

The Secret to Weight Loss, Detox, and Nutritional Counseling In A Clinical Practice.

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A Clinical Nutritionists Perspective



For Physicians -www.PhysicianWellnessProgram.com

For Patients -www.AboutMyDiet.com

A majority of your patients make some kind of health related New Year's Resolution in January, however, research show that **during the month of March most Americans will actually implement a nutrition or exercise program.** Are you and your office staff trained and ready to grab a piece of this multi-billion dollar industry yet? Most likely, if you're a health care practitioner in America you will eventually have to incorporate an array of services to your practice to be able to thrive. Due to insurance cutbacks, shrinking income, and a genuine desire to be a well-rounded holistic practitioner, doctors are aggressively searching for new clinical services and approaches to wellness to incorporate into their practices. In the next decade I predict that the medical and or chiropractic profession will continue to emerge as major providers for **wellness and nutritional therapies, but I see incorporating lifestyle counseling and long term (behavior modification) management skills in addition to medications, nutritional supplements and detoxification therapies that have been the primary focus in the past.**

Having trained over 700 physician practices with Lifestyle Nutrition Counseling Programs in the past 20 years, I have experienced many changes within health care practices as it relates to nutrition counseling. Historically, nutritional supplement companies heavily market to holistic physicians and chiropractors. As a result these practitioners have become vitamin dispensers. Network marketing companies jump at the chance to use nutrition &/or wellness oriented doctors as their distributors since many see a high quantity of patients and are already looked at by their patients as "wellness" providers. **Here lies the challenge as a professional; To create a healthy balance between your patients clinical needs and your practice's business needs with true patient efficacy.**

We offer our prospective doctors the opportunity to complete the [Meal Plan Questionnaire](#) and invite any staff members to attend a nutritional webinar to review your custom nutritional program, so you can realistically evaluate our program for **your practice and patient demographic.**

Which Nutrition Counseling program or Approach is the Best For My Practice and Patients

First, you must establish whether the patient is interested in making long term behavioral, lifestyle, diet, and some exercise changes in their lives now. Many health care professionals assume the majority of their patients just desire to take the easy way to solve their nutritional issues and are looking for the magic diet product, hormone, a detox program or medication. **We offer an introduction of whole healthy foods to about 70% of our patients before trying other methods of nutritional counseling and detox therapies.**

At Lifestyle Nutrition we provide our patients with succinct **detailed weekly nutritional goals & eating solutions** based on healthy whole foods to help patients with realistically detoxification, weight loss, anti-

aging foods that patients can systematically incorporate into their lifestyle. **Naturally many of the physicians that we have implemented nutrition counseling programs with over their years of practice have recommended supplements and/ or diet product solutions to their patients. Few have taken the time to develop and or update their nutrition counseling recommendations for their patients as it pertains to real food.** We feel that within our current health care system it becomes instinctive for practitioners to recommend these **“temporary” solutions** to their patients instead of focusing on food and lifestyle. To your credit, changing your patient's eating habits and lifestyle does take a little more work and time which is why having a trained wellness coach can help deliver the information, especially in a busy practice, is crucial for the success of the program.

Losing Weight is Relatively Easy for Most; Keeping It Off is the Real Challenge

Often an overlooked key element of many nutrition counseling programs is the **systematic reintroduction of whole healthy foods back into a patient's lifestyle specifically based on patient's food preferences, medical and / or nutritional needs.** Some doctors refer to this as the maintenance phase - We call this the Lifestyle Application or Relapse Prevention Phase. If I may suggest, before offering your next weight loss or detox program to your patients, spend some time fine tuning, developing or updating your nutrition counseling materials to include detailed **shopping lists, goals, specific name brand foods, recipes, hunger scale, restaurant eating guides and customized meal plans.** After the third or fourth consultation with you and your staff's guidance, your patients should be able to formulate a healthy lifestyle of eating on their own. Offer a **mandatory nutrition counseling package** with a series of **4- 12 weekly nutritional sessions** that specifically focus on whole healthy foods. If your patient pre-paid for the “maintenance or the reintroduction of foods phase of the counseling it is more likely they will complete the program with better outcomes.

Detoxification Programs

Detoxification means cleaning the blood and making dietary & and lifestyle changes that reduce intake of toxins and improve elimination of these toxins from our bodies. We do this mainly by removing impurities from the blood in the liver, kidneys, intestines, lungs, lymph and skin where toxins are processed for elimination. Many acutely compromised patients may require an aggressive meal replacement detox program to help them become ambulatory and functioning again. However, for a majority of ambulatory just desiring to lose some excess body fat, they may benefit from having a systematic approach to changing their eating habits to include many types of soluble and insoluble fiber, nuts, seeds, raw fruits and vegetables, consuming more plant proteins and drinking more purified water before jumping into a detox or cleanse.

Many practitioners like to use a cleanse or detox to “jump start” the patient, however this is often a bit harsh or drastic from the patient's typical diet and lifestyle and could physically or emotionally overwhelm the patient. Also it is less costly to start detoxing patients with whole foods rather than most detox products.

Even mild changes from a “ typical American Diet “ or “Standard American Diet” (SAD) can produce less oxidation, inflammation, hyperinsulinemia , and bring us into better balance, with more vitalized cells, organs, and body.

HCG Hormone Injections

Having counseled hundreds of gastric bypass patients I have personally witnessed drastic measures to induce weight loss. In many cases the risks of obesity or especially morbid obesity outweigh the risks of many programs or even surgery. The highest number patients that seek weight loss are usually 10-50 pounds over their goal weight and are not morbidly obese. Most practitioners agree that with patients that only need to lose 10-50 pounds may be best suited to implement a well-developed behavior modification nutrition counseling program that focuses on whole healthy food prior to hormone therapy, medications, surgery etc. Our programs are designed to work with or without nutritional supplements and / or hormone therapies depending on the individual doctor's philosophy.

Human chorionic gonadotrophin (HCG) is a hormone found in the urine of pregnant women. More than 50 years ago, Dr. Albert T. Simeons, a British-born physician, contended that HCG injections would allow dieters to eat on a 500-calorie-a-day diet. He claimed that HCG would mobilize stored fat; suppress appetite; and redistribute fat from the waist, hips, and thighs [1]. There is no scientific evidence to support these claims [2-13]. Moreover, a 500-calorie (semi-starvation) diet is likely to result in loss of protein from vital organs, and HCG can cause other adverse effects. Many studies have shown that yoyo dieting may cause undue stress on the cardiac muscle of the heart.

HCH is also marketed in sublingual (under the tongue) form. No scientific tests of sublingual HCG have been published, but it is safe to assume that it would be no more effective than injected HCG.

In 2009, the American Society of Bariatric Physicians issued a position statement which stated:

Numerous clinical trials have shown HCG to be ineffectual in producing weight loss. HCG injections can induce a slight increase in muscle mass in androgen-deficient males. The diet used in the Simeons method provides a lower protein intake than is advisable in view of current knowledge and practice. There are few medical literature reports favorable to the Simeons method; the overwhelming majority of medical reports are critical of it.

Whole Healthy Food Nutritional Counseling- Behavior Modification

In addition to having private patient counseling offices, we consult with doctors to provide individualized nutritional programs teaching patients how to incorporate real food specifically for each patient without having to sell nutritional products to generate income from the counseling or suggesting unrealistic food restrictions for their patients to try to follow. Incorporating a proprietary metabolic analyzer and software a **CA or designated "wellness coach"** we can customize a sliding scale of carbohydrates, proteins and fats based a patient's metabolic rate, age, height, weight, lean mass and activity level assuring good patient outcomes without hunger, cravings or fatigue. We teach the patients to manage their blood sugars effectively, without having to count carb grams, food groups or calories or providing unnecessary food restrictions. Our program can accommodate most any patient from an Atkins, Zone, Paleolithic or HCG diet for weight loss, maintenance or even weight gain.

We also provide to our patients clinical protocols for wellness, weight loss, hyperlipidemias, pre-diabetes, metabolic syndrome, fatty liver disease, sports nutrition, pain management, chronic fatigue, which list the current well researched nutraceuticals and the names and amounts necessary to help alleviate medical or nutritional challenges specific for your patient's needs.

According to Nackers LM et al (2010) published in the International Journal of Behavior Modification the most effective weight loss for long term compliance (1-2 years) in 262 obese females at the University of Florida, was a lifestyle program that promoted .68 KG (1.5 lbs) per week weight loss. Our patients lose between 1-3 pounds per week depending upon how unhealthy their eating habits are. When they initiate the nutritional program individuals who are eating unhealthy foods will usually experience more rapid weight loss than those that eat healthy foods but are not balancing their blood sugars properly.

The key to nutritional compliance is to have all patient materials completely spelled out including name brand foods out for them including weekly goals, shopping lists, simple hands on recipes, menus and the specific name brand foods you are recommending for each and every patient based on their food preferences, lifestyle, medical / nutritional needs and budget. Patients are much more receptive and achieve greater compliance than generic diet sheet, carb or fat gram counting and food groups or food pyramids.

Our patients are highly motivated to learn what to eat and are spending close to \$800 - \$1,000 out of their pockets (credit cards) for nutritional counseling, which is significantly less expensive than commercialized programs. Do not let these patients slip by in your practice by not having screening tools such as surveys and a program that addresses how to eat whole healthy foods that are adaptable for each patient's background, food preferences, and lifestyle based on their metabolic, nutritional and medical needs. **By providing a program that focuses on food you can offer a less expensive counseling program to your patients that is 40-50% the cost for most commercialized programs that are not medically supervised.**

Lifestyle counseling programs based on patients eating real food are significantly less expensive, more profitable for the doctor and market really well in today's economic climate. Many of our seasoned doctors that have incorporated a multitude of nutrition programs throughout the years point out that nutrition counseling patients based on eating whole healthy natural food and not selling them anything really builds loyal happy referring patients and is very effective for generating word of mouth referrals both personally and professionally rewarding.

How To Evaluate For Your Practice and Patients

Complete the [Meal Plan Questionnaire](#) to review your custom nutritional program with one of our clinical nutritionists, so you can realistically evaluate our program for **your practice and patient demographic.**

About Us

Christopher Fuzy, MS, RD, LD is the Founder of **Lifestyle Nutrition Inc- PhysicianWellnessProgram.com**, has a Master's Degree in Clinical & Sports Nutrition, has offices in Ft. Lauderdale and Boca Raton, FL. and In the past 20 years, has trained over 700 physicians nationwide with the Lifestyle Nutrition Counseling Program®. For More Information or try your own nutritional program, visit www.PhysicianWellnessProgram.com or call **800-699-8106.**

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