



## The Ideal Protein Protocol Helps Chiropractic Clinic Jump Start Patient Health and Wellness

*"Making important changes to diet and lifestyle can help improve physical health, enhance nutrition and reduce stress, but patients often don't know how to make these changes. I wanted to introduce a lifestyle weight loss protocol to my practice that would help them. I chose the Ideal Protein Protocol because it educates dieters on the science behind healthy eating, and how to make the right choices to lose weight and keep it off. It's a wonderful tool— our dieters have lost more than 100,000 pounds and counting."<sup>1</sup>*

- Dr. Douglas Matzner, Matzner Clinic, Champaign, IL



Dr. Douglas Matzner is a licensed chiropractic physician and a Diplomate of the National Board of Chiropractic Examiners. He founded the Matzner Clinic based on the philosophy that we are born to be healthy— when we give our bodies the support they need, they will heal themselves. His approach emphasizes prevention rather than cure because of his belief that simply treating the symptoms rather than addressing the source is not enough. His commitment to the health and wellness of his patients was recognized in 2010 when the Illinois Chiropractic Society honored him with the Chiropractic Physician of the Year Award. Dr Matzner also sits on the Ideal Protein Medical Advisory Board.

Dr. Matzner and his team treat patients for orthopedic problems using primarily chiropractic, acupuncture, exercise and nutrition. They also guide their patients into creating an improved level of wellness, focusing on three key areas of physical health: improving the body, enhancing nutritional intake, and reducing stress. For overweight patients, losing weight is key to all three of these areas. Consequently, Dr. Matzner made it his goal to find a weight loss protocol that would help patients to not only lose weight, but keep the weight off for the long-term.

Dr. Matzner said, "We all recognize the debilitating effects that obesity can have on our health. The number of fad diets and misinformation that's out there is distressing from a physician's point of view. For that reason, I wanted to find a protocol that was backed by medical science that would help my patients to reach a healthy weight and

as a consequence, potentially improve their health and support their wellness for the rest of their lives."

At a chiropractic conference, Dr. Matzner was introduced to the Ideal Protein Protocol, a medically designed protocol for weight loss and weight maintenance, and was impressed by the coaching element that complements its medical credibility.

### **"Ideal Protein was one of the first weight management protocols I had come across that had solid science behind it,"**

he noted. "From my own extensive research, I understood that coaching is a critical element to weight loss and maintenance, and I decided that the Ideal Protein Protocol would be a good fit for the wellness philosophy of my practice."

In 2010 the Matzner Clinic launched JumpStart Weight Loss<sup>SM</sup> utilizing Ideal Protein. Since then, the launch dieters — including Dr. Matzner himself— have lost more than 100,000 pounds collectively.<sup>2</sup> Three coaches consult with around 170 dieters per week. Dr. Matzner emphasizes the role of his own commitment to learning the science behind the protocol, and careful selection of Ideal Protein coaches in the incredible success of JumpStart Weight Loss and its dieters.

"During the first year of offering the Ideal Protein Protocol at the clinic, I invested a lot of time in really understanding the components of the protocol and the impact the resulting weight loss was making on the

health of our dieters," he explained. "I did the protocol myself so that I'm able to speak from experience to dieters and the patients I refer. I believe that to really help patients be successful in the long-term, doctors have to pay attention to every element."

"The coaches at JumpStart Weight Loss<sup>SM</sup> are truly invested in every dieter. A thorough knowledge of nutrition and wellness is important, and it's critical that they know how to sit down and really coach dieters at an individual level. Every dieter's experience with Ideal Protein is different, so our coaches need to understand the difficulties and challenges of going through the lifestyle change that comes with weight loss. We recognize that it's not the right job for everybody, and we make decisions carefully to ensure dieters have the best possible support along their journey."

JumpStart Weight Loss<sup>SM</sup> is offered in the Matzner Clinic, located in Champaign, IL. as an extended service, making it easy for Dr. Matzner and his team to cross-refer patients, as well as convenient for dieters to schedule visits with their coach if they are visiting the clinic for another service.

Of referring patients to JumpStart Weight Loss, Dr. Matzner comments, "There's a whole host of health and wellness issues that bring patients to the Matzner Clinic as a result of being overweight, like back or knee problems, shortness of breath, Type 2 diabetes and even rheumatoid arthritis. When we see these symptoms and think they would benefit from a change of lifestyle, that's when we talk to them about the

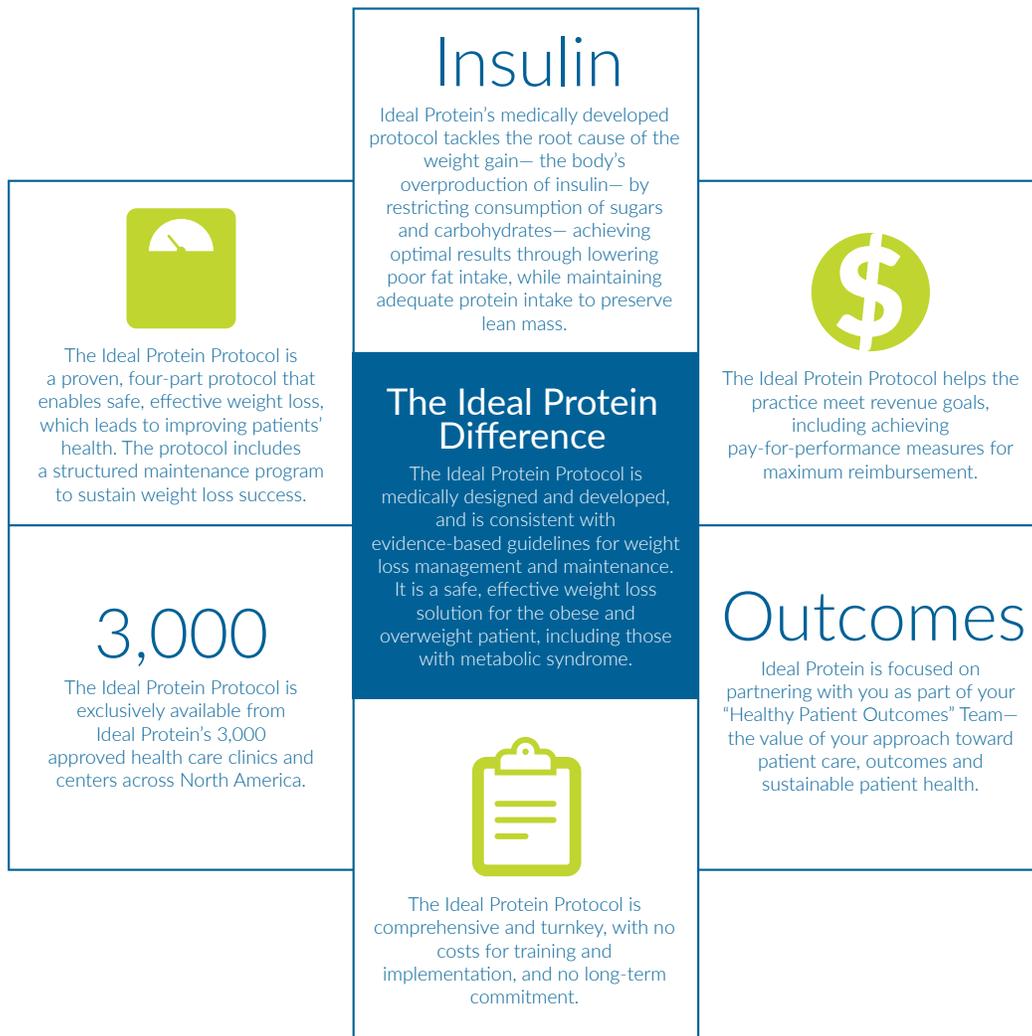


Ideal Protein Protocol. What particularly motivates patients to really think about losing weight is when they realize their symptoms are caused or worsened by being overweight, and that there's a solution right here to help them lose weight. As a result of the weight loss, they can potentially improve their health."

Dr. Matzner continues, "Some patients who are considering the Ideal Protein Protocol are concerned about the cost, but many are spending more than \$100 a week on medication. As they lose weight, their prescribing physician can often reduce or eliminate these medications in many cases,<sup>3</sup> saving them money on prescriptions. Then, there's the cost of eating out several times a week that some patients also incur.

Usually, we find that dieters don't have to incur any extra costs or are even able to save money. The Ideal Protein Weight Loss Clinic has become an essential service. It has helped increase our entire team's awareness of diet, wellness and keeping healthy.

**"I haven't looked back, and the opportunities ahead are vast!"**



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