



Wellness Administrator Training Outline

Course 1 **Office & Wellness Consult Room**

Overview of Set-up Goals

Setting the Stage

Creating the Flow with the Wellness Packet & Check-Out Packet

Preparing the Patient Education System

Patient Follow-Up & Subjective Findings

Creating the Environment of Wellness and Order

Course 2 **Marketing the Program**

Intro to Your Marketing Role

In-Office Promotion System & Staff Support

Passive Marketing Tools – Brochures, Catalogs & Posters

CRM Tools- Emails, Newsletters & Patient Communication

Online Marketing

Creating Referrals for the Program

Course 3 **Product Training of the Daily Essentials**

Intro to Your Opening Products

Science & Delivery Method

Oxidative Stress & the Role of Antioxidants

Multivitamin

Calcium

B-Complex Vitamins

Omega III



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Vitamin D3

Pycnogenol & OPCs

Your Role is Education

Product Training Resources

Course 4 **Administrator Roles & Responsibilities**

The Vision For Your Position

Objectives & Goals for the Program

Initial Consult – Role Play Example

Roles – Educate, Track, Communicate, Support

Responsibilities – Marketing & Administration

Overview of Tools

Course 5 **Patient Follow-Up**

The Fortune is in the Follow-Up

Follow-Up Filing System

Follow-Up Dates, Scripts & Objectives

Follow-Up Role Play Example

Responsibilities – Administration, Marketing, Patient Education

Managing Auto Ship

Overview of Tools

Course 6 **Ongoing Training & Education**

Education is a Process

Understanding & Utilizing Your Tools