



## 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 effectively guide their patients toward a whole food, plant-based diet.

#### Here are the steps to initiate the program:

1. Physician reviews the PlantPure Rx Jumpstart Program options with the patient and provides PlantPure Rx prescription with ordering instructions (using the prescription pad located on the [Rx Program Resources](#) page). The patient will order the physician-recommended option using these instructions, and all materials will be delivered directly to the patient's home.

When determining which option is right for your patient, consider the following:

- **PlantPure Rx Jumpstart** is a good choice for patients that have limited time or resources, but are interested in trying plant-based eating to experience the health benefits.
  - **[PlantPure Health & Weight Loss Seminar](#) and Rx Jumpstart Bundle** is an excellent choice for patients looking to maximize motivation to help them stay on track during their Jumpstart. For optimal results, we recommend the patient watch all five modules and then move straight into the 10-day Jumpstart.
2. Patient receives the PlantPure Rx Jumpstart, which includes the following items:
    - a. 20 frozen entrees (lunch and dinner for 10 days)
    - b. *PlantPure Nation* DVD
    - c. *PlantPure Nation* Cookbook
    - d. 26-Day Education Program (online)
  3. If the PlantPure Health & Weight Loss Seminar Bundle is selected, an email with login information will be sent to the patient within 60 minutes of ordering. Additionally, a full-color workbook will be mailed to the patient's home.

The interaction between the patient and the physician/staff before, during, and after the 10-day Jumpstart is the key to a successful outcome. Both the support and education provided during



this time clearly 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 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.

### Outline for the Initial Counseling Session

The following questions/topics are recommended for inclusion in the initial counseling session with the patient:

1. What is a [whole food, plant-based \(WFPB\) diet](#)?
  - a. 100% plant-based foods, in mostly whole form, including beans, peas, whole grains, fruits, vegetables, nuts and seeds
  - b. Does not include added oils and minimizes use of processed foods, salt, and sugar
2. Why should a patient try a plant-based diet?
  - a. Reference the [Evidence Behind a Plant-Based Diet Page](https://www.plantpurenation.com/pages/evidence-behind-a-plant-based-diet) on the PlantPure site. (<https://www.plantpurenation.com/pages/evidence-behind-a-plant-based-diet>)
  - b. Research has consistently found that people following a WFPB diet can experience a range of health benefits, including:
    - i. Prevention and even reversal of a broad range of chronic conditions, including serious conditions such as type 2 diabetes and heart disease
    - ii. Reduction of blood pressure



- iii. Weight loss
  - iv. Improved digestion
  - v. Improved sleep and energy levels
  - vi. Improved overall feeling of well-being
3. Does a WFPB diet provide sufficient protein and calcium?
- a. This is a common question and the short answer is YES. Eating a WFPB diet provides all of the protein and calcium required for good health.
  - b. A good website that provides information on research on a variety of health topics is [NutritionFacts.org](https://nutritionfacts.org). Here is a video covering the topic of protein:
    - i. [Enough protein?](https://nutritionfacts.org/video/do-vegetarians-get-enough-protein/)  
<https://nutritionfacts.org/video/do-vegetarians-get-enough-protein/>
  - c. PCRM (Physicians Committee for Responsible Medicine) publishes a variety of research on health topics. Here is an article covering the topic of calcium:
    - i. [Enough calcium?](https://www.pcrm.org/good-nutrition/nutrition-information/health-concerns-about-dairy/calcium-and-strong-bones)  
<https://www.pcrm.org/good-nutrition/nutrition-information/health-concerns-about-dairy/calcium-and-strong-bones>
4. What does the PlantPure Jumpstart entail?
- a. Review the [What to Expect During Your Jumpstart](#) document with the patient.
5. How will the patient's taste preferences change?
- a. This is an important topic to cover because many patients will be used to eating the SAD (Standard American Diet) and as a result, their palates will be adapted to high levels of fat, sugar, and salt. As they progress on their WFPB journey, their preferences will change and they will find they really enjoy the food, but it is important to let them know it often takes several weeks for their taste buds to adjust to this new way of eating.
6. Will all of the food be provided during the Jumpstart?
- a. Lunch and dinner entrees are provided during the 10-day program.
  - b. The patient will be responsible for making breakfast. Ideas for breakfast are covered during Warm-up Day 3 and in the Welcome Guide. If a patient is not currently eating breakfast, encourage him or her not to skip this meal, and to refer to the ideas provided by PlantPure.
  - c. It is normal for people to get hungry 3 to 4 hours after eating a healthy WFPB meal, so planning snacks is an important step to cover. Snack options are covered in the Welcome Guide.
  - d. The patient should include either a side salad or vegetable with the lunch or dinner entree supplied by PlantPure to add diversity and freshness. Specific ideas for these sides are covered in the Welcome Guide.
7. What does a typical day's worth of meals look like during the Jumpstart?
- a. Review a [sample menu plan](#).



8. Will there be any side effects to eating a WFPB diet?
  - a. Some people may find that their digestion improves and that their daily bowel habits become more frequent due to the higher level of fiber, which is a good thing!
  - b. Some people may have a few mild detox symptoms, including mild cold-like symptoms, which should not last beyond a few days.
  - c. **IMPORTANT NOTE: PATIENTS ON MEDICATION SHOULD BE MONITORED CLOSELY DURING THEIR JUMPSTART, AS THEIR REQUIREMENTS FOR MEDICATION COULD CHANGE.**
9. Is 100% compliance necessary during the Jumpstart?
  - a. YES, this is necessary for the patient to experience the full health benefits. Experiencing these health benefits then motivates the patient to invest further in the new lifestyle.

If you have questions, concerns or need additional support please reach out to us at [wellness@plantpurenation.com](mailto:wellness@plantpurenation.com).