

*Agency: The Bamboo Agency  
Spectrum Media*

*Writer: Jeff Mustard*

*Client: Full*

*Assignment: First Industry  
(B2B) Release*

## **The Secret Revenue Enhancement Product 7000 Chiropractors Have Been Keeping to Themselves**

Boca Raton, Fl - Perhaps the best kept secret among the Chiropractic community, and other healthcare professionals across the board nationwide, is a revenue enhancement product that has slipped in under the radar and very quietly is generating a new and healthy revenue stream to a private medical network of more than 7000 Chiropractors, and other healthcare professionals from coast to coast operating under the name – “Doctors for Nutrition” ([www.DoctorsForNutrition.com](http://www.DoctorsForNutrition.com)), during a time when medical practice revenues are plateauing and in some cases even retracing.

“Things are getting increasingly tough out there,” says Dr. Donald Hayes, the inventor of “Dream Protein” a powdered meal and nutritional supplement product he created that was designed to deliver exceptional health and nutritional benefits to patients while at the same time providing doctors with a product they can wholeheartedly endorse and whose delivery mechanism required seamless integration into the practice without placing a strain on the office administratively nor requiring much of the doctor’s time.

### **Chiropractors have their Backs up Against the Wall**

A practicing professional for more than 20 years, with four offices in California, in early 2000, Dr. Hayes was not just phasing out of his own practice, but took notice of the increasing encroachment of insurance restrictions on the profession. “With the backs of chiropractors, and other medical practitioners across the broad spectrum of healthcare pressed against the wall and facing the challenges of tighter and more restrictive insurance policies and payouts, it was clear that increasing practice revenues would be difficult with consumers confronting rising premiums, higher co-

*Agency: The Bamboo Agency  
Spectrum Media*

*Writer: Jeff Mustard*

*Client: Full*

*Assignment: First Industry  
(B2B) Release*

pays, and reduced reimbursements all of which was causing fewer office visits.”

### **Diminishing Practice Revenues Required a Drastic Revenue Enhancement Product**

“I knew something had to be done to mitigate this downward financial trend,” says Dr. Hayes, who is also the author of three books on health, fitness and nutrition, “the industry at large was facing acute and chronic financial arthritis and unless treated, the future prognosis for health practice revenues would be severely impinged and potentially crippling to many healthcare practitioners.” To bolster diminishing revenues for his healthcare colleagues, after two years of research, in late 2002, Dr. Hayes introduced “Dream Protein” the first of the products that he would go on to create that would meet the health needs of patients and the financial needs of his fellow medical practitioners.

### **“Dream Protein” – A Holistic Approach to Health and Financial Wellness**

Relying fully on chiropractic’s holistic approach to healthcare, Dr. Hayes sought a product that would allow the body to operate at peak efficiencies, promoted weight loss, enhanced energy levels and would even boost the immune system. Then, as now, “Dream Protein” came in a large 25 ounce jar with scooper for serving up its two flavors, creamy French Vanilla or Rich Dutch Chocolate. A pure, hormone and whey free protein, at only 90 calories per serving the powdered drink product contained soluble fibers that encourage the growth of favorable bacteria which helps to strengthen the immune system, assist in the digestion of foods and amino acids as well help to promote regularity.”

### **Developing the Nation’s Largest Network of Healthcare Practitioners**

*Agency: The Bamboo Agency  
Spectrum Media*

*Writer: Jeff Mustard*

*Client: Full*

*Assignment: First Industry  
(B2B) Release*

Leveraging his experience in the field of Chiropractic coupled with the healthcare network he established over a twenty-year professional career, by the end of the first year (2003) Dr. Hayes had established a medical distribution system for his product that resulted in wholesale sales of between \$35k and \$40k per month. We had *(name number of offices/doctors within network first year)*, who were able to purchase the product exclusively on a wholesale basis for *(insert the wholesale figure doctors pay)*, and in turn patients purchased the product for *(insert price patients pay)*.

### **Synergies and Chemistry Launch an Industry**

“I knew what patients wanted and I know what doctors needed,” says Dr. Hayes regarding the products, the delivery system and the network he was able to create. Since introducing “Dream Protein” in 2003, Dr. Hayes joined forces with “Green’s First,” a product manufactured by Vital Living, a company that was then based in San Diego who at the same time was marketing its own line of “Green’s” products to the medical community. Green’s First itself was generating between \$60k - \$70k per month to its own network of doctors. “I instantly knew we would be able to create extraordinary synergies between us,” says Dr. Hayes reflecting on the idea to conjoin the efforts of the two companies, “they had additional and different products and a network, I had a network and a need to find additional products, it was a perfect marriage.”

### **Expanded Line of Products Marketed through the Doctors for Nutrition Network**

Today that marriage has resulted in the procreation of eight other health and wellness products that are currently distributed through the “Doctors for Nutrition” network, the nation’s largest private health and medical network consisting of more than 7000 healthcare practitioners. This exceptional national healthcare

*Agency: The Bamboo Agency  
Spectrum Media*

*Writer: Jeff Mustard*

*Client: Full*

*Assignment: First Industry  
(B2B) Release*

network is comprised of chiropractors (70%), Naturopathic practitioners (25%), and the 5% balance consisting of massage therapists and medical doctors. Also helping to drive and support this massive network are other players within the industry such as practice consultants and assorted suppliers and vendors in the healthcare industry. Chiropractic as a medical specialty is a \$7 billion per year industry and the nutraceutical market across the board is an \$8 billion dollar per year industry.

### **“Green’s First”: Making its Mark, Creating an Industry**

“Green’s First” has paved the way for “Green’s” products as a whole in the chiropractic community throughout the nation, as well among other healthcare practitioners. “Green’s First” is recognized as the Gold-Standard with its exceptional high-quality organic, probiotic and whole foods ingredients that includes five proprietary blends, specialized extracts and powders, and living microorganisms that help to repair, protect and build the body’s immune system. “Green’s First” contains 49 different ingredients of super foods, fruits and vegetables, and phytonutrients that helps reduce blood pressure, improves digestion, balances blood sugars, decreases cravings, supports weight management, alkalizes and balances the body’s PH, boosts energy and even fights aging. Each serving has less than one gram of sugar and contains absolutely no artificial products. Exhaustive study and research in the area of taste-profiling has resulted in what is arguably the absolute best tasting powdered meal supplement and nutrient-enriched product on the market. Using Stevia, Green’s First and its family of products is recognized as the smoothest, easiest to mix, tastiest and most satisfying “green’s” products on the market today. And, at 45 calories per serving it also supports weight management with its zero sugar content and a remarkably light 4 carbs per serving.

*Agency: The Bamboo Agency  
Spectrum Media*

*Writer: Jeff Mustard*

*Client: Full*

*Assignment: First Industry  
(B2B) Release*

## **About Wellness Watchers**

The company started by Dr. Hayes and the joint venture entity under which they operated in the early days under Vital Living, marketing both “Dream Protein” and “Green’s First” has since been merged into a larger corporate conglomerate to accommodate the growth and marketing of this rapidly expanding Nutraceutical organization; the organization today operates under the corporate umbrella of Wellness Watchers Global, LLC., ([www.WellnessWatchers.com](http://www.WellnessWatchers.com))

The enhanced mission of Wellness Watchers as a nutritional products supplier to a network it has created that has become the largest distribution system of Nutraceutical products to this nation’s health care providers goes beyond the conventional approach to health and wellness by providing a life-enhancing line of products that facilitate optimal physical, mental, emotional and spiritual well-being. Today, Wellness Watchers through its various programs offers healthcare providers a turn-key science-based nutritional wellness system that allows them to deliver better care and get better results without changing the way they practice or the time they spend with patients. These wellness services and products are available exclusively from healthcare providers who have joined the Wellness Watchers team.

Media Contact: Jeff Mustard / Full Spectrum Media

Phone: 954-239-9733 ext: 1006

email: [jeff@4fsm.com](mailto:jeff@4fsm.com)