



PlantPure Rx Program Manager's Guide

Program Overview

The purpose of the PlantPure Rx Program is to provide healthcare practitioners with the tools necessary to guide their patients toward a whole food, plant-based diet.

Initiating the program with a patient

The physician reviews the PlantPure Rx Program with the patient and provides a PlantPure Rx prescription with ordering instructions (using the prescription pad located on the [Rx Program Resources](#) page).

The patient orders the program using these instructions, and all materials will be delivered directly to the patient's home. The patient receives the following items:

- [PlantPure Health Seminar](#) - For optimal results, we recommend the patient watch the seminar and then move directly into the 10-day Jumpstart.
- PlantPure Rx Jumpstart - The Jumpstart package lets the patient experience plant-based eating for 10 days.
 - 20 frozen entrees (lunch and dinner for 10 days)
 - *PlantPure Nation* DVD
 - *PlantPure Nation* Cookbook
 - Online educational videos

Activities before, during and after the program

Interaction between the patient and the physician/staff before, during, and after the 10-day Jumpstart is the key to a successful outcome.

The physician's support during this time communicates to patients that transitioning to a whole food, plant-based diet will have a significant impact on their health. The physician's involvement includes the following:

- **Pre- and post-Jumpstart biometric testing:** People become more motivated when they see their health improvements reflected in biometric test results. Therefore, we suggest that practitioners provide pre- and post-Jumpstart biometric testing. The second test should occur immediately at the conclusion of the Jumpstart, on the morning of the 11th day.



- **Initial counseling session:** The physician should provide a counseling session prior to the Jumpstart (recommended outline provided below).
- **Nurse check-in calls:** The physician, staff nurse, or dietitian should check in with the patient by phone at least once during the Jumpstart to ensure the highest possible patient compliance during the 10-day program, and also to monitor patients on medications.
- **Post-Jumpstart counseling session:** The physician should meet with the patient to review the results of the biometric testing and encourage continued compliance with the diet.
- **Continuing office visits:** The physician should schedule follow-up sessions with the patient as necessary.

By taking this kind of programmatic approach, patients clearly understand that food is medicine and their doctor cares about their long-term health and well-being.

If you have questions, concerns or need additional support please reach out to us at wellness@plantpurenation.com.