

# 88 Berry Street

## Community Space TOC

Berry Street MasterClasses are on-demand and crafted for high-impact knowledge in a compact format. Each session is 20 minutes or less and provides a deep dive into a focused topic relevant to your professional development and daily practice.

Focus	Title	Description
Self Sourcing	<a href="#">Self Sourcing Success: The Highlights</a>	Get a glimpse into our three-part Self-Sourcing Workshop Series, designed to help you attract more provider-sourced patients. This 15-minute reel highlights how providers build referral relationships, tap into word-of-mouth marketing, and leave with action plans and confidence to grow their practices.
Self Sourcing	<a href="#">Mastering Warm Leads</a>	This MasterClass explores how to turn warm leads—patients and contacts already in your network—into loyal partners through authentic, value-driven connection strategies. With practical scripts, tools, and time-stamped segments, you'll learn to grow your practice without ever feeling “salesy.”
Self Sourcing	<a href="#">Mastering Discovery Calls</a>	This MasterClass teaches you how to lead confident, high-converting discovery calls that turn curious leads into committed patients. You'll walk away with practical scripts, key questions, and proven strategies to build trust, communicate value, and drive action.
Self Sourcing	<a href="#">Medical Office Outreach</a>	The Medical Office Outreach Masterclass helps nutrition providers strategically build consistent referral pipelines. Drawing from medical sales while centering on the provider's role as a trusted care partner, it equips participants with practical strategies, tools, and messaging to turn outreach into a reliable, repeatable system.
Self Sourcing & Retention	<a href="#">Effective Outreach to drive Referrals</a>	This MasterClass gives you the tools and strategies to make your outreach meaningful, efficient, and impactful—boosting both referrals and patient retention. Learn how to confidently connect with fellow providers across multiple channels and proven communication tips that build trust and drive growth.
Self Sourcing & Retention	<a href="#">Insurance Insights for Self-Sourcing Success</a>	This MasterClass demystifies the world of insurance so you can self-source with confidence and clarity. You'll learn how to navigate plan types, coverage details, and credentialing nuances to better support patients and grow your practice.
Self Sourcing & Retention	<a href="#">Navigating Conversations when Benefits Run Out</a>	This Masterclass is a practical, psychology-informed masterclass designed to help nutrition professionals handle insurance coverage transitions with clarity, confidence, and compassion. You'll gain actionable strategies to set sustainable cash pay rates, navigate

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		objections with empathy, and retain patient relationships through benefit gaps — all while honoring your value and your patient's autonomy.
Retention	<a href="#">Retention Strategies: The Highlights</a>	This 13 minute session brings you a curated selection of highlights from our 60-minute Retention Workshop — which is filled with strategies, insights, and interactive tools to support long-term patient retention and engagement!
Retention	<a href="#">Case Studies, Real Strategies, Real Results</a>	This MasterClass goes beyond theory, using real case studies to help you tackle patient retention challenges with confidence and nuance. You'll learn how to identify disengagement patterns, adapt to different patient personalities, and apply actionable strategies that foster stronger, lasting connections.
Retention	<a href="#">A Toolkit for Building Personalized Programs</a>	This MasterClass shows you how to create flexible, personalized care frameworks using Berry Street's Initial Session Outline feature—so you can boost retention without starting from scratch each time. You'll walk away with a plug-and-play structure and content ideas that save time, increase impact, and keep patients engaged.
Retention	<a href="#">Crafting Your Welcome Script for Long-Term Retention</a>	This Masterclass shows you how to use your first patient interaction to build trust, connection, and a partnership that supports ongoing care. You'll learn to make patients feel seen, set clear expectations, and discuss cadence and accountability in a supportive yet structured way—leaving with actionable language, real-world examples, and a framework to keep patients engaged long term.
Retention	<a href="#">The Art of Goal Setting: Motivate, Engage, Retain</a>	Goal setting in outpatient care can make or break client success—this masterclass will show you how to do it with impact. You'll gain practical strategies, language, and tools to co-create meaningful goals that inspire progress, deepen commitment, and keep clients engaged for the long term!
Retention	<a href="#">Season Proof Your Caseload</a>	This masterclass is all about staying steady through seasonal ups and downs. You'll learn how to keep patients engaged, maintain consistency, and turn the holiday slowdown into an opportunity for connection and growth.