

THE ULTIMATE MAN TOOLKIT TO ENGAGE YOUR MALE PATIENTS



How often does a guy come to see you only because he is being coerced by his female partner, daughter, friend, mom or sister?

Or he comes thinking you'll just give him the usual diatribe about needing to lose weight and take a bunch of supplements.

Or maybe he really does want help on something- but he thinks your assessment will immediately uncover what's wrong and lead to a simple, "silver bullet" solution that requires almost no work on his part (no major diet changes and certainly no new exercise regimens).



Today, I will help you overcome these challenges with male patients.

With this toolkit, you'll be able to:

- Getting men in the door (willingly)
- Keeping men engaged and getting them to take beneficial actions
- Getting men to come back and commit to a long-term, lifestyle-driven effort to improve his health



THIS IS YOUR TOOLKIT TO USE WITH MEN

1 - PURPOSE: Start with what matters TO the guy, not just what's the matter WITH him. What does he want his health for? He may need some help identifying his purpose or goals, which we will help you with below.

2 - IDENTIFY RISK: Based on that purpose and his goals, what health risks could get in the way? This will guide your testing.

3 - GOAL SETTING: Based on the overall goal, clearly define and articulate the incremental steps that will lead to the ultimate achievement of the goal? For example, if better appearance is a goal, decreasing body fat may be one of the steps.

4 - MEASURE: Identify metrics applicable to each step. In the example above, we'd track body fat %.

5 - COMPETITION: Most men love to compete - against themselves, their friends or complete strangers. Try using a social competition app like Strava or Nike Run Club.

6- COMMUNITY: I know, it sounds ironic, but men also thrive on community (maybe even a competitive community). Help him find others with similar goals who he can commiserate or share tactics with.

HELPING MEN WITH THEIR OVERALL GOALS

If they have a hard time identifying what health-related issues MATTER to them, try asking them to do a multiple choice exam.

If you could improve one thing, what would it be?

- | | |
|---------------------|--------------------|
| a) Your sex life | e) Your appearance |
| b) Your mood | f) Your sleep |
| c) Your energy | g) Your lifespan |
| d) Your performance | |

TIP: The follow up questions you ask then all stem from the answer they picked. Ask them to pick no more than 3 and then ask the relevant follow-up.

EXAMPLES OF FOLLOW UP:

- If they pick sex life – what about your sex life? Libido? Erections? PE? Just having more sex?
- If they pick performance – at work? In sports? As a father/spouse/son/brother/friend?
- If they pick lifespan – what are they concerned will shorten it? What are they most interested in preventing?

You get the idea – get to what matters TO the patient ASAP – otherwise you’re stuck in “symptom land” without getting the big picture.

Lastly, manage expectations and hold yourself and your patient accountable using the 1-step-at-a-time approach.

HERE’S AN EXAMPLE SCRIPT TO WORK FROM:

“Today we are going to do some tests to drill down into the issues that can impact your goals. While we’re waiting for the results, here’s the one thing you can start doing now that I think will impact your issue. Do you think you can commit to doing this (changing something about diet, starting some sort of exercise or meditation, taking one supplement every day)? If you can do that, I will have more tools for you next time.”

**REMEMBER THE GOAL = GETTING MEN TO ACT!
NOT JUST HEAR INFORMATION**

GET STARTED USING YOUR TOOLKIT NOW! AND REMEMBER:

1. Start with the goal, not the complaint
2. Ask: "What one thing in your life could be made better, especially with better health?"
3. Assess individualized risks
4. Provide a game plan that goes step-by-step
5. Incorporate aspects of competition and community, perhaps with a social competition app or tracker
6. Hold yourself and your patient accountable

IF YOU LIKED THIS TOOLKIT, STAY TUNED!

After the AIHM conference, we will send you a series of a few short videos with further tips, including some ideas of how to turn the content of the conference into ACTION engaging men in your practice.

TIP: Start with asking any male patient, "If you could name one thing health-wise I could help you with, what would it be?" I promise you, this will get his attention - and give you your compass pointing towards a WIN with that guy.

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