

The Mind/Body Practice-6 Hours  
A new paradigm-incorporating Chiropractic, Hypnosis and EFT  
Learning Objectives  
Presented by: Dr. Mitchell Mays

1. Become aware that your patients are in a state of waking/walking hypnosis or trance and are not hearing what you say accurately. You cannot educate them about chiropractic when they are in trance. They must be de-hypnotized before they can hear your message.
2. To become aware of the needs and demographics of the new alternative healthcare market. To become aware of the state of mind your patients are in when they present as a new patient and how that is a significant factor in initial case management.
3. To learn how to evaluate your patient's state of mind on each visit to validate current treatment plan and/ or become quickly alerted that a change in course may be indicated.
4. To counsel patients to healthier mental and emotional states by making them aware of how stress and anxiety are major factors in their well-being.
5. To inform chiropractors of the adverse effects of stress and anxiety and the severe negative impact they have on the overall health of their patients and their families.
6. The importance of achieving and maintaining more positive mind-states, and how by doing that, reduce and prevent needless stress, anguish, and anxiety that leads to disease.
7. To explain how to reduce or remove the risks of: Cancer, Hypercholesterolemia, Hypertension, Heart disease, IBS, ulcers and many other stress-related disorders including adrenal fatigue and post-traumatic stress disorder. How to incorporate Emotional Freedom Technique (EFT) and Muscle Testing (AK) to clear chronic stress patterns.
8. How to incorporate key mental, physical and chemical factors of health like diet, exercise, stress reduction, proper rest, etc., into a three-pronged approach as laid out by D. D. Palmer in the Health Triangle (physical/structural health, chemical/nutritional health and mental/emotional health). Handouts provided to support the validity of the Health Triangle or Mind/Body practice that are useful for both chiropractors and their patients.
9. To learn about the suggestibility orientation of your patients and how that influences their health choices and relationship stresses at home and in the workplace.
10. A workbook is provided that covers mind theory, the history of hypnosis and the basics of self-hypnosis and the Mind/Body paradigm. Lecture includes easy steps that

practitioners can take immediately to transition their practice easily, and nearly effortlessly, into the new paradigm.

11. Basic self-hypnosis techniques are covered in the workshop portion that reduce anxiety and help restore a healthier state of mind that practitioners can implement immediately into their practice. This helps their patients reduce pain and anxiety and restore a wide awake and alert mind state increasing compliance and a faster response to treatment.

## TIME

## TOPIC

Hours 1-2

**The Hypnotized Patient.** As Bill Esteb so eloquently put it, “Who is your enemy? It’s not the stubborn vertebrae that won’t move as you wish. It’s not the insurance carrier who fails to see the wisdom of your care plan. I assert that your real enemy is the beliefs and habits of patients and prospective patients in your community. They have been deceived, believing that germs cause disease, drugs produce health and that symptom suppression makes sense. In other words, they’ve been hypnotized by the live-for-today, take-the-path-of-least-resistance herd mentality. That’s your enemy! And it’s a formidable one.”

Why understanding and acquiring a working knowledge of mind- theory, and how to apply it, is key to making a positive impact on, and serving the current alternative healthcare market. Learning the techniques to de-hypnotize patients so they can be much more easily educated about the chiropractic lifestyle and increase compliance as well.

Hour 3

### **The New Alternative Healthcare Patient.**

The new generation of patients that seek chiropractic care are looking to participate in their own health. They are looking for coaching and not simply treatment. They are savvy now about nutrition and alternative healthcare choices due to access to health-related websites and even television programs that inform them about natural healing modalities and natural healthcare practitioners. They are looking for practitioners that address the whole body and mind to deal with the increased stress and problems facing them in this accelerated society they and their families are experiencing today. They are looking for practitioners who take a global or holistic

approach to health care and offer easy to implement solutions. They do not mind spending the money for natural healthcare coaching and treatment providing it is succinct and to the point. This new market also demands more self-help techniques so they are less dependent on the practitioner. They want to be empowered to improve and take control of their own health and well-being.

Hour 4-6

### **Integrating the Mind/Body Model Into Your Current Practice.**

Chiropractors are positioned to easily step into the role of the new paradigm. It requires a shift in the chiropractor's perception and knowledge of how the conscious mind, critical mind and subconscious mind work, and what mind-state the patient is demonstrating each visit as well as the patient's health goals and overall long-term objectives. The new model requires more of a "coaching" role to be assumed by the chiropractor, while the patient's role is one of an athlete where it is necessary to become pro-active, forthcoming and cooperative as well as taking full responsibility for the desired outcome and fulfillment of their health goals. Chiropractors are taught how to use powerful subconscious techniques like Emotional Freedom Technique (EFT) and Applied Kinesiology to empower themselves and their patients to achieve new levels of wellness and "whole person care"—creating prestige as the mind-body practitioners we really are while establishing a new paradigm of excellence in our clinical competence.

I believe strongly that if chiropractic is to survive and thrive, we must embrace a new paradigm of care incorporating the mind/body model like I've outlined in the syllabus and practice in my own clinic in Lodi, CA. It is virtually impossible to educate patients about their health from a proactive and enlightened paradigm that we call "Alternative" or "Preventive" medicine which includes chiropractic, stress management, nutritional counseling, etc. who are "mesmerized" (hypnotized) by fear of disease from medical propaganda that inundates every corner of our society and on every level. Bill Esteb said that these "hypnotized" patients and prospective patients are the reason we, as chiropractors, are fighting a losing battle. As a certified hypnotherapist and practicing chiropractor of nearly forty years, I teach chiropractors how to "de-hypnotize" patients in order to get their attention long enough to teach them about chiropractic and the natural approach to health and wellness. In addition I teach practitioners how to use

powerful positive suggestions that are designed to reveal the negative programming their patients have been exposed to and, have been ‘suggestible’ to since childhood. As a health care professional, it is crucial that you are understood by your patients. Unfortunately, we are all too often, flabbergasted when we hear something come out of a patient’s mouth that we realize they had completely misunderstood something important that we had spent a fair amount of time explaining on their last visit. Often, it’s as if they hadn’t heard it all. You’ll have a very difficult time getting a patient to embrace a new healthy idea when they are so full of old ideas about their health...many of which are often even completely contradictory to the new idea. They present with these old ideas that act as filters, through which they experience you and your clinic. I teach how to help these patients on a level that will serve not only them, but their families, children and their communities well by being an example of what an awake and healthy human being is.

Hypnotherapy is making its way into our profession as a powerful therapeutic tool that most chiropractors can easily incorporate into their clinic nearly seamlessly by starting with “Stress Classes” that teach breathing and relaxation techniques as well as other basic principles to health and well-being. I want to have it be used as a tool for educating patients about chiropractic and not just some self-hypnosis adjunct or ‘back-end’ program to make a little extra revenue. My second book, “MIND GATE: Demolish Fear, Overcome Anxiety and Create the Life You Want” was released February, 2016 and addresses neuroscientific and neuropsychological as well as physical causes of adrenal fatigue, post-traumatic stress disorder and other modern stress disorders caused or aggravated by the underlying disorder of the fight/flight trance state that is now running rampant throughout societies on a global scale.