Thank you for joining us for

The Keys to Patient Communication and Kalish Method Case Studies

We will start promptly at 12 noon EST.
Please note that until that time, the line will be silent.

Thank you!

Proudly Hosted by Emerson Ecologics
1. All attendees are muted. If you have a technical question, please send a message to the host.

2. Questions: If you have a question for Dr Kalish, please message that to the host.

Questions will be answered at the end of the webinar as time allows.
The Keys to Patient Communication and Kalish Method Case Studies

April 10, 2013

Proudly Hosted by
Our Presenter:

Dr. Daniel Kalish, DC
THE KEYS TO PATIENT COMMUNICATION

Presented by Dr. Daniel Kalish
WEBINAR OBJECTIVES

- Learn how every patient’s symptoms and health concerns correspond to the three body systems
- Be able to translate patients’ complaints into weaknesses with one or more of the three body systems
- Successfully present your program to patients
- Learn how diagnostic testing reveals which systems need repair, learn to analyze test results, and learn to create customized healing protocols
THREE LEVELS OF FUNCTIONAL MEDICINE

LEVEL 1
Root Causes

LEVEL 2
Body Systems

LEVEL 3
Symptoms
Matthew’s Story

LEVEL 1
Root Causes

- law school stress

LEVEL 2
Body Systems

- adrenal burnout

LEVEL 3
Symptoms

- weight gain, fatigue, depression
3 Body Systems: Healthy

Hormones

GI

Detox
Body System 1: Hormones

Body System 1: Stress Hormone increase

Usually precipitated by one of the following events:
- death
- divorce
- childbirth (usually 2nd or 3rd)
- overwork

Decreased immune response

Body System 2: GI
Pathogen acquired, Food intolerances, Leaky gut

Body System 3: Detox system overwhelmed

TOXINS
BODY SYSTEM 2: G.I.

Body System 2: GI infections

Underlying causes:
- foreign travel
- food poisoning
- bad restaurant experience

Increased inflammation

Body System 1: Hormones

- increased cortisol

Increased toxins

Body System 3: Detox
SYMPTOM CLUSTERS

• Patients only relate to clusters of symptoms (i.e. fatigue, depression, bloating), not to body systems or bigger picture

• Symptoms clusters change over time and may not parallel original problem

• Key points = patient perspective + how you guide interview, get patient history determines how you uncover the origin of their health problem
PRESENTING SYMPTOMS
Cumulative Effect – Patient Perspective

- Fatigue/Depression
- PCOS
- PMS
- IBS, constipation, bloating
- Poor alcohol tolerance, allergies
- Pain/inflammation
CORRECT BODY SYSTEMS IN THE ORDER THAT PROBLEMS OCCUR

Adrenal
Female hormones
Thyroid

GI
-treat leaky gut
-probiotics
-parasites, bacteria, yeast

Nutrient replacement
- amino acids
- EFAs,
- minerals

Detox
-support liver cells,
detox pathways
-heavy metal detox

-Healing diet
-Meditation
-Exercise
-Sleep
Let’s look at some Adrenal Case Studies…
stressed

Usually precipitated by one of the following events:
- death
- divorce
- childbirth (usually 2nd or 3rd)
- overwork

Decreased immune response

GI pathogen acquired, food intolerances, leaky gut

TOXINS

detox system overwhelmed
FUNCTIONAL ADRENAL STRESS PROFILE: STAGE I
Carol’s Story

**LEVEL 1**
Root Causes

- parasite from bad water

**LEVEL 2**
Body Systems

- GI infection
- adrenal burnout (5-10 Years)

**LEVEL 3**
Symptoms

- short term GI symptoms
- obesity, fatigue & depression
**FUNCTIONAL ADRENAL STRESS PROFILE: STAGE II**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Normal</th>
<th>Abnormal</th>
<th>Units</th>
<th>Normal Range</th>
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<tbody>
<tr>
<td>Morning (6:00 - 8:00 AM)</td>
<td>13.5</td>
<td>nM</td>
<td>13.0 - 24.0</td>
<td></td>
</tr>
<tr>
<td>Noon (12:00 - 1:00 PM)</td>
<td>7.8</td>
<td>nM</td>
<td>5.0 - 8.0</td>
<td></td>
</tr>
<tr>
<td>Afternoon (4:00 - 5:00 PM)</td>
<td>4.7</td>
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</tr>
<tr>
<td>Nighttime (10:00 PM - 12:00 AM)</td>
<td>2.0</td>
<td>nM</td>
<td>1.0 - 3.0</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Component</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Cortisol Sum</td>
<td>28.0 nM</td>
</tr>
<tr>
<td>DHEA-S Average</td>
<td>0.2 ng/ml</td>
</tr>
<tr>
<td>Cortisol/DHEA-S Ratio</td>
<td>140.0 Ratio</td>
</tr>
</tbody>
</table>

**ADRENAL STRESS PROFILE**

- **low**
- **high**
- **patient**

<table>
<thead>
<tr>
<th>Time</th>
<th>Morning</th>
<th>Noon</th>
<th>Afternoon</th>
<th>Midnight</th>
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</thead>
<tbody>
<tr>
<td>low</td>
<td>13</td>
<td>5</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>high</td>
<td>24</td>
<td>8</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>patient</td>
<td>13.5</td>
<td>7.8</td>
<td>4.7</td>
<td>2</td>
</tr>
</tbody>
</table>

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**THE KALISH INSTITUTE**

BUILDING SUCCESSFUL FUNCTIONAL MEDICINE PRACTICES
Molly’s Story

**LEVEL 1**
Root Causes
- mercury exposure

**LEVEL 2**
Body Systems
- GI / yeast overgrowth
- detox overload
- adrenal burnout (5-10 Years)

**LEVEL 3**
Symptoms
- sugar cravings
- cognitive impairment
- obesity, fatigue & depression
FUNCTIONAL ADRENAL STRESS PROFILE: STAGE III

**FUNCTIONAL ADRENAL STRESS PROFILE**

<table>
<thead>
<tr>
<th>Normal</th>
<th>Abnormal</th>
<th>Units</th>
<th>Normal Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING (6:00 - 8:00 AM)</td>
<td>9.0 nM</td>
<td>13.0 - 24.0</td>
<td></td>
</tr>
<tr>
<td>NOON (12:00 - 1:00 PM)</td>
<td>0.9 nM</td>
<td>5.0 - 8.0</td>
<td></td>
</tr>
<tr>
<td>AFTERNOON (4:00 - 5:00 PM)</td>
<td>1.2 nM</td>
<td>4.0 - 7.0</td>
<td></td>
</tr>
<tr>
<td>NIGHTTIME (10:00 PM - 12:00 AM)</td>
<td>0.8 nM</td>
<td>1.0 - 3.0</td>
<td></td>
</tr>
</tbody>
</table>

- **CORTISOL SUM**: 11.9 nM, 23.0 - 42.0
- **DHEA-S AVERAGE**: 0.9 ng/ml, 2.0 - 10.0
- **CORTISOL/DHEA-S RATIO**: 13.2, 5.0 - 6.0

**ADRENAL STRESS PROFILE**

- Low
- High
- Patient

<table>
<thead>
<tr>
<th>Time</th>
<th>Low</th>
<th>High</th>
<th>Patient</th>
</tr>
</thead>
<tbody>
<tr>
<td>morning</td>
<td>13</td>
<td>24</td>
<td>9</td>
</tr>
<tr>
<td>noon</td>
<td>5</td>
<td>8</td>
<td>0.9</td>
</tr>
<tr>
<td>afternoon</td>
<td>4</td>
<td>7</td>
<td>1.2</td>
</tr>
<tr>
<td>midnight</td>
<td>1</td>
<td>3</td>
<td>0.8</td>
</tr>
</tbody>
</table>
1. Consultation
   - Labs In - Report of Findings

2. Adrenal Test (Saliva)
3. Stool Test
4. Organix Test (Urine)

Months:

1. Gluten free, anti-inflammatory diet for at least 60-90 days
2. First Round Adrenals (can retest at 3-6 months)
3. Treatment of Pathogen #1 (from 1st stool tests)
4. Anti-Candida Program
5. Liver Detox – Heavy Metals
6. Begin Gut Repair, Then Nutrient Replacement
7. Second Round Adrenals (and retest 3-6 months)
8. Treatment of Pathogen #2 (retest stool if necessary)
GETTING CLEAR

- A preset system:
  - 1. Adrenal/female hormone balancing
  - 2. GI healing
  - 3. Detoxification
- All get put on a healing diet
HPA AXIS

HPA axis
negative feedback loop

Hypothalamus

CRH

Hypo

Hyper

Pituitary

ACTH

Adrenal cortex

medulla

SNS

glucocorticoids (cortisol)

catecholamines (epinephrine, norepinephrine), aldosterone

glucocorticoids (cortisol)

catecholamines (epinephrine, norepinephrine), aldosterone
PREGNENOLONE

• Most undervalued player
• Cornerstone of every adrenal program
• Safe
PREGNENOLONE STEAL

- Progesterone → Pregnenolone
  - 17α - Hydroxylation
  - 17α - Hydroxypregnenolone → Androstenediol
    - Androstenedione → Testosterone
      - 5α - Dihydrotestosterone
      - 19 - Hydroxytestosterone
      - 19 - Hydroxyandrostenedione
        - Estradiol - 17α
        - Estradiol - 17β
    - Androsterone
  - 11 - Deoxycortisol
    - Cortisone
      - Deoxycortisol
      - Cortisol
        - Acetyl CoA → Cholesterol → B5
DHEA

- Not a solo act
- Flying too high
- Sex and Fat
ADRENAL WORST PRACTICES

• High dosages of hormones
• Causes further damage
• Internal production drops because of excess DHEA
• High DHEA lowers cortisol
• We don’t make all of our DHEA in the morning
  • Instead, we must drip it in, and show the brain a normal stream of hormones, over time
• Take a look…
RESTORING BALANCE

Low dosages:
• No need for pills
• Go liquid: hormone drops

Dynamic Duo:
• Pregnenolone & DHEA

 Resets:
• Brain
• Adrenal production
• HPA Axis
The Kalish Method Mentorship
BEGIN WEDNESDAY, APRIL 17th

To become a pro, and to build your practice on solid footing, you need:
  • Repetition
  • Guidance
  • Resources

MENTORSHIP INCLUDES:
  • 24 substantive lectures detailing all aspects of the Three Body Systems
  • 24 live, weekly, small-group practical Q&A calls
  • Access to over 50 hours of recorded Q&A calls
  • Practice set-up, marketing, and business coaching
  • An introduction to our advanced Mind Mapping course
  • Certification of completion for The Kalish Method Mentorship

“Enrolling in the Mentorship Program was the best professional investment that I have ever made. I'm now helping my patients dramatically improve their lives. I'm enjoying a substantial increase in revenue. And, I've found an enthusiasm for my practice that I thought I'd never feel again.”

– Dr. Glenn D. Hyman, DC
Once you’ve gone through our training programs you’ll…

- Start with confidence with every new patient
- Order the right tests from the right companies
- Improve your patient communication skills
- Source proven, clinically effective supplements
- Design impactful supplement protocols
- Learn coaching for essential diet and lifestyle changes
Special Offer For EMERSON ECOLOGICS CUSTOMERS…

• Regular Price:
  • 12 Monthly Payments of $499 ($5988), or one payment of $5500

• EMERSON SPECIAL OFFER – SAVE $500:
  • 12 Monthly Payments of $450 ($5400), or one payment of $5000

• ENROLL NOW: www.KalishInstitute.com/EmersonSpecial
What can I expect financially?

- The Kalish Method Mentorship
  - 9 Adrenal Patients will pay your tuition
  - $5500/$643 = 8.5 patients

- 82% of our students order labs and supplements for their patients within the first 4 WEEKS of class

- 2012 Kalish Method graduates have ordered $1.12 MM in Lab and Supplement products, averaging about $4100 per practitioner
We look forward to having you in class…

Enroll Now:
  • www.KalishInstitute.com/EmersonSpecial

THANKS FOR ATTENDING!
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