

Course Overview - Part Two

We're going to talk about what cutting-edge science tells us about the interaction between genes, environment, health, and disease. We now know it's the interplay between these factors that drives human health and human disease. We'll cover this in some detail, you'll be able to explain it to your patients and discuss it with other clinicians, and I'm even going to give you a presentation on it with a script that you can deliver to your local community to help you to build authority and expertise.

We'll discuss why environmental factors like diet, lifestyle, and toxic exposure, which collectively are known as the exposome, are the primary drivers of disease. In fact, we now know that 90 percent of human disease is driven by the exposome, not genetics. We're going to cover this in detail later in the unit because it provides the basis for everything that we do with patients and it highlights the importance of focusing on diet and lifestyle in our treatment protocols.

We'll talk about how to integrate ancestral nutrition and lifestyle recommendations in clinical practice. We are experiencing the worst health crisis that humans have ever faced in our history currently, and it's largely due to a mismatch between our genes and biology and our current diet and lifestyle, so of course, it makes sense that returning to an approach that's more aligned with ancestral norms can lead to such dramatic results. I'm going to teach you how to incorporate these recommendations into your clinical practice, but more than that, I'm going to give you tons of tools, like handouts, protocols, and other resources, that you can deliver to your patients to make it easy for you and easy for your patients. The best part is we have some really incredible technology tools that enable you to generate these patient handouts with your own clinic branding, logo, and color scheme so that you're delivering very-high-quality handouts with your branding.

We'll talk about how to create customized diet and lifestyle prescriptions to fit your patients' unique needs and goals. There really is no one-size-fits-all approach when it comes to diet and lifestyle or functional medicine, so we can't just give our patients general recommendations and expect to be successful. We have to personalize, so I'll teach you how to do that, how to create customized plans for various health conditions or life circumstances or goals, and I'll also give you several tools and protocols as starting points.

We'll discuss how to correctly identify and treat the underlying causes of disease instead of just suppressing symptoms. Of course, this is one of the key differences between functional and conventional medicine and even integrative medicine, and it requires a bit of a paradigm shift in thinking, especially if you're new to functional medicine. We're always trying to go deeper and get to the root of the problem. For example, we're not satisfied with a diagnosis like IBS, irritable bowel syndrome, which merely describes the symptoms the patient is experiencing, and then prescribing a medication like a drug that increases motility if they're constipated or decreases motility if they tend toward diarrhea. We want to find out what the underlying pathologies are that are contributing to the signs and symptoms that are characterized as IBS. Of course, these could be things like bacterial overgrowth in the small intestine or a parasite infection or dysbiosis or fungal overgrowth or hypochlorhydria, low stomach acid, or a dysfunction in the gut-brain axis

communication or some combination of all of these things, and to truly address the problem, that's where we need to focus.

We'll talk about how to use cutting-edge functional lab testing to properly diagnose and treat your patients. One of the key principles of the ADAPT Framework is "Test, don't guess." I really can't emphasize that enough. Testing—and especially retesting—is critical to establishing a clear diagnosis and then, from there, making a clear treatment plan. But which tests are the best ones to do, and how do you use them, how do you interpret them, and how do you design treatment protocols based on them? That's what we're going to talk a lot about. In fact, most of the functional medicine unit will be focused around that. You'll learn how to use functional blood chemistry as a screening tool; stool, breath, and urine testing to look at what's happening in the gut and the HPA axis and nutrient balance; and identify these underlying core pathologies that are contributing to your patients' symptomatology and disease.

We'll talk about how to use the latest evidence-based methods to identify hidden food sensitivities. Food sensitivities are a growing problem. I'm sure I don't need to tell you that, especially if you're a parent. We can't send our kids to school now with nuts or even having consumed nuts in the morning, in many cases, for fear that they might have small nut particles on their clothes or other materials that they bring to school because some kids are so allergic they can go into anaphylaxis from just a small exposure. When I was growing up, that certainly was never an issue, and it has really only seemingly become an issue in the last five to ten years, so it's changing quickly. In fact, food allergies now affect one in 13 children, and these are allergies, which are less common than intolerances, so intolerances are probably much more common than that.

The allergies in kids have increased by 50 percent from 1997 to 2011 alone, so we're really facing a new epidemic. Up to 15 million Americans have food allergies, and again, many more have intolerances, but how do you test for these in clinical practice? What's reliable? There are, unfortunately, a lot of methods out there that are not evidence based, that have never been confirmed to be valid and reproducible in the peer-reviewed scientific literature, and so I want to teach you the evidence-based methods for detecting food intolerances, things like gluten and dairy products, eggs, other proteins as well as other foods, and then how to use those results to help your patients figure out what they can and can't eat and what's safe for them.

We'll talk about how to design diet and lifestyle protocols for the most common conditions you'll see in your practice. While it is true that personalization is the key to success, that doesn't mean you have to start from scratch each time that you design a protocol. I will give you complete diet, lifestyle, and supplement protocols for 14 of the most common health conditions that you'll see in your practice, from digestive disorders to high cholesterol to weight regulation problems to autoimmune disease. Then you can use those protocols as a framework or scaffolding from which you can further customize for your patients.

We'll talk about how to build and grow a lean, profitable, and transformative functional medicine practice. Clinical skills are certainly crucial. If you're not a skilled and knowledgeable clinician, you're not going to be able to help your patients. But clinical skills on their own are not enough. You also need a practice model that's structured for success. The truth is, you could be the best

clinician in the world, but if you don't know how to set up and manage a practice effectively, no one will ever know that because they'll be so dissatisfied with the service that's being provided that they won't stick around.

Functional medicine is different than conventional medicine and even alternative medicine practices, like chiropractic or acupuncture or naturopathy. There are different considerations to be aware of when you're setting up a functional medicine practice, and the rise of the internet and online platforms has really changed the landscape considerably, so if you took a practice management class in medical school and it was anything like the one I took, it was woefully inadequate. I've designed this ADAPT program to be the practice management class—or series of classes, rather—that you should have had in school, and I'll teach you the 21st-century hybrid local-online model that I've used for several years with great success.