

**Ep #111: Marketing to Your Demographic with Dr. Jason West**



**Full Episode Transcript**

**With Your Hosts**

**Dr. David Phelps**

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Jason: And Greg was like, "well if he was any good, he would be in Seattle, he would be in LA, he would be in Dallas, why would I go there." And John turned to him and said, "Look, I can go anywhere in the world for healthcare, and I go to him. You should go there."

You're listening to the Dentist Freedom Blueprint Podcast with David Phelps and Evan Harris. Navigating you through the uncharted waters of a turbulent economy with straightforward advice to transform your practice into a self-sufficient cash machine, compound your net worth assets and multiply your passive cash flow streams.

David Phelps: Good day everyone this is Dr. David Phelps with the Freedom Founders Mastermind committee and the Dentist Blueprint Podcast. I'm here today with a good friend of mine, Dr. Jason West. Jason how are you doing sir?

Jason: Fantastic David thanks for having me!

David Phelps: Jason you and I had the privilege and opportunity to meet through a good friend of ours, Garrett Gunderson. And I think I got to see Garrett interview you once when I was up in Salt Lake and we were doing a meeting there and he brought you in on video. I think Skype or something and you were talking about who you were and what you've done in your practice over the years and I was immediately engaged with who you are. Your character, your personality. Which exuded to me confidence, transparency, I could tell immediately you were somebody different in a good way. And we got a chance to meet briefly when we were there again a couple months ago. I just felt like it was really important that we had a chance to talk about you have done in your career and in the fact

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you have generations of doctors in your family behind you to where you are today.

You've got quite a biography, let me give some pieces of it. If I do the whole thing we'll probably run out of time on this podcast so I'll probably shorten some of it. Let me give some of the key points here.

My friend Dr. Jason West. He runs the world renowned clinic in Pocatello Idaho. He has patients that come from every state, from every continent. It's called the West Clinic. The West Clinic was started in 1916 and this year, celebrates 100 years of practice with four generations of doctors, and six generations of patients. Jason Attended the Southern California University of Health Sciences and was awarded the Outstanding Senior award from students and the Presidential Leadership award from the President in 2012 and 2016. Dr. West was awarded the chiropractor of the year award.

Jason, you've been really relentless in investing yourself in further education. You treat, as we said earlier, patients from all over the world come to see you. You're a cash only practice. I think you got your first degree in Chiropractics, is that correct?

Jason: Yes, 2000.

David Phelps: 2000 all right. Then you got a number of other degrees, the letters of which I don't know. I think one is in Naturopathic medicine, correct?

Jason: Yes. So I got a second doctorate in Naturopathic in 2006, and then I have a Nutrition degree, and an Acupuncture degree.

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David Phelps: Tell us just a little but about the kind of people, the patients that come to see you and ... we'll go into greater depth about this, why they come see you. So who do you treat, why do they come to see you?

Jason: Well, the patients that we treat, is our patients that really want to get better. I know that's kind of a tongue in cheek procedure, and people ask me all the time ... one of the things ... I think at one of Garrett's workshops they were saying, "Do you have an elevator pitch? Can you tell people what you're doing quickly in a thirty second elevator ride?" And when I get in the elevator and people ask me what I do, I say, "Well, I'm a doctor that helps complex healthcare problems, and I help people to get better." Then they'll say, "Oh, well what kind of docs?" And again the answer is, "Well, the kind that people are looking for." It's not that I'm embarrassed of being a chiropractor or a naturopath, but I want get a conversation going with them. So if you just say, "I crack backs" or, "I'm a chiropractor." I do a lot more than that.

David Phelps: Mm-hmm (affirmative)

Jason: So that's kind of the elevator pitch that, "We have an office, a variety of healthcare providers, I have a nurse practitioner, a chiropractor, naturopath, an acupuncturist, a mind-body healer, a nutritionist. Our focus is chronic disease problems. By the time people get to us, usually they have been everywhere. We kind of have a joke, "after us is the morgue." Never get easy cases that come into the office. Yesterday I had a pancreatic cancer case, wanted some supportive care. I had a multiple sclerosis case. We had an abdominal migraines case. We get a lot of Alzheimer's, dementia, and multiple sclerosis. And really where our niche came from was the most important

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piece of equipment every doctor has in their office. And that is your cell phone. The story behind that is, one of my patients was an investigative journalist, and he taught me some really important business lessons because when he came down, he was referred here from another famous client. He was an MBA player who came to the office for health, and he was diagnosed with reactive arthritis, and he literally was medically disabled, nonfunctional. And we're telling him, "we're giving you the 'immunomodulator' therapy." Which is the bastardized version of chemo therapy for auto-immune disease. So he was on the Methotrexate and the Amaryl, and the Numera, and the doctors were telling him, "This is going to shorten your life."

And he ran into my friend, and the guy said, "hey, you've got to go down to my voodoo doctor in Pocatello." And Greg was like, "well if he was any good, he would be in Seattle, he would be in LA, he would be in Dallas, why would I go there." And John turned to him and said, "Look, I can go anywhere in the world for healthcare, and I go to him. You should go there." So literally, he got here, and we started taking care of him, and it took some time and effort but we got him better and he was asking me one day, he's like, "Jason, can I talk to people in the office? Can I ask them their story, everybody has a story. Can I ask them their story?" And I was going down the hall, I'm like, "yeah, whatever. As long as people don't care. If I get complaints about you, I'm going to kick you out of the office."

David Phelps: Right.

Jason: Then, one of his next visits he's like, "Hey, I've got a video camera out front, and I want to interview these patients,

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and I want to their story." He's like, "Is that okay with you?" And I'm like, "Look, as long as the patients are okay with it and they sign their disclaimer, you know, out of my way, I'm busy!" Then Christmas time, I want to say 2009 he said, "Hey Jason, you've given me my health back, I want to give you something." And he handed me this DVD of 80 patient stories.

David Phelps: Wow.

Jason: They were long. And said, "If you ever feel bad about yourself, I want to give you this." And I was considering it, I'm like, "man, this is amazing!" I didn't realize the stories that were coming through the office. Because I was so busy being in the office, I feel really guilty to say this, I wasn't celebrating the wins with the patients.

David Phelps: Right.

Jason: I was just like, "Whatever, I'm on to the next thing. I've got ... I'm on a mission from God. My soul purpose of doing this." And it made me sit there and think for a minute, I'm like, "I cannot believe this!" So I put them up on YouTube and our website, these little vignettes and stuff that we have are two minutes long. And all of a sudden people start ... I mean, we were getting people from other places before, but all of a sudden it was France, it was Florida, it was New York, it was Louisiana.

And when doctors ask me all the time, they'll come in and they'll spend a day with me, or spend some time with me, and they'll say, "Jason, how do I get an office going like this? I cannot get my demographic to come in and see me." And my first reply to them is, "That's what's wrong with your marketing. It's not your demographic, your marketing is where your message goes. And when you

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resonate and you know that you can help people, it doesn't matter if they're from Maine, it doesn't matter if they're from New Mexico. If you have the right message and you can help them, they'll come to you."

What happens is, any time in the office where we have a win, now I pull out my little cell phone and I'm like, "David tell me your story."

David Phelps: Right.

Jason: We have a blog called the Daily Dose of Vitamin H. Vitamin H isn't a real vitamin, it's Vitamin Hope. We put those little blogs up there, I think we have over 700 testimonials. And I'll tell people when they come in and my ... one of the things you asked me about is doctors claiming their authority. The best thing that I did, literally in practice was, I thought I was going to take all these stories, put them up on a YouTube channel, I was going to get this great big following, and then I'm thinking maybe I can get some reoccurring revenue from YouTube and advertising. And that was my naïve ... and that never happened by the way. But the value of that blog, is when you interview people to see if you can help them and then you tell them, "have you seen the blog, have you seen the video testimonials?" And whether they have or they haven't I pull it up on the screen of the computer in every room and I show them. And then I say, "David, I'm going to put you up there. Your story, and when I do that will you go up there?" And it's such enormous social proof. That's one of the most important things I do, independent of treatment!

You give people hope that you can help them with their complex condition. We were talking earlier about why



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people coming to the office, never come in! Because of what they tell you. So they'll walk in and I'm like, "what's wrong?" And they're like, "my knee hurts." That's not why they come in. Why they come in like "well I can't take a walk with my wife, I can't walk upstairs in my house, I cannot get into my car." Then if you establish their why, then put a treatment plan together to fix their why, and then on the follow up you say, "Can you get in the car better? Can you walk up the stairs better?" It's all about improving the quality of life. Then you don't have all of the feedback and people dropping out of care because you did I a little bit out of pain. And that's how we really developed the office and then we have an intern on a referral mechanism. If people refer someone to my office we send them a thank you note, they get a phone call, it's so important to recognize they're getting out of their comfort zone to tell their friends, "Hey, you should go see Dr. West or you should go see the West Clinic."

That's how we've created destination practice. If I can do it in Pocatello, anybody can do it.

David Phelps: You're so right. There's always a deeper why behind the symptom. Patients, that's just their way of communicating in their own way, right? As far what they want. What they think they want to get taken care of, what they want cured. But it's always something about quality of life. It's something about the ability to live life and have the confidence to have social esteem to have respect to be comfortable about doing the things they used to know they could be able to do. And you're right, we all ... I think we're all in our technical arena, we get so focused on the micro of fixing that one thing, we forget that there's that person connected to it and they have a life and that's what they're really looking for. That's very well said.



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Jason, I want to talk a little bit about what gave you the confidence that you were the person to go to and how did that evolve? Because you got your initial degree in chiropractic in 2000, your other degrees came later. What gave you the foresight, the confidence that you could be this person? I know you had it in you the whole time, that you wanted to help people in this way, but you had to grow that over time. So what did that pathway look like, how did that happen?

Jason: Well the first things that's funny and annoying all at the same time is when my ... when I came back to practice with my dad who was very, very successful, a gifted healer, he was president of the American Chiropractic Association, and spoke and taught all over the world. People say, "You're so lucky you got to go in and practice with your dad!" And I said, "You know what? That sword cuts both ways."

Because what would happen is that I would work my guts out, I'm getting people in the office and they would sit in the waiting room and they'd be like, "well, I don't want to go see the young Dr. West. I want to go see the old Dr." Matter of fact, one of my patients, I remember I actually went door to door in my neighborhood 2001. I got a patient to come in because I'd knocked on their door. And he was sitting in the waiting room and one of my dad's patients came out of the room and out loud to his wife said, "Oh my gosh! I just got worked on my the hands of god!" And they left, and they take the new patient back into this room. I walk in to talk to him, I didn't know this had happened. And the patient's like, "Hold on stop." And I'm like, "What?" And he's like, "Do you have the hands of god?" And I was like, "Well, no I don't." Because I didn't know what he was talking about, and he's like, "I don't

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want to see you! I want to see that guy, go get the other guy!"

So when you talk about the journey. After I graduated my dad said, "School teaches you no to be a menace to society. Now the real school starts." I know doctors that are fantastic doctors that are barely making it. I know doctors that are junk, that are taken into their bank in a wheel barrow because they have good people skills. You need good doctor skills, you need good people skills. Never stop investing in yourself. I didn't tell you this before, but when he told me that in January of 2001. I made a commitment that I would go to one continuing education seminar a month until I was as good as he was.

David Phelps: Wow.

Jason: I had done that for 17 years. Every month. Now, after a while I got kind of tired of technical stuff so then I started branching out into business, into marketing, into video podcasting, into wealth management, into ... But I always did something every month. And so it took a 150,000 to get my first doctorate and I don't regret any of the money that I've spent in coaching and stuff like that. But I've put another million dollars in continuing education, and coaching, and mentorships, and masterminds. People when they ask, "Hey, it's expensive to be in that mastermind." And I'll say to them, "You know what? One idea or one relationship will pay for this thing over and over and over again and I don't want to be with people that aren't trying to better themselves or be in masterminds. I don't want that. Because those people elevate you to a different level and expand your mind and your reach. So it's just been a continual ... "I'm going to do this." And my dad said to me, "Jason, once you know that

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you can help people instead of thinking you can help people, now you can claim your authority."

His thing was in nonsurgical orthopedics, he was really, really good at fractures and stuff like that, that didn't require surgery, and helping people. And mine was just internal medicine. Not from a drug stand point, but I just really liked blood pressure, I really liked diabetes, I really liked peripheral neuropathy. Going to seminars and having the confidence to look people in the eye and say, "Look, I know your hands and feet are tingling, but if you'll do this and you'll trust me, I can turn that around." That when all of a sudden I was like, "Okay, I can do this." And if you don't believe in yourself, then patients aren't going to believe in it either. So, it's not an arrogant or egotistical sort of thing, but man you've just got to know it.

Once you know it then you can claim ... okay, I'm a firm believer that the universe gives you exactly what you're willing to put up with. So if you tell the universe, "This is what I'm willing to do in whatever it takes to be successful." Or, "whatever it takes to do this. I'm willing to pay the price to do that." Then the universe reciprocates and says, "here you go."

David Phelps: Your dad, I can tell just from talking to you today and a little bit earlier before we started the actual interview. Your dad really had a lot of wisdom and foresight and I know you told me that. He could have, as a very successful doctor-practitioner, he could have enabled you, he could have helped you along but you told me that he was very dogmatic about having you find your own pathway, make you discover ... do the work do the work. Because he knew that would set the path for you. What year was it that you felt like you claimed that authority Jason?

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Jason: I hate it when people don't talk about numbers. So here's kind of the numbers here. I got started in 2000 and I literally was like, "Please, I just want to make 2000 a month. I just want to make 2,500 a month. Okay, now if I could just make 4000 a month." And I'm kinda poking around on that area and I'm going to these conferences. By the way, in 2000 when I committed to the universe, "I'm going to a conference every month, because I need that." We didn't have the money to do that. A lot of the conferences that I go to, especially down in Salt Lake, I would drive down, I'd find a way to pay for the conference, I'd sleep in the car-

David Phelps: Wow.

Jason: -go to the bathroom, get myself put together, I'd try and find some free food somewhere ... and my wife kept saying, "Why are you doing this?"

Numerous times I'd be like, "I'm not being a doctor anymore, this sucks. I had a great going through school with UPS." I'm like, "Man, I should've just stayed with them. I think I could probably be in management by then." I'm poking along and I finish. I'm getting my second doctoral program done. And in 2008, I think I was doing about 1,500 a month in total gross production. And my dad said to me one afternoon after everybody left, "Hey Jason, I'd go to you now. You've got what it takes."

To me, that's the most important professional confirmation. My dad passes away in 2011, and I just though the world of him. When he told me that, it's kind of like the guy going into the freezer and he gets locked in, and the freezer's not on. He keeps saying, "I'm going to

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freeze to death, I'm going to freeze to death. Jason freezes to death."

David Phelps: Right.

Jason: I don't even know if that's a true story or not but when he told me that. When practiced or anything, within six months, I was doing 100,000 a month in production. And it wasn't because of my skill set, it was because he told me that! I realized also that if you take relationships skills and technical skills and put them together, here I had been spending a decade of technical skills, and then I was like, "oh my gosh! I need to learn how to go ..." and so I went to influencology, and I went through a connection coach, and I went to How to Be On Camera, and How to Have Confidence, and how to do ... and I'm going to all these little seminars like that. It just exploded. And it's funny to because we have a rule in the office.

I've got to take it back because about the same time we made a fundamental, cultural shift in the office that helped our exponential growth. And I think this is important for all of the doctors to realize that the most important thing you can do in your office is to make it the best place to work. Then you can deliver the patient experience and we had it backwards for 99 years.

It was always trying to make the best patient experience, but we weren't really focusing on the team and making the culture of "this is the best place to work." And I absolutely don't have a perfect practice. We try really hard to have the best place to work. I test the team, periodically. We have a team meeting every morning from eight to 8:30. Whatever your job position in the office, myself included, the most important thing you do from an

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authority positioning standpoint, your number one job skill is to like the patient, number two, to be likable, and then number three, to do your job. If you focus on that part of it, and our goal in the office is ... I want everybody to say, "that's the best office I've ever been to." I don't care if it's a plastic surgeon office, or a dental office, or a physical therapy office, or a podiatrist office. I want everybody so say everybody is second best based upon the experience there. I don't even care if they need to go somewhere else because they need that expertise, I just always want them to say, "I love coming here the most."

David Phelps: Yeah, absolutely. I think ... If you could add up all of the additional continuing education you've done since you got your degree in 2000, any guesses of what that might be over the years?

Jason: In seminars on money?

David Phelps: Well, I mean number of seminars but also the actual capital investment.

Jason: I think I've just completed 256 like that in 17 years. And literally, when my wife and I added it up for part of our book ... I've got a second book ... excuse me my third book's coming out, called The Destination Practice. And the destination practice is how to get people to come from your office. You're not marketing to your demographic, it's marketing to your message. And it is over a million dollars, hard costs.

Now for the masterminds, the presentations, the coaching programs, including that our academic education was what it took for us to learn how to run a business. And yes it probably ... and one of the reasons it was that much is because I made a commitment to my family that

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whenever I went to a convention or a talk, I always take someone with me. I always take my son, or I always take my wife, I've got five sons so ... and I knew that that was going to be expensive but, I can make money after my kids are gone. I have five boys so that was part of the expense but, it's a million dollars.

David Phelps: That's an investment that is part of you. Your skills and knowledge can never be taken away. Creditors and a bad downturn in the economy can't take it away. You have invested in yourself and proved that to be a very productive part of now your lifestyle and your ability to help so many people. Now, we're getting close to wrapping this up. I do want to say we're going to do another follow up with you and talk about a little bit more authority and marketing position and all you've learned there.

Jason, you know as well as I do, there are so many, and you said it before, there are so many clinically excellent doctors out there, on all fields of practice today. And they feel like they're being run into the ground by insurance and corporate clinic monetization. You've kind of already said it, but what words would you say to those doctors about transforming the way they think about who they are and their practice. If you could just give a few words of wisdom there above and beyond what you've already talked about.

Jason: So the first thing I would tell people is, decide what you want out of your practice, pay the price, be that practice. So you define, "this is where I want to work, this how much money I'm going to make." And granted a lot of doctors will say, "you know what? I'm not in this for money." Which means that they're in it for money. And



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when they say that, "Money's not important." It means that they're not trained business wise, because it's not about the money, but money's how you keep score, it tells you how many people you're helping. So we dropped insurance in 2009, we were doing a bunch of non-covered services and I decided that we're gonna drop. And then I decided, "oh my gosh! If you're gonna do that, you have to treat yourself as a specialist. As a niche market."

For example, one of the things I decided to do was I had my girls call the other chiropractors in town, find out what they were charging, and then I added 20 percent to that. The reason why I did that is because I wanted my girls to understand, when people call and say, "oh my gosh! He more expensive for everybody else." I wanted them to be able to say, "He's worth it." I don't want to compete as a commodity. I didn't want to do that. It's the skills that I give and if you know what you're giving then you can look that person in the eye and say, "David, I know I can help you, and if I do this service for you I want you to reach into your pocket and pay me. Because I'm going to improve your quality of life."

So I tell doctors, "Look, you don't have to play the insurance game, it's you just choosing to do that. Because if you provide the service, people will pay you." And then the other thing is, you've got to make sure you're not the only one that's pushing the rock uphill in your office. I tell people all the time, "You're most important patient, your most important patient, is your team. They're your most important patient." One of the things we did in the office that my dad's like, "This is a terrible business maneuver, or business move." I provide all of the services for my team, their spouse, and their dependent, that's on the house. I pay for that, I pay for all

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of their supplements, I pay for all of their services that they need. Anything that I do in the office. And it averages I think about maybe 1,500 dollars a month. And out of that I think that that's my most important ROI. Because if someone calls the office, and I've got a believer on my phone line, and saying, "this is what he does for me, this is what he does for my family, I know he can help you." The lifetime value of that patient has got to be 15, 20, 30 thousand dollars over the next 30 years or 20 years.

Treating team members ... it's this important. If someone walks in and they say, "I have a headache." Or, "My stomach hurts." The train stops until I get that person fixed. And then we go back to patient care, it's that important. You don't have to pay in the insurance world, it's that people are choosing to pay. If they establish their message and their value to the world, and have the confidence to say, "This is what I can do for patients." Patients will pay you. Then it's a whole different ball game. Guess what, the patients that pay you are so much better than the insurance patients. Like, "I'm in this, I'm not missing an appointment! And I'm going to do what he says because it's costing me x amount." It's allowed me to get a lot closer relationships and a lot better outcomes than trying to treat the insurance company.

It's mindset and position. You don't have to play that game, people are just choosing to.

David Phelps: Great words of wisdom Jason. Because you've helped so many people I want to make sure that our listeners, they may know of somebody that has tried everything else in medicine and they're looking for a place to go. So it's the West Clinic and the website to find you is [Westcliniconline.com](http://Westcliniconline.com)?

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Jason: Yes, and even better David. Our website for patient hope is [Dailydosevitaminh.com](http://Dailydosevitaminh.com). We put up a video on one of our conditions, we have recipes, we have how to decide what foods to eat and stuff like that on there. We post usually there, two or three times a week. But we've got 700 video testimonials up on helpable conditions. And it's just the funnest thing ever to give people help for a condition they thought was not treatable.

David Phelps: Wow, outstanding. And your books, where the best place for are listeners to connect and find your books.

Jason: On the website and our blog we have the books. I have two books, *Hidden Secrets to Curing Your Chronic Disease*, Amazon bestseller, and then the next one is *Hidden Secrets to Daily Living* which is all cookbook and lifestyle. You can get it on Amazon you can get it on our website, or you can get it off our blog.

David Phelps: Outstanding. Dr. Jason West, thank you so much for your time today! As I said I'd love to do a follow up with you on a separate podcast, that we can talk a little bit more about the rest of your evolution forward. But, thank you so much for the time. Thanks for all the help that you're doing and great insights today. Great insights!

Jason: Thank you! See you later!

David Phelps: Take care!

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