

# Weaving the Web

An Unconventional, Interdisciplinary Approach to MSA/SRT Technology

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## MARCIA O'BRIEN

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Marcia is a certified fitness specialist, personal trainer and group fitness instructor. She possesses Bachelor of Arts degrees in Child Development and in Family Studies and a Master's degree in education and is currently pursuing a degree in naturopathy. Marcia has in excess of ten years of experience in the fitness industry and nearly two decades in some form of education but is a self-admitted neophyte in the world of holistic health. Less than a year after incorporating International Health Technology's equipment, Marcia fully converted her private fitness studio, MO'Brien Training, into a rapidly expanding, successful wellness studio, near a town with a meager population of about 500.

Marcia believes irrevocably, by first-hand experience and by observation, that the key to fitness, wellness and quality of life is to cast a wide, well-constructed web that embraces and improves the whole of the person, not just part. By incorporating various facets of fitness with holistic health components, education, community resources, and of course BioScan technology, clients are positioned for success upon a broad, well-laid foundation.

## Goals

Introduce ideas that will spark the expansion of your market outside traditional medical offices.

Provide the framework for effectively incorporating multiple anchor points in order to weave an inescapable web of wellness.

## The Studio



## Testing Area



# Scope of Practice



It is about choosing words wisely, it is also knowing personal expertise and limits.



## Wellness Proposal

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Re-evaluation date: \_\_\_\_\_

Actions currently contributing to achieving your health and wellness goals:

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Suggestions for supporting your health and wellness goals:

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Opportunities for you to continue moving toward your health and wellness goals:

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Life Repts does not diagnose, treat or cure any symptom or disease. Life Repts does not prescribe or dictate any course of medical treatment or guarantee results.

# Wellness Proposal

## Things currently contributing to achieving goals

- u Any facet of health—workouts, de-stressing techniques, nutraceuticals, appropriate sleep, nutrition choices, etc.

## Suggestions for support

- u Supplements and associated protocols
- u I always include something without a financial obligation
- u Incorporation of other disciplines that may be useful

## Opportunities for the client

- u Encourage research or pursuit of things I am not an expert in but may be helpful (EFT, Reflexology, appropriate nutrition plans, etc.)
- u Client may need to monitor or complete self-assessment for better insight



## CASE 1.

- Retired Female
- Age 55
- 5'2, 215 lbs
- Standard American Diet.
- One of the earliest treated cases of gastrochisis.
- Taking Prilosec, Synthroid, Celexa, Flonase and Symbicort

## Case Study 1: Journey

- u Both knees replaced 2015
- u Began exercise in Sept 2016
- u Began attending regular education sessions in Nov 2016
- u Sought additional support Dec 2016
- u Down 12 pounds but plateaued
- u Developed nagging cough and chest congestion

## Case Study 1: Findings and Inclinations

### Findings

- u Heavily imbalanced immune system
- u Corresponds with Client's chief complaint
- u Chemical Sensitivity point

### Inclinations

Weight loss may be contributing to toxin overload, stalling out weight loss, and creating an immune response

MBI 471	BRI 756	1	2	3	4	5	6
Skin				91%			
Nervous				67%			
Locomotor				97%			
Respiratory			75%				
Cardiovascular	87%						
Digestive				94%			
Pancreas			97%				
Liver / GB				98%			
Urogenital				98%			
Blood			68%				
Lymph/Drainage					50%		
Metabolism			90%				
Endocrine				76%			
Immune						65%	

## Case Study 1: Proposal

### Suggestions for support:

- u Full Detox support (rejected by client)
- u Homeopathic remedies to balance chemical sensitivity and support detoxification
- u Improved nutrition plan

### Opportunities:

- u Monitor milk/dairy consumption and congestion issues
- u Consider the timeline for onset

## Case Study 1: Progress and Plans

### January (30 days)

- u Cough and congestion subsided
- u Weight still plateaued
- u Client commits to 30 day detox, accompanying nutrition plan

### As of July

- u Client down 60lbs
- u Chiropractic maintenance every 6-8 weeks
- u Prescribing physician took client off synthroid, Celebrex, Prilosec
- u Wrist cyst surgery avoided in July with alternative care options

## January

MBI 575	BRI 835	1	2	3	4	5	6
Skin				76%			
Nervous			88%				
Locomotor				96%			
Respiratory	60%						
Cardiovascular			60%				
Digestive			93%				
Pancreas			96%				
Liver / GB				79%			
Urogenital				81%			
Blood			54%				
Lymph/Drainage				81%			
Metabolism	53%						
Endocrine			93%				
Immune				76%			

## February

MBI 663	BRI 895	1	2	3	4	5	6
Skin			71%				
Nervous			89%				
Locomotor			93%				
Respiratory	73%						
Cardiovascular			71%				
Digestive			90%				
Pancreas	93%						
Liver / GB	40%						
Urogenital	80%						
Blood			54%				
Lymph/Drainage			82%				
Metabolism			63%				
Endocrine			82%				
Immune			64%				

## Opportunity: Personal Trainer

- u People will go to a trainer when they know they are not well
  - u Symptoms of being “out of shape” don’t require a doctor’s diagnosis
  - u These symptoms often lead to medical diagnoses that “prescribe” getting fit
  - u Only about 3% of the country doesn’t believe in the importance of exercise
- u Toxicity and weight gain
- u Aerobic exercise and detoxification
- u Lymph Drainage support
- u My Collaboration with a Personal Trainer
  - u This connection is most crucial for my clients and creates the most multi-program clients
  - u Increases accountability, speeds results in most cases, generates results that are visible and quantifiable
  - u Barter opportunity (practice what you preach)
  - u Referral based: New BioScan clients get a 15 minute PT consult, new PT clients get a demo scan



## CASE 2.

- Female 9 yrs, Petite
- Athletic, good student, solid familial support
- Debilitating abdominal cramps
- Multiple absences from school
- No improvement from medication
- Reasonable diet

IHT Fall User Conference 2017 October 6 & 7, 2017

## Case Study 2: Journey

- u **Physician and ER repeatedly diagnose constipation**
  - u Parent observes consistent, complete, easy bowel movements that are normal in amount, color and consistency
- u **Client begins to experience increasing levels of emotional distress**
  - u No known antecedent, environmental change, etc.
  - u Client unable to explain the emotions connected to distress
- u **Client begins seeing a counselor**
  - u No decrease in occurrence of cramps
  - u Parent reports the child minimally participates in sessions, reports no emotional issues
- u **BioScan MSA scheduled August 2016**

## Case Study 2: Findings and Inclinations

### Findings

- u Overall, an incredibly out of balance system
- u No presentation of a single, extraordinary indicator or possible root cause

### Inclinations

- u No historical or current lifestyle or environmental indicators to explain a system this imbalanced
- u Explore supporting detoxification and potential roots of increased toxins such as Candida
- u Increasing emotional distress may be a contributor, not a consequence

MBI 291	BRI 679	1	2	3	4	5	6
Skin				94%			
Nervous					75%		
Locomotor					33%		
Respiratory				99%			
Cardiovascular					33%		
Digestive					33%		
Pancreas			97%				
Liver / GB				99%			
Urogenital				95%			
Blood					50%		
Lymph/Drainage					50%		
Metabolism					75%		
Endocrine					67%		
Immune					50%		

## Case Study 2: Proposal

### u Suggestions

- u Diffuse custom oil blend while sleeping
- u Homeopathic remedies for emotional and neurological support
- u SRT for more tailored homeopathic support
- u Learn breathing/relaxation exercises both for emotional control AND because cramps are caused by muscles

### u Opportunities

- u (Parent) Monitor correlation of amount of sleep with days that cramps occur

## Case Study 2: Progress and Plans

### Abdominal cramps ceased

- u Zero absences in the 2016-2017 school year

Client recognizes when supports have not been taken based on emotional/mental stability

### SRT Completed in September 2016

- u Significant finding: Abandonment (though “inexplicable”)
- u Finding brought into counseling session by parent created a breakthrough moment

Client now asks to come for a scan when she has a health concern

## Opportunity: Mental Health Practitioners

- u **Imbalance in the body can impact mental health.**
  - u The necessity of proper nutrients to fuel the brain
  - u Blood toxicity
  - u Hormone imbalance
- u **The body's physiological response to stress and trauma**
  - u The prolonged response to trauma is “undigested” experience, stored much the same way as the body's toxins
  - u The body remembers
- u **My Collaboration with Mental Health Practitioners**
  - u Referral based
  - u No note exchange: client **MUST** take ownership in any holistic approach

## Opportunity: Education Sessions

- u **Creating a network of experts accessible by clients**
  - u Often less intimidating than any type of “real” session
  - u Builds rapport and establishes credibility
- u **Holistic health success requires client compliance**
- u **My Collaborative Education Sessions**
  - u Consistency in date allows people to plan for them
  - u Vary the aspect of health to maintain interest, to offer broad knowledge, and increase reach based on interest

## Opportunity: Massage Therapist

- u “Acceptable” holistic health
  - u The beneficial effect of massage therapy is recognized
  - u Understanding the “why” can bridge the divide to broader holistic health
- u **Tangible toxin build up**
- u **Movement of fluid**
- u **Immune system boost**
  - u Increased lymphocytes, decreased cytokines
- u **My Collaboration with Massage Therapists**
  - u Referral Based
  - u I use a “cooperative care” form to allow communication.
  - u An LMT’s observations may provide data to me as a BioScan Practitioner and may be useful to a personal trainer.

## Networking and Holistic Compliance

*“People may doubt what you say, but they will believe what you do...”- Lewis Cass.*

**Networking: Believing AND Participating in your business is not optional**

- u Practitioners, employees and independent contractors in your network should be on an active protocol
- u Employees and independent contractors should be active participants in as many aspects of the network as possible

**Holistic Compliance: Your office is a reflection of you, whatever it says is true**

- u Lose the chemical laden plug-ins. Instead, diffuse oils
- u Use natural soaps, cleaners, etc.
- u This is to exemplify the message but also to affirm the goal of supporting symptoms resulting from chemical sensitivities, not exacerbate them
- u Foods and drinks that don’t reflect the mission should be exiled
- u Supplements (especially when working with a trainer) should be examined and selected carefully

## Odds and Ends

- u **Use your Space wisely:** Bioelectrical impedance charts, Functional health poster, supplements visible, etc.
- u **Welcome Folder:** Information, date-restricted special pricing cards
- u **Multi-program Discounts**
- u **Program or Network Completion Awards**
- u **Other Opportunities**
  - u Homeschool groups
  - u Health fairs
  - u Craft Bazaars
  - u Home Parties

## Practical Applications

## KEY TIPS FROM:



### ***USE YOUR SPACE WISELY ...***

1. Make Bioelectrical impedance charts, Functional health posters, supplements etc, clearly visible.
2. Introduce ideas that will spark the expansion of your market outside traditional medical offices.
3. Provide the framework for effectively incorporating multiple anchor points in order to weave an inescapable web of wellness.

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