Integrative Medicine 2.0: Creating the Integrative Medical HOME

Dr. Jeffrey Gladd, MD
10 years ago....

- 225 lbs
- SAD diet
- panic attacks
- little exercise
Since

• PureHealthMD.com
• GladdMD IM
• GladdMD.com
• Mytavin, Inc
Why Integrative Care Works

• Teaches
Why Integrative Care Works

• Teaches
• Empowers
Why Integrative Care Works

• Teaches
• Empowers
• Connects
Why Integrative Care Works

- Teaches
- Empowers
- Connects
- Focused on: Root Cause
Why Integrative Care Works

- Conventional practice relationships are about efficiency
Why Integrative Care Works

• Conventional practice relationships are about **efficiency**
• Integrative practice relationships are about
Why Integrative Care Works

- Conventional practice relationships are about efficiency
- Integrative practice relationships are about relationships
Cultivate the Relationship

• What you need: Time and Connectivity
Cultivate the Relationship

• What you need: Time and Connectivity
• No CPT codes for this
The Hospital-Employed Version

• 1/3 of the production needed to succeed
• Connectivity was donated time
Who do I Work for?

• The healthcare system?
Who do I Work for?

- The healthcare system?
- The hospital?
Who do I Work for?

- The healthcare system?
- The hospital?
- The insurance company?
Who do I WANT to Work for?
Who do I WANT to Work for?

• Patients
GladdMD

- Consultative, direct pay practice
- 1 physician, 2 NPs, RD, Health Coach
- 1 social-connection rich practice platform
- 0 insurance contracts
How Do We Scale?
Where We’re Headed

• Big box stores
• Chain restaurants
• Big food
• Big insurance
Where We’re Headed

- Big box stores
- Chain restaurants
- Big food
- Big insurance
- Big Medicine
Conventional Answer

A red house with a stethoscope and the AAFP logo. A screenshot of the AAFP website showing a section titled "PCMH Overview." The title is "The Patient-Centered Medical Home." The text reads: "The Patient-Centered Medical Home (PCMH) model is an approach to providing comprehensive primary care for children, adolescents, and adults. The PCMH is a health care setting that facilitates partnerships between patients and their personal physicians, and when appropriate, the patient's family."
Integrative Medical “Home”

• Heirloom
• Organic
• Micropractices (focused on)
• Empowerment
Medical “Home”
Local Food Directories: National Farmers Market Directory

The Farmers Market Directory lists markets that feature two or more farm vendors selling agricultural products directly to customers at a common, recurrent physical location. Maintained by the Agricultural Marketing Service, the Directory is designed to provide customers with convenient access to information about farmers market listings to include: market locations, directions, operating times, product offerings, accepted forms of payment, and more.

Visit our Local Food Directories page to find other operations offering locally grown products. If you are a market manager visit our Local Food Directory Registration & Update page to add or update a market listing. An API is available for developers to integrate this data into other applications.

Last update on September 7, 2016 6:56

Instructions

Search Near: Products Available: Payment Accepted: Market Location: Winter Markets: State Contacts:

Search near ZIP: Distance: 2 miles
What You’re Afraid Of

• Failing financially
• Getting in trouble
• Taking cash from patients
• Acceptance
What I’m Afraid Of

- Being an employee
- Asking permission to be creative
- Having my relationships dictated by others
Fear: It’s Natural

• High achievers
• Most likely to be risk averse
• The system is intimidating (and getting more so)
Fear: It’s Unfounded

- Demand is at an all-time high
- Conventional care makes it easy to be unique
- Out of pocket expenses are increasing
Oh, The Regulation

- HIPPA, ICD-10, Obamacare, MU, etc…
- Our upbringing forces us to stay in “comfort”
- The system is built for corporatized health care
Lemonade Stands

- You have a unique product
- Customers are willing to pay
- Get off the grid and free yourself!
Money Talks

• Cost and worth blind
• Start business planning by deciding what your worth
• Be fair
• Be open and honest with patients
All it Really Takes

• A story
• Passion
Acceptance

• My community won’t “get it”
IS YOUR CITY STUPID?

Find out how your city ranks in intelligence. These Metrogrades results ain't brain surgery

Posted Date: January 5, 2005
IS YOUR CITY STUPID?
Find out how your city ranks in intelligence. These MetrOgrades results ain't brain surgery

101. Fort Wayne, Indiana
Looking for signs of intelligent life in Fort Wayne

By Craig Wilson, USA TODAY
You Have What it Takes

• No need for fancy testing
• No need for fancy treatments
• Deliver Care!
Dr. Nicholas Gonzalez

“The single most important determinant in how a patient does is their attitude”

FUNCTIONAL FORUM JANUARY 2015
Go Create a HOME!

Create an environment and attitude of healing
Go Create a HOME!

• Start small
• Go low budget
• Be yourself
• Get viral
Thank You

- jeff@gladdmd.com
- @gladdmd
- Facebook.com/gladdmd
- Mytavin.com