


Functional Medicine
A Common Sense Approach to
the Diagnosis and Treatment of
Chronic Sickness

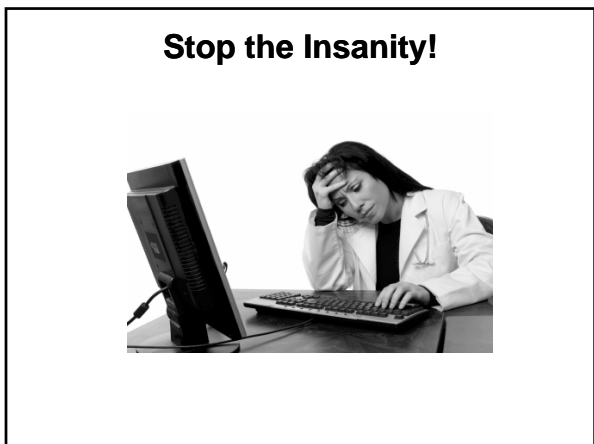
Are You the Cookie Doctor?



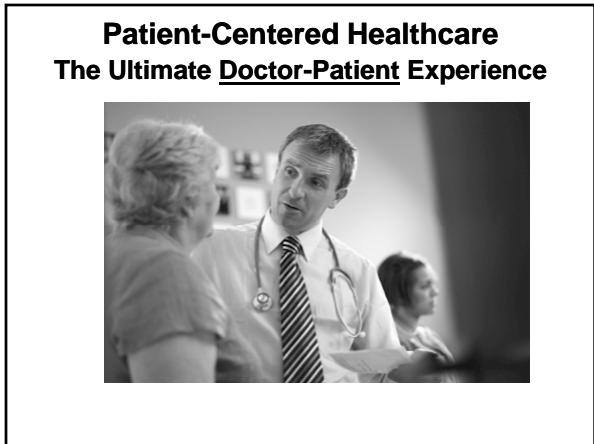
Why the Disconnect?

Medical Year 1 & 2	Medical Years 3 & 4
<ul style="list-style-type: none">▪ Time Tested Physiology▪ Scientific Biochemistry	

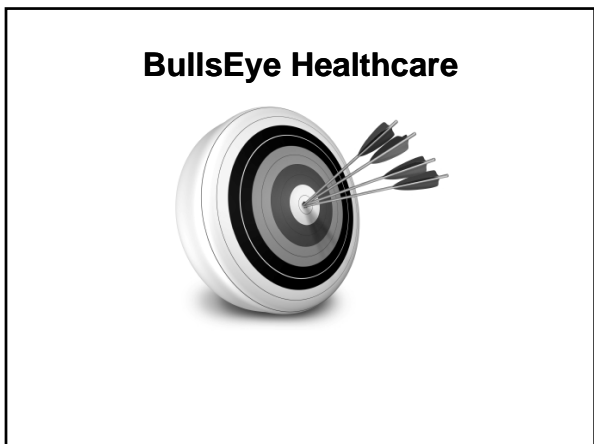
The Basics of Functional Medicine Lab Testing
Ron Grisanti, D.C. D.A.B.C.O., M.S

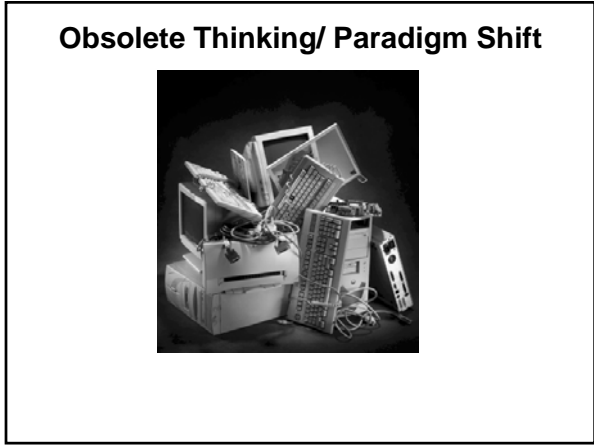






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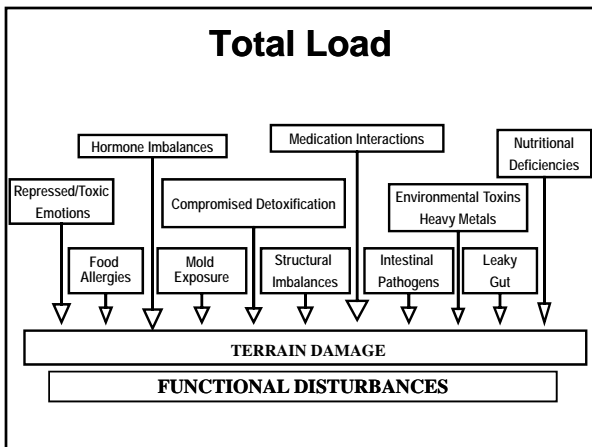




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The Great Medical Detective



The Essentials of Treatment

- Identify the underlying biochemical and physiological glitches to achieving optimal health
- Biochemical individuality
- Strive to restore physiological function
- Cause no harm to the patient

What are the Benefits of FM?

- Optimal Aging, Not Just Anti-Aging
- Reduced costs
- **Early detection of disease and dysfunction**
- Reduced pain and suffering
- Greater enjoyable for life

What FDM Does For Your Patients?

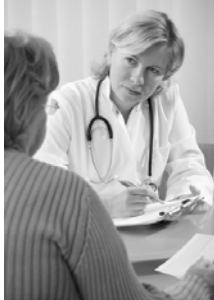
What Type of Practitioners are Suited for FDM?

The Application of Functional Medicine

The Conventional Medical Workup



What is Your Patient's Story



Critical Questions

- What is the patient's ***full*** story?
- Where does the symptom come from?
- What keeps the condition going?
- Where's the major point of leverage?

The New FM Medical Workup

- Chief Complaint
- History of Present Illness
- Past Medical History
- Review of Organ Systems
- Family History

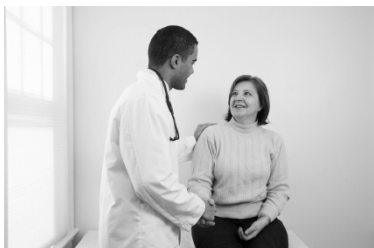
The New FM Medical Workup

- Dietary History
- Medication and Supplement History
- Social, Lifestyle and Exercise History
- Physical Exam Findings
Laboratory and Imaging Evaluations
- Assessment and Diagnosis
- Fundamental Clinical Imbalances
Underlying the Diagnosis

The FM Questionnaire



Review of Records



Physical Examination and Basic Labs



FM Decision Making

- Where do we go from here?
- In-Office Functional Testing
- Advanced Functional Testing

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What Do Functional Diagnostic Healthcare Practitioners Address?

- Oxidative stress
- Nutritional imbalances
- Digestive and Intestinal imbalances
- Impaired detoxification
- Hormonal and endocrine imbalances
- Immune dysfunction
- Inflammatory imbalances

What Types of Conditions are Best Addressed by FDM?

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Functional Medicine Success		
ADD	Inflammatory bowel	Depression
Allergies	Psoriasis	Fatigue
Breast Cancer	Restless Leg Syndrome	Fibromyalgia
Cancer	Menopausal Symptoms	Headaches/Migraines
Alzheimer's	Herpes	IBS
Anxiety	Stress	Indigestion
Asthma	Sinusitis	Erectile Dysfunction
Osteoarthritis	Chronic fatigue	Multiple Sclerosis
Osteoporosis	Congestive heart failure	Autism
PMS	Crohn's disease	Cardiovascular Disease
Rheumatoid Arthritis	Psoriasis	Cystic Fibrosis
Impotence	Acne	Low libido
Obesity	Insomnia	Eczema
	Diabetes	Fibroids

Is Functional Medicine Profitable?		
Services	Profit	
Initial Consultation	\$250.00 x 1	\$250.00
Comprehensive Blood test	\$200.00 x 1	\$200.00
Functional Medicine Labs	\$100 - \$500 x 1	\$100.00 - \$500.00
Case Review	\$100.00 x 1	\$100.00
Nutritional Therapy	\$75.00 - \$100.00 x 6	\$450.00 - \$600.00
Follow-up Consults	\$75.00 x 6	\$450.00
Functional Medicine Lab Re-testing	\$100.00 - \$200.00 x 2	\$200.00 - \$400.00
Total		\$1650 - \$2500

Profitability
<ul style="list-style-type: none"> ▪ 10 F.M. Patients/year = \$16,500 - \$25,000 ▪ 20 F.M. Patients/year = \$33,000 - \$50,000 ▪ 30 F.M. Patients/year = \$49,500 - \$75,000 ▪ 40 F.M. Patients/yr. = \$66,000 - \$100,000 ▪ 50 F.M. Patients/yr. = \$82,000 - \$125,000



