

P.E.A.P Your Health Professional Office

P.E.A.P (Professional Education and Assessment Program) is an outreach program that allows health professionals to advance wellness through their offices. P.E.A.P programs provide in-office laboratory assessments that allow health professionals to educate and inform their existing client base.

Expanding wellness practices has often relied on screenings and wellness fairs that are unattended by and unappealing to the majority of community members. P.E.A.P programs leverage the existing client relationship and extend the range of services offered by the health professional. The additional educational modalities make nutritional recommendations a natural and sensible extension of the existing relationship. Health professionals can charge for each service over and above the cost of the technicians. In addition, all product sales generated are additional profits for the health professional.

Coordinating a P.E.A.P event merely requires scheduling the appropriate 9 to 5 Nutrition technicians and using existing in-office channels to promote the services to existing clients. Time is spent educating the health professional about the tests, their results and appropriate nutritional interventions. Office staff vital for promotion are also educated to translate the value of the service being offered to the client base.

P.E.A.P Major Action Steps (Complete Planning Guides can be obtained from a 9 to 5 Nutrition Consultant):

1. Choose a date for the event.
2. Contact 9 to 5 personnel to coordinate technicians for the event.
3. Educate health professional and appropriate office staff about the testing involved.
4. Create schedules for each service being offered to encourage pre-booking. Pre-sell each service as much as possible to ensure a successful outcome.
5. After clients receive their service and education about appropriate follow-up steps, they should be routed to the health professional for assurance about the recommended intervention.
6. Rout the client to the front desk for product purchases.
7. Plan the next event in three to six months.