# Lifestyle Nutrition's Counseling Program®

## A TURNKEY NUTRITION PROGRAM CUSTOMIZED FOR EACH PATIENT

Our Lifestyle Nutrition Counseling Program® is based on patients eating whole healthy foods and making long term lifestyle changes without weighing food or counting calories and is individualized for each patient's medical and nutritional preferences. We are not selling diet products. We concentrate on managing a patient's blood sugar to decrease hunger, appetite and cravings. We provide functional foods that decrease oxidation, inflammation and insulin resistance to aid in weight loss, disease management and wellness. Our food recommendations are based on peer reviewed clinical studies.

**Our program generates referrals!** Your patients will value and endorse your credibility and knowledge that taught them how to **eat realistically in today's world with real food**, even in restaurants and while socializing!

With on-site or webinar training we will teach your practice how to implement, market and deliver a program that generates significant cash and insurance income for your office, while saving your patients the cost of expensive diet supplements or food. Based on CSPI data, our program is less expensive and more profitable than typical diet programs.

We provide news ads, TV commercials and patient surveys which are all highly effective ways to introduce current and new patients to nutrition counseling for disease management, disease prevention or weight loss, especially in today's economic environment. You will **gain respect and appreciation for introducing your community to a long term behavior modification lifestyle program instead of just another "diet".**

**Designed by Clinical Nutritionists and Licensed Dietitians with Physicians who have trained over 700 physician offices nationwide, in the past 20 years.**

**Available in English & Spanish**





### Body Composition, Metabolic & Meal Planning Hardware & Software

- Features the LNI Metabolic & Nutritional Analysis System
- **Individualized Clinical Nutrition Meal Plans – Diabetes, CAD, Sports Nutrition, Cancer, South Beach, Zone, Pregnancy, etc.**
- Accurate Body Composition Assessment (± 2.8%), Lean Mass & Metabolic Assessment (BMR, REE, ADL & Kinetic Activities)
- Can Alter Percentages of Carbohydrate, Protein and Fat Ratio, as well as the Size & Number of Meals for the Specific Needs of Each Client
- Provides Daily & Weekly Meal Plans for Weight Loss, Maintenance & Gain
- Can Add Specific Nutritional Supplements to Meal Plans *(optional)*
- Tracks Clients and Groups, Progress & Compliance

### Exercise Software – With Saved Aerobic & Anaerobic Exercise Routines

- Daily Customized Exercise Program with Specific Heart Rate & Caloric Burn
- **Meal Plan is Based on Specific Exercises, Muscle Groups, Lean Mass & Metabolic Typing of Each Patient**
- Can Store & Quickly Generate Any Custom Rehab Protocol or Aerobic Routine for Your Patients

### Marketing Materials, Office Materials and Training Provided

- Brochures, Signs, Ads, Sample TV Spot, Power Point Presentations & Articles…
- Billing Guidelines, CPT Codes, Patient Contracts & Session Pricing
- **On-Site or Webinar Training**, Training Manuals, Learning Modules & Handouts

### Health Risk Assessment Software & Corporate Wellness Program

- Corporate Proposals, Health Fairs, Seminars & Letters of Introduction

***It's a Lifestyle… Not a Diet®***

**REIMBURSEMENT & MARKETING BENEFITS ARE SUBSTANTIAL**

Licensed Clinical Nutritionists Helping Doctors Win at Credible Nutrition Counseling

**www.PhysicianWellnessProgram.com • 800-699-8106**