

The Visioneering Group's ...

# “Pitch on a Page”™

- PEG:**
- Personal Health
  - Alternative Medicine
- WHEN:** Now, anytime (no time sensitivity)
- WHAT:** Revolutionary “patient-centered” approach to personal health  
“Appreciative Dialogue” Process – the step beyond “alternative care”  
Empowers patient to envision “optimal health” and coordinate  
treatment and healthcare options with physicians and other  
practitioners  
Enables coordination among all patient’s health practitioners
- WHO:** Tel Franklin, M.D..  
Developer of “Appreciative Dialogue”  
Author of *Expect A Miracle—You Won’t Be Disappointed!*  
Founder of the Center for Appreciative Dialogue
- WHY:**
- Tens of millions of Americans use alternative healthcare each year.
  - The “alternative healthcare” *process* isn’t alternative at all! It’s the same old “top-down” approach with new modalities!
  - For U.S. healthcare to *really* change, the process must change, too!
  - Patient-driven coordination with increased practitioner communication enhances healing.
  - The “Appreciative Dialogue” process fosters this change!
- VISUALS:** Crowded managed care offices with “conveyer belt” patient service  
Patient engaging with the “Appreciative Dialogue” workbook  
Interview with Dr. Tel Franklin  
Dr. Franklin with patients  
Interviews with patients and physicians about “Appreciative Dialogue”
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