

Video Transcript – Chiropractic Economics talks with Daniele Lattanzi

Gloria Hall: I'm Gloria Hall, editor-in-chief of Chiropractic Economics. I'm excited to be here today with issue two author Daniele Lattanzi, who's going to give us some insight into his article, "Marketing a Specialty Practice: How to Position Yourself as a Go-To Expert." Daniele, welcome.

Daniele Lattanzi: Yeah, welcome to you, and I'm glad to be here.

GH: Thank you. Before we get started with the questions, can you tell us a little bit about yourself?

DL: Yeah, absolutely. I'm the CEO and co-founder of two organizations. One is Holistic Health Solutions, and the other is Effective Practice Management. Both organizations work with healthcare practitioners—many of them chiropractors. We help practice owners expand and get trained on clinical materials, and also grow their practices through effective marketing and practice management systems.

GH: Excellent. All right. Why should a chiropractor consider creating a specialty practice?

DL: Excellent question. The demand for holistic healthcare is growing rapidly—that's the reality. The business landscape is becoming more competitive as a result. As more people ask for specialized services and care plans, it creates a big opportunity for chiropractors to differentiate their services and their practices.

One of the best ways to do that is to develop a specialty focus within an area of expertise. That allows you to become an authority in that arena for a specific service and gives you an edge over the competition because you're doing something different.

I've seen this work with many practices that differentiate by providing services other practices don't. There are many modalities chiropractors can add to their practices, and that's where the opportunity lies.

GH: All right. With so many modalities a chiropractor could add, is there one you recommend as the best opportunity?

DL: Yes, that's another excellent question. One thing I've noticed gaining a lot of traction is offering individualized specialty nutrition programs, often under the umbrella of functional nutrition.

If we look back to the founder of chiropractic, D.D. Palmer, he linked subluxation to nerve interference and believed toxins were a contributing cause. If you have toxins or other

factors interfering with the nervous system, a very effective way to address that—alongside chiropractic services—is through nutrition.

These programs can be tailored to each patient. If you look at the statistics, obesity rates in the US are very high, and more people are dealing with metabolic dysfunctions. There's been a boom in synthetic drugs like GLP-1s, but the reality is that those effects can often be supported naturally through nutrition. All of this can be addressed through functional nutrition.

GH: Speaking of functional nutrition, can you tell us exactly what it is, what it includes, and how a chiropractor would add it to their practice?

DL: Absolutely. Functional nutrition has two main components. One is doing specific blood work that provides detailed information related to potential problems in the nervous system.

We're often looking at external factors such as toxins in the body, food allergies, or hormonal dysfunctions. By doing specialized blood work, practitioners can create personalized health programs.

Unlike conventional lab testing—which looks for disease thresholds—a functional analysis evaluates information from a nutritional perspective. It provides a different way to approach each case, focusing not on disease but on nutrition, prevention, and lifestyle changes that can make a meaningful difference.

GH: Excellent. How does offering a specialty service make marketing the practice different?

DL: That's another great question. With AI and other technologies coming into the marketplace, you're not only competing with other chiropractors doing the same things—you can gain an edge by offering a specialized nutrition program.

These programs can be promoted online using proper marketing optimization and AI-driven search engines. AI search works differently now; it's more conversational. Someone might ask, "What's the best chiropractic practice that offers nutrition and can help with lactose intolerance?"

If your website is optimized—especially your FAQ section—and clearly states that you provide functional nutrition and specialized programs for things like lactose or gluten intolerance, you're much more likely to be recommended as the go-to provider. That differentiation can be leveraged to your advantage.

GH: Final question. How can a chiropractor learn more about functional nutrition and implement these strategies?

DL: That's easy. We're a postgraduate training facility for healthcare and wellness practitioners, and we offer training in functional nutrition. We have a program specifically called Functional Nutrition Training.

If someone is already trained as a coach or nutritionist, they can take only the blood work course, or vice versa. They can visit our websites—we can drop a link—and get more information. We're happy to answer any questions.

GH: Thank you, Daniele. I appreciate you contributing to the magazine and all you do for the chiropractic profession.