Evolution of Cardiology
“A heart attack after age 80 is God’s will,
A heart attack before age 80 is a failure of medicine”
Hi Tech Replaces Hi Touch

Human angioplasty

- 1974 — Andreas Gruentzig performs first peripheral human balloon angioplasty
- 1976 — Gruentzig presents results of animal studies of coronary angioplasty at AHA meeting
What we have now is doctors who are actually better technically at what they're doing in their specialty than 30 or 40 years ago, but we lost the relationship, when the doctor would look people in the eye and say, 'I care about you. We can do this together.'

(Mehmet Oz)
How Do We Regain Traditions?

“I Spent Years Studying Nutrition In Med School”

Said No Medical Doctor Ever
My 40 Year Journey
Lifestyle not Lipitor

The Lancet
21 July 1990, Vol.336(8708):129–133,
doi:10.1016/0140-6736(90)91656-U
Originally published as Volume 336, Issue 8708

MEDICAL SCIENCE
Can lifestyle changes reverse coronary heart disease?

The Lifestyle Heart Trial
D. Ornish MD, S.E. Brown MD, J.H. Billings PhD, L.W. Scherwitz PhD, W.T. Armstrong MD, T.A. Ports MD, S.M. McLanahan MD, R.L. Kirkeeide PhD, K.L. Gould MD (Prof), R.J. Brand PhD (Prof)
Intensive Lifestyle Changes for Reversal of Coronary Heart Disease

Dean Ornish, MD; Larry W. Scherlitz, PhD; James H. Billings, PhD; MPH; K. Lance Gould, MD; Terri A. Merritt, MS; Stephen Spangler, MA; William T. Armstrong, MD; Thomas A. Perry, MD; Richard L. Kirkeide, PhD; Charissa Hogeboom, PhD; Richard J. Brand, PhD

Context.—The Lifestyle Heart Trial demonstrated that intensive lifestyle changes may lead to regression of coronary atherosclerosis after 1 year.

Objectives.—To determine the feasibility of patients to sustain intensive lifestyle changes for a total of 5 years and the effects of these lifestyle changes (without lipid-lowering drugs) on coronary heart disease.

Design.—Randomized controlled trial conducted from 1996 to 1998 using a randomized invitational design.

Patients.—Forty-eight patients with moderate to severe coronary heart disease were randomized to an intensive lifestyle change group or to a usual-care control group, and 35 completed the 5-year follow-up quantitative coronary arteriography.

Setting.—Two tertiary care university medical centers.

Intervention.—Intensive lifestyle changes (10% fat, whole foods vegetarian diet, aerobic exercise, stress management training, smoking cessation, group psychosocial support) for 5 years.

Main Outcome Measures.—Adherence to intensive lifestyle changes, changes in coronary artery percent diameter stenosis, and cardiac events.

**THE LIFESTYLE Heart Trial** was the first randomized clinical trial to investigate whether ambulatory patients could be motivated to make and sustain comprehensive lifestyle changes and, if so, whether the progression of coronary atherosclerosis could be stopped or reversed without using lipid-lowering drugs as measured by computer-assisted-quantitative coronary arteriography. This study derived from earlier studies that used noninvasive measures. 

After 1 year, we found that experimental group participants were able to make and maintain intensive lifestyle changes and had a 17.2% reduction in low-density lipoprotein (LDL) cholesterol.
Why Plant Strong Diets?

Fruit and vegetable consumption and mortality from all causes, cardiovascular disease, and cancer: systematic review and dose-response meta-analysis of prospective cohort studies

BMJ 2014;349:g4490
Fruit and vegetable intake and the risk of cardiovascular disease, total cancer and all-cause mortality—a review and dose-response meta-analysis of prospective studies

The greatest benefit from eating fruits and vegetables comes from eating 800 grams (about 1 3/4 pounds) of fruits and vegetables daily. The researchers found that this amount was associated with a 24 percent reduced risk of heart disease, a 33 percent reduced risk of stroke, a 13 percent reduced risk of total cancer, and a 31 percent reduction in premature death.

Researchers calculated that by increasing fruit and vegetable portions to this degree, 7.8 million premature deaths could be prevented across the globe annually.
Blogger, Speaker, TV
Social Media Engagement
### Lifestyle Medicine: Root Causes of Disease

#### Inflammation

<table>
<thead>
<tr>
<th>Parameter</th>
<th>In Range</th>
<th>Out of Range</th>
<th>Pathology</th>
<th>Reference Range</th>
<th>Status</th>
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<tbody>
<tr>
<td>High-sensitivity CRP</td>
<td>LOW</td>
<td>LOW</td>
<td>LOW</td>
<td>&lt;0.5</td>
<td></td>
</tr>
<tr>
<td>Macrophage/Neutrophil</td>
<td>LOW</td>
<td>LOW</td>
<td>LOW</td>
<td>&lt;5</td>
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</tbody>
</table>

#### Lipid Profile

- **LDL Particle Number**
  - MOD: 1474
  - Value: 1774
  - Date: 03/29/2016

- **LDL Cholesterol (Measured)**
  - MOD: 109
  - Value: 110
  - Date: 03/29/2016

- **LDL Cholesterol (Calculated)**
  - MOD: 0.99
  - Value: 0.99
  - Date: 03/29/2016

- **HDL-C (HDL)**
  - MOD: 64
  - Value: 75
  - Date: 03/29/2016

- **Triglycerides**
  - MOD: 95
  - Value: 125
  - Date: 03/29/2016

- **Cholesterol, Total**
  - MOD: 190
  - Value: 190
  - Date: 03/29/2016

- **HDL Particle Number**
  - MOD: 150
  - Value: 145
  - Date: 03/29/2016

- **Small LDL Particle Number**
  - MOD: 150
  - Value: 150
  - Date: 03/29/2016

#### Arterial Wall Imaging

- **Carotid - IMT**
  - Right: 0.8 mm
  - Left: 0.7 mm
  - Current and Previous CIMT Measurements Data: 0.8 mm, 0.7 mm
  - Percentile: 35% → 23%
CAD: Overlooked Root Causes

1. Stress
2. Sleep
3. Oral DNA, infection
4. Calcification
5. Lpa
6. TMAO
Early Heart Diagnosis and Reversal
Community Support: PBNSG

Plant-Based Nutrition Support Group

PBNSG

Healing the heart through nutrition
One of the first duties of the physician is to educate the masses not to take medicine

- William Osler -
(1849 - 1919)
Practice Transformation Tools
AN 8-LESSON ONLINE TRAINING PROGRAM

DESIGNED TO HELP YOU POSITION, PLAN AND LAUNCH A MEMBERSHIP-BASED PRACTICE

goevomed.com/MPB
EVOLUTION OF MEDICINE™
A 4-MODULE ONLINE PROGRAM TO BOOST PRACTICE EFFICIENCY, MARKETING AND PATIENT PRE-EDUCATION

goevomed.com/accelerator
Be Worth It!

Dr. Jeffrey Gladd, MD
Truths

- Doctors don’t like to talk money
- The Health Care Complex is cost blind
- Patients have growing sticker shock
- Patients are feeling the $ burden
Kaiser Family Foundation Survey

Premium costs slowing, as high deductible plans rise

2011-2016: Deductibles rise 49%

51% have a deductible > $1000
"We're seeing premiums rising at historically slow rates, which helps workers and employers alike, but it's made possible in part by the more rapid rise in the deductibles workers must pay,"

Drew Altman, CEO of Kaiser
"A year after a major medical payment families had not fully recovered financially relative to the baseline," the research found. "In aggregate, comparing 12 months after the medical payment to the baseline period, income was 3 percent ($112) lower, non-medical expenses were 1 percent ($56) lower, liquid assets were 2 percent lower ($410), and revolving balance was 9 percent ($217) higher."
One chart shows just how devastating healthcare costs are for American families

"A year after a major medical payment families had not fully recovered financially relative to the baseline," the research found. "In aggregate, comparing 12 months after the medical payment to the baseline period, income was 3 percent ($112) lower, non-medical expenses were 1 percent ($56) lower, liquid assets were 2 percent lower ($410), and revolving balance was 9 percent ($217) higher."
Figure 18: Families increased income, spent down liquid assets and also increased credit card debt in the event of an extraordinary medical payment.
Truths

• Doctors don’t like to talk money
• The Health Care Complex is cost blind
• Patients have growing sticker shock
• Patients are feeling the $ burden
Truths

• Doctors don’t like to talk money
• The Healthcare complex is cost blind
• Patients have grown sticker shock
• Patients are feeling the $ burden
Truths

- Doctors don't like to talk money
- The Health Care Complex is cost blind
- Patients have growing sticker shock
- Patients are feeling the $ burden
New Truths

• Patients are feeling the $ burden
• This creates a huge opportunity for us
• Save patients money in short and long-term
Opportunity

• Learn how much things cost
• Find savings anywhere you can:
  MRI, Procedures, Specialists, Labs
• Serve as “Financial Advisor”
<table>
<thead>
<tr>
<th>Date</th>
<th>Item No.</th>
<th>Description</th>
<th>QA</th>
<th>UID</th>
<th>ID</th>
<th>Qty</th>
<th>Unit Price</th>
<th>Total Charges</th>
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<td>10451</td>
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<td>Vitamin B6</td>
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<td>03/10/16</td>
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<td>857 PERSONAL PAYMENT-CASH</td>
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<td>03/10/16</td>
<td>IS400</td>
<td>494 BLUE CROSS OF IN - PPO</td>
<td>306</td>
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<td>3,235.42</td>
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<tr>
<td>03/10/16</td>
<td>A5400</td>
<td>494 *BLUE CROSS PPO</td>
<td>306</td>
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<td>03/10/16</td>
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<td>TOTAL PAYMENTS/ADJUSTMENTS</td>
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<td>-9,116.27</td>
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**FUNCTIONAL FORUM**
Blind Cost of Labs

- Total base panel = $1414.81
- Conventional consult = $400-800
- Total visit cost = $1800
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<thead>
<tr>
<th>Test</th>
<th>Price</th>
<th>Code</th>
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<tbody>
<tr>
<td>Comp. Bio $109</td>
<td>$34.50</td>
<td>370144</td>
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<tr>
<td>CBC w/diff</td>
<td>$8.00</td>
<td>288525</td>
</tr>
<tr>
<td>BMP w/LFT</td>
<td>$28.80</td>
<td>376137</td>
</tr>
<tr>
<td>Lipid Profile w/VLDL</td>
<td>$28.80</td>
<td>376137</td>
</tr>
<tr>
<td>Thyroid Advantage</td>
<td>$20.95</td>
<td>370104</td>
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<tr>
<td>25-OH Vitamin D</td>
<td>$88.50</td>
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<tr>
<td>Homocysteine</td>
<td>$5.40</td>
<td>603756</td>
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<tr>
<td>CRP- hs</td>
<td>$4.80</td>
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<tr>
<td>Ferritin</td>
<td>$20.95</td>
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<tr>
<td>HbA1C</td>
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<tr>
<td>Fibrinogen</td>
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<td>Iron</td>
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<td>Iron/TIBC</td>
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<tr>
<td>Iron Saturation</td>
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<td>Folate-RBC</td>
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<td>PSA Total/Free</td>
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<td>hsCRP $9.60</td>
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</tr>
<tr>
<td>Lipid Panel</td>
<td>$5.40</td>
<td>603756</td>
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</tbody>
</table>
Known Cost of Labs

- Total base panel = $76.10
- Administrative fee = $50
- Total lab cost = $126.10
Value?

- Total Lab Savings
  $1414.81 - $76.10 = $1288.71

- Over 4 hours of consultation ($300/hr)
- Immediate savings!
Next Steps...

• Become a health care consumer
• Principal Labs or Labcorp
• Start having money talks
• Provide short- and long-term value in this space
• Be Worth It!
Thank you!

GladdMD.com
jeff@gladdmd.com
@gladdmd
Packaging Your Health Plans to deliver better results for your patients

Charles Webb, DC
Founder of Freedom Practice Coaching
Patients who have break-through health outcomes

2x – Patients who learn about your value and services

2x – Patients who sign up for a 1st session

2x – Patients who sign up for long-term care

2x – Revenue that you make per patient you sign up

2x – Patients who have break-through health outcomes

Promotion

Pre-Education

Positioning

Packaging
## The Patient Experience

<table>
<thead>
<tr>
<th>PRACTICE MANAGEMENT MODEL</th>
<th>DOCTOR ENTREPRENEUR MODEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very little time with doctor</td>
<td>As much time as needed with doctor</td>
</tr>
<tr>
<td>Impersonal</td>
<td>Personalized care</td>
</tr>
<tr>
<td>Care is limited by insurance</td>
<td>Care is NOT limited by insurance</td>
</tr>
<tr>
<td>Patient wants you to ‘solve’ their problems</td>
<td>Patient takes responsibility for their health</td>
</tr>
<tr>
<td>Often don’t get results they’re looking for</td>
<td>Get great results and often send referrals</td>
</tr>
</tbody>
</table>
## The Doctor Experience

<table>
<thead>
<tr>
<th>PRACTICE MANAGEMENT MODEL</th>
<th>DOCTOR ENTREPRENEUR MODEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>See many patients a week</td>
<td>See as many patients as you want or need</td>
</tr>
<tr>
<td>Little time to spend with patients</td>
<td>As much time as needed for patients</td>
</tr>
<tr>
<td>Unpredictable insurance payments</td>
<td>You control your own financial destiny</td>
</tr>
<tr>
<td>Focus on quantity of patients</td>
<td>Focus of quality of service and care</td>
</tr>
<tr>
<td>You work 5-6 days a week</td>
<td>You work 4 days a week</td>
</tr>
<tr>
<td>Practice is dependent on you</td>
<td>The practice can run independent from you</td>
</tr>
</tbody>
</table>
2x – Patients who learn about your value and services → Promotion
2x – Patients who sign up for a 1st session → Pre-Education
2x – Patients who sign up for long-term care → Positioning
2x – Revenue that you make per patient you sign up → Packaging
2x – Patients who have break-through health outcomes
Your ethical responsibility

Determine what their goals are

**Communicate:**

1. What they need to achieve their goals
2. What their responsibilities are
3. What their financial commitment will be
Package is best for the Patient

_They know in advance..._
What they’re getting into
How long it’s going to take
Their personal responsibility & involvement
All the products, services, and education available to them
Their investment
Package is best for the Practitioner

- You have a long-term commitment up front as a partner in health
- You get paid for your knowledge
- You get paid up front for services
- You won’t have to ‘sell your patient’ every visit
- You can charge more (what you’re actually worth)
- The patient has ‘skin in the game’ (better compliance)
3 Standard Packages

- Mild
- Moderate
- Severe
**Peak Lifestyle Programs**

*Reclaim Your Health, Your Youth & Your Life*

---

**Complete Wellness Program (4 month curriculum + 6 month management)**

<table>
<thead>
<tr>
<th>Service</th>
<th>Visits</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Case Evaluation (Research, Review of Labs, Program Design, Consult with Patient)</td>
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<td>$1,800.00</td>
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<tr>
<td><em>Note: $1,200 of this fee is non-refundable due to new member processing.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Visits / Dr.s Time (Follow-Up Consultations)</td>
<td></td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Doctor follow-up management</td>
<td>6 mo</td>
<td>$900.00</td>
</tr>
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</table>

**Supplementation & Nutricenticals (Digestive, Immune, Hormonal & Neurotransmitter)** $1,000.00

**Diagnostic Testing**

- Comprehensive Functional Blood Chemistry Analysis 2 $358.00
- Comprehensive Digestive Stool Analysis 1 $187.00
- Expanded Hormone Panel 2 $374.00

**Educational Tools / Supplies**

- "Metamorphosis" Book $619.00
- Activity Binder
- Optimal Wellness Academy - online education
- Orientation, 2 Phase Detoxification, Nutrition for Life, Know What Your Labs Really Reveal, Grocery Shopping
- Hands-on Fitness Class, Hormones and Vitality, Grains and Disease

<table>
<thead>
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<th>Retail Value</th>
<th>$6,057.10</th>
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<tr>
<td>*Program Discount: 10%</td>
<td>$545.60</td>
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<tr>
<td>Your Total Investment:</td>
<td>$5,511.50</td>
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*Discounts not applied to supplements / nutricenticals

---

**Option #1: Cover in Full Now - Receive an additional 7.5% off Program.**

- Save: $545.28
- Total: $5,502.82

---

**Option #2: Finance Program (36 Month)**

- Total: $6,057.10
- Monthly Installments

---

**Option #3: Split into 3 Equal Monthly Installments**

- Total: $6,057.10
- Monthly Installments: $2,019.03

---

*Signature: __________________________ Date: __________________________*

I understand and agree that, by completing and signing this enrollment form I will have my credit card(s) charged or check cashed or automatic bank draft for the above checked Program.
Complete Wellness Program (4 month curriculum + 6 month management)

<table>
<thead>
<tr>
<th>Case Evaluation</th>
<th>Visits</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Research, Review of Labs, Program Design, Consult with Patient)</td>
<td></td>
<td>$1,800.00</td>
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</tbody>
</table>

*Note: $1,200 of this fee is non-refundable due to new member processing.

Office Visits / Dr.s Time (Follow-Up Consultations) $1,000.00

Doctor follow-up management 6 mo $900.00

Supplementation & Nutriceuticals (Digestive, Immune, Hormonal & Neurotransmitter) $1,000.00

Diagnostic Testing

- Comprehensive Functional Blood Chemistry Analysis 2 $358.00
- Comprehensive Digestive Stool Analysis 1 $187.00
- Expanded Hormone Panel 2 $374.00

Educational Tools / Supplies $1,000.00

"Metamorphosis" Book
Activity Binder
Optimal Wellness Academy - online education
Orientaiton, 2 Phase Detoxification, Nutrition for Life, Know What Your Labs Really Reveal, Grocery Shopping
Hands-on Fitness Class, Hormones and Vitality, Grains and Disease

Retail Value: $6,619.00

*Program Discount: 10% $561.90

Your Total Investment: $6,057.10

*Discounts not applied to supplements / nutriceuticals

Note: Discounts are for completion of programs and not based on per visit.
Option #1: Cover in Full Now - Receive an additional 7.5% off Program.

- Save: 454.28
- Total: 5,602.82

Option #2: *Finance Program (36 Month)

- Total: 6,057.10

Monthly Installments:

*(Care Credit or Enhance approval)*

Option #3: Split into 3 Equal Monthly Installments

- Total: 6,057.10
- Monthly Installments: 2,019.03
Evolution of Cardiology Panel
Next Date: April 3, 2017
Evolution of Environmental Medicine