

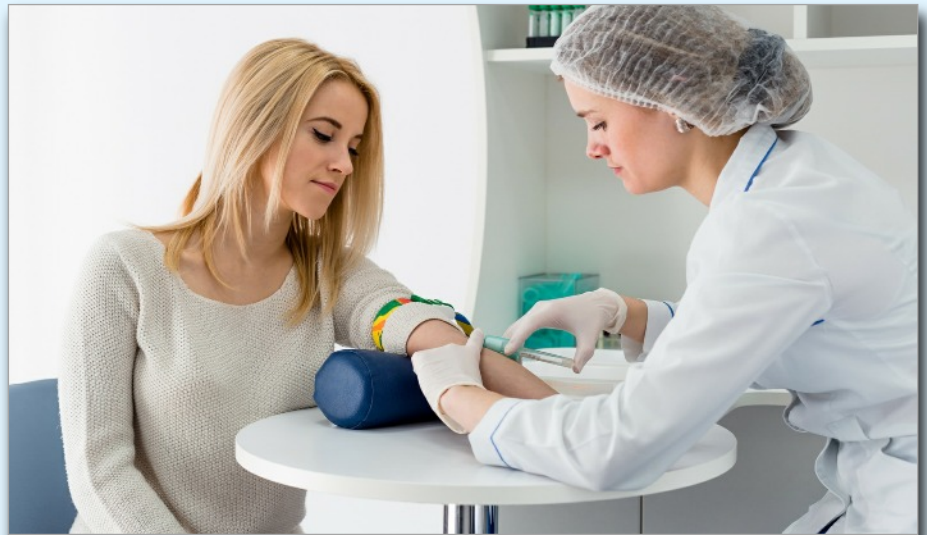
## Individualized Wellness Care

*"There is a tsunami of patients who will want individualized optimizing health care in the next 10 years, are you ready for them?"*

One of my favorite speakers asked a question in a way that really got my attention. He said, "There is a tsunami of patients who will want individualized optimizing health care in the next 10 years, are you ready for them?"

At first glance, that statement sounds optimistic for us as wellness clinicians. But remember, Dr. Abbas Qutab said the probiotic industry is selling between 14-17 billion dollars in sales depending on which source you read. Do you think with that kind of money flying around that a major chunk of it will go to advertising? Absolutely! And what about the number of talks shows on health, do they seem to be increasing or decreasing?

Health videos are going viral on Netflix as people are becoming aware that we have been getting devitalized and sometimes toxic mass produced food.



And you know what, it's just beginning. More and more people understand the value of nutrition and they want someone to guide them.

We are just at the beginning of the beginning of this huge movement. Baby boomers don't want to age and the young people are savvy enough to look for answers outside the established system when they don't get results.

I am begging you, no I am pleading with you to learn how to assess your pa-

tients' nutritional status. I know you are busy, so we've created a site called blood chemistry 101. Although we will cover many things on this site, it's called "blood" chemistry, because people relate to blood. When people see a physician or go to a hospital, what do they do? They draw blood to assess the patient. In most cases, blood tests in conventional medicine are implemented to look for disease; but we can implement these same tests to guide patients into wellness.

By the way there are a host of cool tests like "23 and Me" to assess genetic weaknesses. Some companies are even marketing ways to measure the telomeres that protect your chromosomes.

As telomeres shorten chromosomal damage occurs more rapidly. But guess what, our cells need energy to repair. Any therapies we employ depend upon optimal mitochondrial function. Therefore, we need iron, but not too much, we need minerals to make enzymes, digestive support so we can cleave minerals from the food we eat, we need B vitamins for the citric acid cycle, B12 and folate to make healthy red blood cells that carry oxygen. These are just a few of the basic things we can learn from a relatively inexpensive blood test.

Take a few minutes and explore the link to the right. One of the videos goes into more detail on the emerging market and some research we've done to document consumer demand. The webinar has a very convincing video you can show your patients to let them know you offer wellness services and it invites them to get started. 32 out of 40 patients shown this video wanted to have their blood analyzed for nutritional deficiencies.

Dr. Peterson talks about some basic applications of blood tests to musculoskeletal weakness. He outlines how to use a CBC and how to determine if a patient's condition is caused by an underlying virus.

Dr. Harry Eidenier, who I call the godfather of functional blood testing, presented a program to assess thyroid health. He recently compiled a program summarizing

many of the silver bullets and blood chemistry pearls he's learned over the past 40 years. And that's just the beginning of the material that will be added over the next 12 months.

So here's an idea: Have lunch with us for the next week or so and watch the Blood Chemistry webinars. Get a notebook, call it "Blood Chemistry 101" and write down the pearls you hear. Write down which session you heard it on, and where it was on the webinar so you can go back to it later. You'll be amazed at some of the subtleties you can learn from a simple blood test.

Your patients will go to someone to get their blood tested. It might as well be you.

Think about your conversations with people in the last 12 months. People are tired, overwhelmed, spaced out and often angry. They are getting sicker and sicker. How many people do you know that are "not on" any script or OTC medications. It seems like everyone is fighting some condition. The need for growing individualized wellness care is like a tidal wave.

I know I am preaching to the choir but with the health care crisis in this country, your community needs you at your best. So I want to encourage you to take your understanding of wellness to the next level. I appreciate being able to share my heart with you each week.

Thanks for reading this week's Tuesday Minute edition. I'll see you next Tuesday.