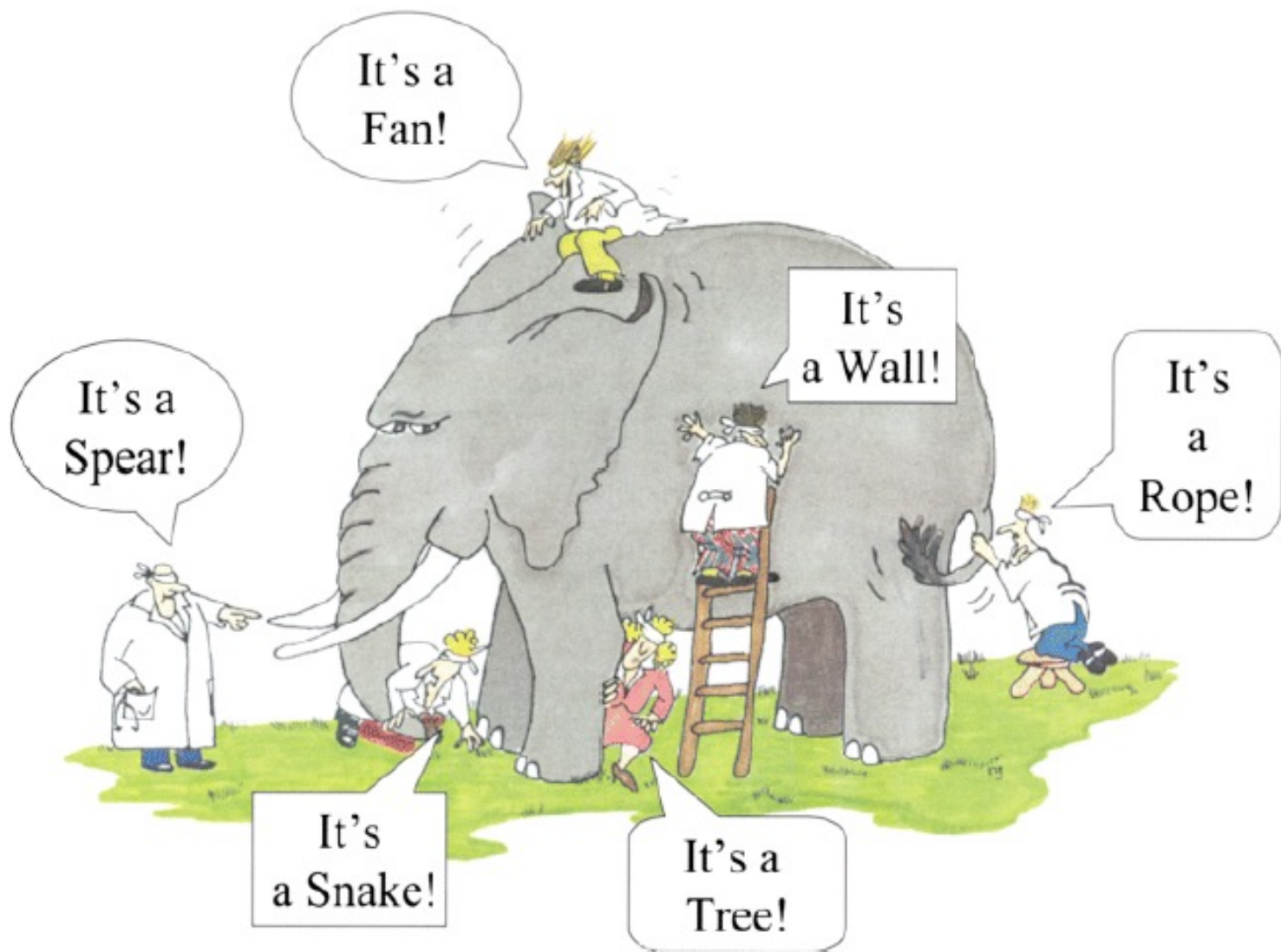
## triage | 'trɪɑːʒ

- the assignment of degrees of urgency to wounds or illnesses to decide the order of treatment of a large number of patients.
- a process to decide the order of treatment of patients.
- the procedure of quickly examining sick or injured people and assigning levels of priority and treatment to most effectively help them.

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## IMPORTANT

In no way am I denying the importance of 1:1 consultations, it's our heart & soul!  
But the small concerns or the first encounters with complementary medicine are perfect for acute care.

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What type of health worker are you ?

Are you a floor mopper ? or a tap turner off ?



Source: Community Health Cell

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# It's all about the onion

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Naturopathic Clinic





# Who is in your community?



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Integrative Naturopathic Practitioner

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Sometimes it's  
just a cup of  
tea & a chat...

Carla Whenn N.D.



## What healthcare options do your patients currently have for acute ailments between appointments?

Take a moment to write a list of where your patients might get advice for the acute health complaints that pop up for them or their loved ones between appointments with you.

- Swimmers Ear?
- Sprained Ankle?
- Dry Cough?
- Scar?
- Teething?
- Grief?

## Here's some ideas...

- No help
- Suffer through it
- Chemist
- Supermarket
- Health Food Store
- Another Practitioner offering Acute Care

What about people who are new to CM or your community?



“I have 6 big issues with the other options:

1. CM Training
2. Wholistic Thinking
3. Personalised
4. Interactions/Contraindications/Overdosing
5. Lost Connection
6. Lost Business

I want to be the first point of call EVERY TIME!”

Carla Wrenn

*Carla Wrenn.*  
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**What is your experience of Acute Care or CM First Aid?**

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“In an Acute Consult we aim to understand a patient’s health concern, particularly the symptomology, in a short period of time to triage the patient. Then to provide (where appropriate) a safe & effective herbal, nutritional, homeopathic or CM remedy and lifestyle suggestions. Plus educate on further support options by referring on for a consultation with you, a colleague, their GP or another healthcare service.”

PHD Acute Care

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## The 'How To'

- Learn a proven 5 step acute care consult process
- Learn the Peninsula Herbal Dispensary 'Signature System'
- Discuss some rules and red flags
- Look at clinical and business pearls to provide an exceptional acute care service
- Role play some acute care consults - Carla will show you how it's done



My Top 5 Steps to provide  
great Acute Care Consults

1. Details
2. Listen
3. Inspire Hope
4. Prescribe & Educate
5. Record

*Carla Whenn MD.*



You have insomnia

*Carla Whenn M.D.*

## Acute Care SIMPLIFIED

- If you have insomnia, what would you initially prescribe yourself?
- What would you use first up to get a good night's sleep?
- What one herb, one nutrient and one piece of lifestyle advice would you consider for yourself?

## Acute Care SIMPLIFIED

### Here's mine...

Magnesium, Californian Poppy & 'Weightless' a piece of music created by Sound Sleep Engineers Marconi Union to promote sleep.

And look there is a GREAT acute care insomnia relief. In truth it's hard to pick one sleep herb isn't it so my formula would probably have some Passionflower, Jamaican Dogwood, Lavender etc in, but see overall how easy that was....

So, I want you over the next few slides to think of what you would do if you were presented with these situations...



You have insomnia

*Carla Whenn M.D.*



## Peninsula Herbal Dispensary Acute Care Signature System

1. One herb
2. One nutrient
3. A piece of Lifestyle advice

If you're a Nutritionist think of 2 nutrients instead  
If you're a Herbalist think of 2 herbs instead

Then you have the basics of an acute care consult!"



# Your best friend asks you about her period pain

*Carla Whann M.D.*



## Your brother wants help with his cold sores

*Carla Whrenn N.D.*



Your work colleague calls you,  
she has Bali belly



OUT OF  
ORDER

*Carla Wrenn M.D.*



**Your Dad has just started  
getting heart burn**

*Carla Whinn M.D.*



# Acute Care Consult Step 1 – Details

*“How can I help you today?”*

*“Ok let’s have a chat for a couple of minutes and see if I can come up with something helpful for you.”*

- What is it?
- How long have you had it?
- Is it constant or does it come and go?
- Have you taken anything for it?
- Has anything made it better or worse?
- How is your overall health?
- Are you on any medication or supplements?
- Do you have any allergies?
- Is there anything else I should know?



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# Acute Care Consult Step 2 – Listen

Really Listen, use your active listening skills.

So often really being heard is new for patients.

Repeat a summary of their answers to confirm the information.





# Acute Care Consult Step 3 – Inspire Hope

Inspire patients with your knowledge, understanding and suggestions for resolving their issues.

Give them Hope they will feel better soon – always be realistic!





# Acute Care Consult

## Step 4 – Prescribe & Educate

Prescribe by talking through your product/s recommendation, what you expect to see happen and how long they will need to continue this product/s.

Confidence and Simplicity is key here!

Educate the patient on a simple Lifestyle suggestion like dietary, sleep, stress reduction, exercise recommendation. This advice is simple & FREE!



**TIP** – Write Details down for the patient - I find a note on the PHD notebook or my business card works well so they know how to contact me & refer others to me.



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# Acute Care Consult Step 5 – Record

**Record Everything!**

**We have a Dispensary Acute Care Consult template in our software that requires:**

- Full Name, DOB, Phone number (Email & Address)
- Practitioner who conducted the Acute Consult
- Presenting Concern
- Patient Health History
- Current or Recent Medication
- Allergies
- Your Prescription
- Approved Repeats
- Lifestyle Recommendation



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# Extra Hints to provide great Acute Care Consults

- Potential Acute Consult Exclusions include polypharmacy, pregnancy, breast feeding, chronic/complex conditions like cancer, diabetes, high BP, liver or kidney issues – trust your gut!
- Exceed expectations - discuss causation that could be assessed/tested/resolved in a clinic consultation with you.
- Prescribe OR Refer – referral to a consult if more time, more research or another practitioner is needed.
- Aim to prescribe more than 2 products – this is not because it increases your profit!



## Rules & Red Flags



## Rules & Red Flags

### **Exclusions:**

- Chronic & Complex Conditions
- Oncology
- Autoimmune Disease
- Undiagnosed Illness
- Polypharmacy
- Liver or Kidney Issues
- Severe Allergies
- Past CM Reactions



## Rules & Red Flags

### Red Flags:

- Pregnancy
- Breast Feeding
- Diabetes
- High Blood Pressure

Trust your gut!

### Rules:

- Don't prescribe over another CM practitioner
- Follow the 5 step plan
- Give your contact details
- Limit the repeats

A woman wearing a white lace top is holding a large bouquet of chamomile flowers. She is standing in a herb shop, with shelves of jars and containers visible in the background. The text "Clinical Pearls" is overlaid on a green rounded rectangle on the left side of the image.

## Clinical Pearls

*Carla Whinn*  
Integrative Naturopathic Practitioner

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## Clinical Pearls

### **Exceed Expectations:**

- Provide a service that WOWs
- Discuss causation that could be assessed/addressed/tested in a clinic consultation with you
- Hope, Nurture, Educate are some words I strive to achieve
- In love with complementary medicine
- Compelled to book in with me or my team

## Clinical Pearls

### **Prescribe or Refer:**

- Never say NO you can't help
- Trusted health knowledge
- Refer to a consultation if more time, research/knowledge or practitioner is needed
- Refer to another service
- Build your referral network

A decorative background of eucalyptus leaves in various shades of green, some in focus and some blurred, creating a natural and serene atmosphere.

## Clinical Pearls

### **Prescribe TWO or more products:**

- This is not to make more money
- How much do you need to get better?
- What would you take if you had the flu?
- To build trust it must work...



*Carla Whenn N.D.*



- Acute Consult allows you to triage your current patients between their appointments. We want to be their first stop for ALL healthcare concerns!
- Acute Consult allows you to introduce yourself to new clients – Introduce CM, your Acute Care offering, your quality products, your knowledge & other in-house services.
- Acute Consults allows us to ensure Patients Safety any time they want to take CM we can give better advice ensure less interactions with our qualifications & ongoing education.
- Acute Consults mean we can discuss & manage any necessary Repeats, so an acute product is only taken as needed.



- Acute Consults exceed expectations. As we are ‘OTC’ we may seem similar to a Pharmacy or Health Food Store however the experience of an Acute Care Consult exceeds all their expectations, they are delighted with our premium service, qualifications & knowledge. We aim to over deliver & amaze!
- Acute Consults are a personalised service, you have created something just for them, maybe it’s a liquid herbal mix, compounded nutritional supplement, a unique cream or flower essences, there is something Magic in this!



# Role Play With Me

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*Carla Whinn MD.*



- Acute Consults make you & your business become a community resource & valued healthcare service.
- Through Acute Consult you will quickly become well known as an expert.
- During Acute Consult you can naturally educate prospective patients (without a hard sell) why a sit down consult will benefit their whole health, this will increase their long term spend with you.
- During Acute Consult you can also educate how pathology testing & in-clinic testing provides clarity for their healthcare concerns, increasing their long term spend with you.
- Acute Consults provides a simple addition to your existing business with immediate profit & growth opportunities.
- Acute Consults promotes connection & collaboration with other healthcare providers in your community.

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## Talk Business

- The Business Basics
- Analyse money and acute care
- Compare 'free' to paid acute care options
- Discuss 'bonus' money opportunities in the acute care setting
- Review what is required to provide acute care consults
- Understand how the process differs for virtual v's bricks and mortar clinic settings
- Unpack why acute care is a premium business offering and a marketing dream



# Acute Care Business Basics

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# Acute Care Consult Step 5 – Record

**Record Everything!**

**We have a Dispensary Acute Care Consult template in our software that requires:**

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- Patient Health History
- Current or Recent Medication
- Allergies
- Your Prescription
- Approved Repeats
- Lifestyle Recommendation

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## Acute Care Failure to Launch

1. Qualified Nutritionist, Naturopath, Herbalist
2. Practice Management Software with Acute Care Template
3. CM Stock – Nutritional Compounding, Herbal Tinctures, Herbal Teas, Appropriate Supplements

### PLUS:

- Shop Front with Space for Acute Care
- **Passing Traffic or Marketing & Advertising Budget**

### OR:

- Virtual Solution
- **Big Marketing & Advertising Budget**

## Money & Acute Care

- Acute Care can have a consult fee
- Acute Care can be paid for indirectly by the profit on supplements sold
- Acute Care can be part of a package or membership offering



@marianneharoldwellbeing



@kismethealth



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Integrative Naturopathic Practitioner

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@mungbean\_health  
Acute Care by Phone

15-min consultation made accessible — \$99 only

LIMITED SLOTS AVAILABLE

ACUTE IMMUNE  
PHONE CONSULTATION

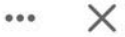
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## Money & Acute Care at Peninsula Herbal Dispensary

Acute Care at PHD is a free walk-in service, 6 days a week  
2-3 Naturopaths on at any one time offering 5-10min acute care consults

The costs for our Acute Care Naturopaths providing the acute care service is covered by:

- the extra markup we put on our supplements
- the reception duties the Acute Care Naturopaths perform each day while in the Dispensary
- the Care Co-Ordinator duties the Acute Care Naturopaths perform while in the Dispensary

## 'FREE' or Paid Acute Care Consults

Acute Care at PHD is a free walk-in service because what you gain in the long term with this far out ways the small charge you might make on an acute care consult fee.

- Understanding of CM
- Exposure to our service
- Experience with our Practitioners
- 'Free' Marketing
- Standout Clinic
- Long Term Client Profit
- Referrals

**LIKE KNOW TRUST**

## What do you want to make out of Acute Care Consults

If you charge:

- Calculate a price of your hourly rate divided by time for acute consult, supplements prep and admin
- How many bookings do you need to provide the service and make a profit?
- Will it be available set hours? Everyday?

My concerns:

- Smaller fee per hour
- Marketing spend
- Potentially less exposure
- Slips into an extended consult
- Less easy to wow

## What can you do 'between' Acute Care Consults?

At PHD we do reception duties including admin, orders, dispensing, research, marketing and more between acute care walk-ins and phone calls.

Could you put aside 1-2 hours 3+ times a week to do these business tasks while also being available for free acute care appointments?

- Walk-In Clinic
- Booking for Acute Care – Clinic, Telehealth or Phone
- Telehealth Group Call Open on Zoom
- Set Acute Care Phone Hours
- Acute Care Form Submission with Call Back?

## Acute Care In Person

Walk In/Booking



Follow Step 1-5

Details

Listen

Inspire Hope

Prescribe & Educate

Record



Dispense – **Immediate Start**



# Acute Care Consult Step 1 – Details

*“How can I help you today?”*

*“Ok let’s have a chat for a couple of minutes and see if I can come up with something helpful for you.”*

- What is it?
- How long have you had it?
- Is it constant or does it come and go?
- Have you taken anything for it?
- Has anything made it better or worse?
- How is your overall health?
- Are you on any medication or supplements?
- Do you have any allergies?
- Is there anything else I should know?



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# Acute Care Consult Step 2 – Listen

Really Listen, use your active listening skills.

So often really being heard is new for patients.

Repeat a summary of their answers to confirm the information.





# Acute Care Consult Step 3 – Inspire Hope

Inspire patients with your knowledge, understanding and suggestions for resolving their issues.

Give them Hope they will feel better soon – always be realistic!





# Acute Care Consult

## Step 4 – Prescribe & Educate

Prescribe by talking through your product/s recommendation, what you expect to see happen and how long they will need to continue this product/s.

Confidence and Simplicity is key here!

Educate the patient on a simple Lifestyle suggestion like dietary, sleep, stress reduction, exercise recommendation. This advice is simple & FREE!



**TIP** – Write Details down for the patient - I find a note on the PHD notebook or my business card works well so they know how to contact me & refer others to me.



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# Acute Care Consult Step 5 – Record

**Record Everything!**

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- Lifestyle Recommendation



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## Acute Care Not In Person – Telehealth or Phone

Phone/Online Booking/Group Zoom Time



Follow Step 1-5

Details – **Many could be automatically collected with online booking system**

Listen

Inspire Hope

Prescribe & Educate

Record



Dispense

Post – **Delayed Start**

## Acute Care Not In Person – Contact Form

Online Acute Care Contact Form - **Instant**

↓  
Follow Up Call – **At a time that suits you**

↓  
Follow Step 1-5

Details – **Many could be automatically collected with online acute care contact form**

Listen

Inspire Hope

Prescribe & Educate

Record

↓  
Dispense

Post – **Delayed Start**

## Acute Care – YOUR IDEA



Follow Step 1-5

Details

Listen

Inspire Hope

Prescribe & Educate

Record



Dispense



# Acute Care Dispensary

In Person:  
Your Dispensary (Core 12+ & Compounding – Session 2)

Virtual – Telehealth & Phone:

- Vital.ly?
- Ariya?
- Natural Script?

Top Tips:

- Mark Ups +10% or >
- From 1 place = 1 postage – people are happy to pay for prompt and quality products & services

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- Acute Consults increase profits as you attract new clients spending money & building relationships with you, sometimes people like a chance to ‘try before the buy’.
- Acute Consults increase profits by strengthening relationships with current patient ensuring support with acute symptoms between appointments, increasing their spend with you.
- Acute Consults increase profits through increased spending by other CM Practitioners, especially IGP’s who utilise our Dispensary to help their patients fulfil their scripts.



The WELL Store

**WELL**  
BOX

~ by ~  
Peninsula Herbal  
**DISPENSARY**

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- Acute Consults create big increases in profitability through new retail income streams – Wholesale Gift, Teawares, Bodycare & Health/Wellness products. Seasonal event like Christmas & Mother’s Day is very profitable for us. Also Opportunity for online product sales. We can never have enough retail stock!
- Acute Consult promotes profitable collaboration opportunities with other retail outlets asking to stock our products particularly our Therapeutic Tea Blends or to have us consult with them to create new products. Daylesford Apothecary does this very well!



Niche Wellbeing Product Range

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Integrative Naturopathic Practitioner

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- Acute Consults easily allows for additional retail income streams.

Introduce new product ranges of your own ie. Wrenn & Co JUNIOR and PHD Therapeutic Tea Blends

Retail products

Seasonal selling



*Carla Wrenn N.D.*



## A Note on Herbal Teas

### Popular Blends:

Calm  
Sleep  
Immune  
Digest  
Menopause  
Detox  
Cravings  
Cough

### Unique:

Apple Day  
11 Loves

### Gifts:

Native Wellness  
Festivitea

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## A Note on Herbal Teas

### Pros:

- Great Markup
- Teas for your niche
- Premade blends (Austral)

### Cons:

- Mess & Storage
- Outlays – commercial scales, labels, time
- Council Regulations



## WELL Store Retail Ideas

### Popular:

Tea Bottles  
Tea Tongs  
Tea Pots  
Mugs  
Wellbeing Books  
Recipe Books  
Herbal Books  
Candles  
Bath Soak

### Unique:

Nutra Organics  
Hand Creams  
Cleaning Products  
Natural Perfumes  
Salt Lab

### Gifts:

Christmas  
Mother's Day

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SO what's this all mean to my profits at Peninsula Herbal Dispensary...

**47.1%** Revenue from Dispensary

**52.9%** Revenue from Clinic

**\$471,000\*** Revenue from Dispensary

**\$529,000\*** Revenue from Clinic



\*Approximate \$ Figures only for illustrative purposes

# Acute Care A Marketing Dream

All About YOU



Quinn Whelan  
Integrative Nutrition Practitioner

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“Tincture sales are incredibly important to the Peninsula Herbal Dispensary, as they allow Carla & her team to show their expertise by delivering a unique prescribed product that can’t be replicated in pharmacies or health food stores.

The ‘theatre’ associated with the measuring & mixing of the Tincture also provides a feeling of individualised care in the in-store environment which consumers are craving...

You just can’t buy that experience online.

This helps build customer loyalty & delivers on the premium positioning of the PHD brand.”



Katrina Sartitsis – PHD  
Marketing Consultant &  
former Endota & Libra/Tena  
Marketing Manager

## Acute Care – Bespoke Care

The same theory as discussed by Katrina applies completely for Nutritional Compounding

### PLUS

Handwrite a bespoke note for the patient on something with your business contact details on – so they know how to contact you with any questions and how to refer others to you.

- Product Names – Dosage
- Lifestyle Tip
- Where to next...

## Marketing Ideas

### Potential Clients:

- Current Patients & their loved ones
- Your local community or online community
- People looking for complementary and alternative medicine for a qualified practitioner using quality products (POP)

Do the marketing work on your ideal client – get to know them and how you need to connect with them.

## Marketing Ideas

### Top Tips:

- Understand your offering
- Understand your audience
- Get out and meet people
- Word of mouth
- Email list
- Workshops

Share from the  
heart, show your  
passion!

Join Learn With Me: 6 month Practitioner Mentoring Program

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## Simple Workshop Ideas

### Keep It Simple:

- Keeping Kids Well in Winter
- Women's Health
- Immune Support
- Gut Health
- Sleep
- Stress
- Your Niche
- Apothecary – Make your own...

Webinars work too!

Done For You Workshops  
[mariannefernanace.com](http://mariannefernanace.com)



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# Acute Care Q&A



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# Action Time

- What are your patients doing between appointments?
- How can you offer them a better solution?
- How could acute care fit in your business?
- Or do you need to communicate an alternative option to your patients?

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A collage of natural ingredients including herbs, citrus slices, and a mortar and pestle. The background is a light-colored wooden surface. On the left, there's a white cloth with black stripes. In the center, a bunch of green herbs is tied with twine. To the right, a white mortar and pestle contains green herbs. Below it, a small white bowl holds dried lavender buds. Other items include a sliced orange, a small bowl of orange powder, a piece of butter on a green leaf, a walnut, a vanilla bean, and a small bowl of dried grasses.

# Go practice

2 Acute Care  
Consults

10 Minutes

*Carla Wrenn N.D.*

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My Top 5 Steps to provide  
great Acute Care Consults

1. Details
2. Listen
3. Inspire Hope
4. Prescribe & Educate
5. Record

*Carla Whenn MD.*

## Session 2...

Develop your own Acute  
Care Dispensary

Trade Secrets & Learnings  
from the PHD Team





GET IN TOUCH

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*Carla Whenn.*  
Integrative Naturopathic Practitioner

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