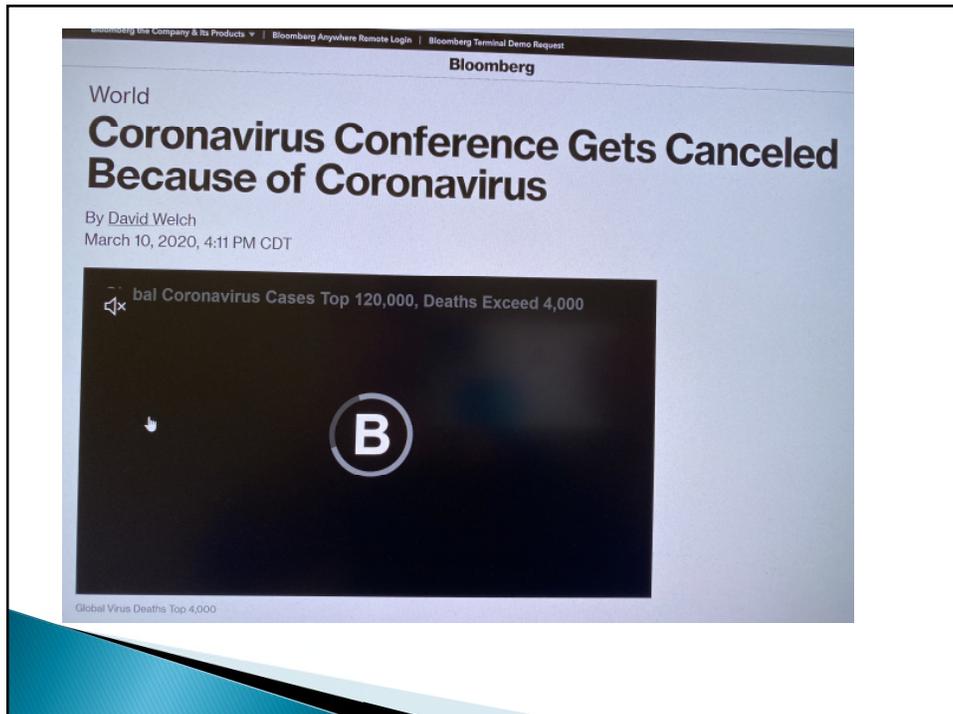


# Functional Medicine for the 21<sup>st</sup> Century

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## OUTLINE

- 1) REASON FOR FM
- 2) ELEMENTS FOR SUCCESS?
- 3) WHAT TO TEST FOR
- 4) INTERPRETATION
- 5) INFLAMMATION
- 6) ADVANCED DETOX
- 7) COVID-19 Current update
- 8) ULTRA-IMMUNITY

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## MY BIRTHPLACE



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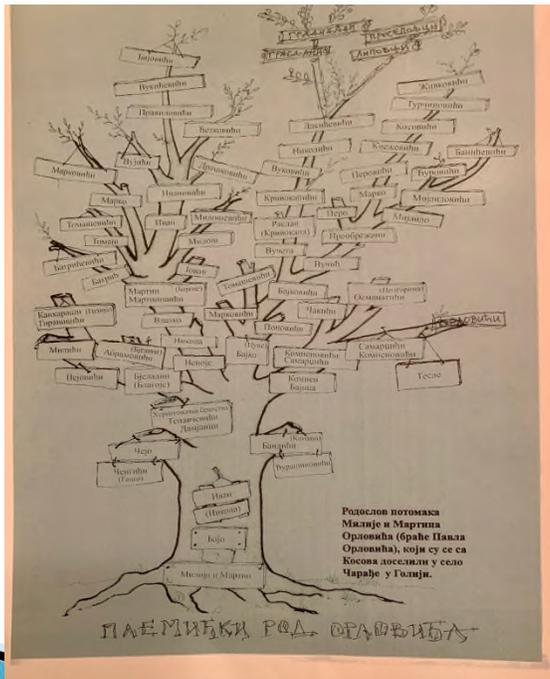


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### Village Krligate (far from civilization)

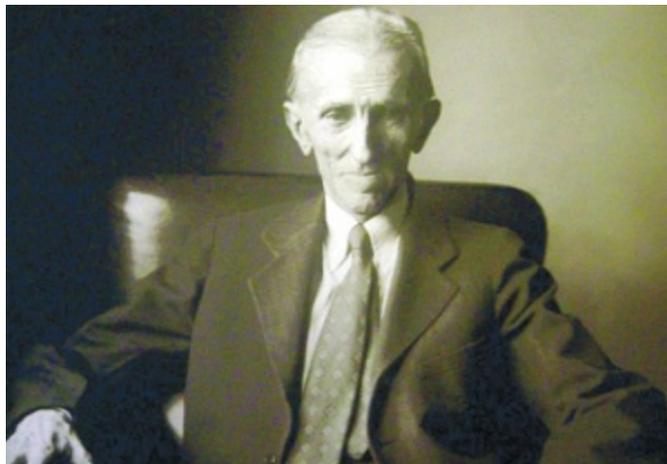


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## Nikola Tesla (Orlovic)



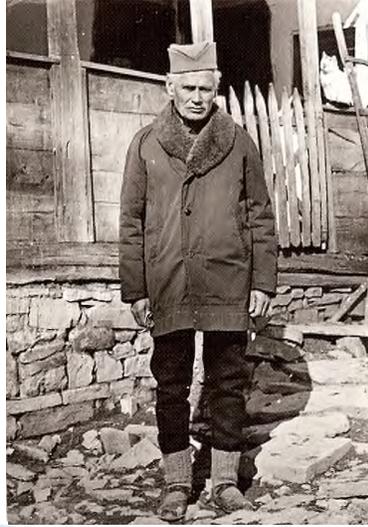
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## Grandmother Stoika



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## Grandfather Bogdan



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## My Parents



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## PURPOSE

- ▶ You can't give what you don't have
- ▶ CONGRUITY of one's life
- ▶ Practice what you are instructing others to do
- ▶ What is the STORY of your life?
- ▶ GOALS

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## EDUCATIONAL BACKGROUND

- ▶ JOURNALIST
- ▶ MA IN NEW TESTAMENT THEOLOGY
- ▶ ND
- ▶ BOARD CERTIFIED ANTI-AGING & FUNCTIONAL MEDICINE
- ▶ BORN IN A FAMILY WITH CENTURIES OLD HEALING TRADITIONS (300+ years)

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## My Approach

- ▶ CLARITY
- ▶ JOURNALISTIC
- ▶ DETECTIVE
- ▶ FACTUAL
- ▶ RELEVANT
- ▶ INTUITIVE
- ▶ PRACTICAL SUCCESSFUL OUTCOME

Make things as simple as possible, but not any simpler than that.

- Albert Einstein

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## JOURNALISTIC APPROACH

### 5 W'S

- ▶ Who
- ▶ What
- ▶ When
- ▶ Where
- ▶ Why

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## The basis for Functional Medicine

- ▶ Functional medicine addresses the **underlying causes** of disease, using a systems-oriented approach and engaging both patient and practitioner in a therapeutic **partnership**. It is an evolution in the practice of nutritional medicine that better addresses the healthcare needs of the 21st century.
- ▶ The shift from the disease-centered to a **patient-centered** approach
- ▶ Functional medicine addresses the **whole person**, not just an isolated set of symptoms.
- ▶ **Treat the Patient, not the Disease**

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## Functional Medicine

- ▶ Facts
- ▶ Cause
- ▶ Mechanism
- ▶ Interdisciplinary
- ▶ Function
- ▶ Solution

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- ▶ **Integrative medicine** refers to the use of all appropriate therapeutic approaches (conventional and alternative) in a framework that focuses on the whole person and that reaffirms the relationship between doctor and patient.

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## The Merck Manual:

- ▶ **Conventional medicine** defines health as the **absence of disease** or dysfunction. The main causes of disease and dysfunction are usually considered to be isolated factors, such as bacteria or viruses, ...and treatment often involves drugs or surgery.
- ▶ In contrast, **alternative medicine** practices often define health holistically, that is, as a balance of systems—physical, emotional, and spiritual— involving the whole person. Treatment involves strengthening the body's own defenses and restoring these balances.

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## The Merck Manual:

- ▶ In 1997, **629 million visits** to alternative medicine practitioners, a 47% increase since 1990. This number substantially exceeds the **386 million** visits made to all primary care doctors in the same year.

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- ▶ Jan. 28, 1993, *New England Journal of Medicine (NEJM)* reported that Americans visit alternative therapy practitioners more often than their medical doctors, spending about **\$13.7 billion** on the unconventional therapies a year (three-fourths of it out of pocket), the medical world began to pay attention.

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- ▶ [U.S. Department of Health & Human Services](#)
- ▶ **Statistics on Complementary and Alternative Medicine**
- ▶ **National Health Interview Survey**
- ▶ In 2007, approximately **38** percent of U.S. adults aged 18 years and over and approximately 12 percent of children used some form of CAM.
- ▶ In 2007, U.S. adults spent **\$33.9 billion** out-of-pocket on visits to CAM practitioners.

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## Marketing your practice

- ▶ Oakley Smith, D.C
- ▶ Minora C. Paxson, D.C.
- ▶ Solon Massey Langworthy, D.C.
- ▶ In the 1903–1904 period. Drs. Smith and Paxson joined the faculty of the [American School of Chiropractic and Nature Cure](#) in Cedar Rapids, Iowa, founded by Dr. Langworthy sometime in 1903.
- ▶ Langworthy's school departed from D.D. Palmer's chiropractic model
- ▶ **Langworthy advocated and employed a wide range of "natural" healing methods**

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- ▶ Are you actively and effectively participating in this decades long revolutionary change in the healthcare model?

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## Marketing your practice

- Internet revolution in the 21<sup>st</sup> century has changed the business landscape for everyone
- Traditional model of advertising doesn't work anymore
- There is no competition to you
- Marketing alone of any kind is useless unless you have a...

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## PURPOSE

- ▶ You can't give what you don't have
- ▶ CONGRUITY of one's life
- ▶ Practice what you are instructing others to do
- ▶ What is the STORY of your life?
- ▶ GOALS

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## Three Secret Ingredients for Success

1. Product
2. Story
3. System to tell the story

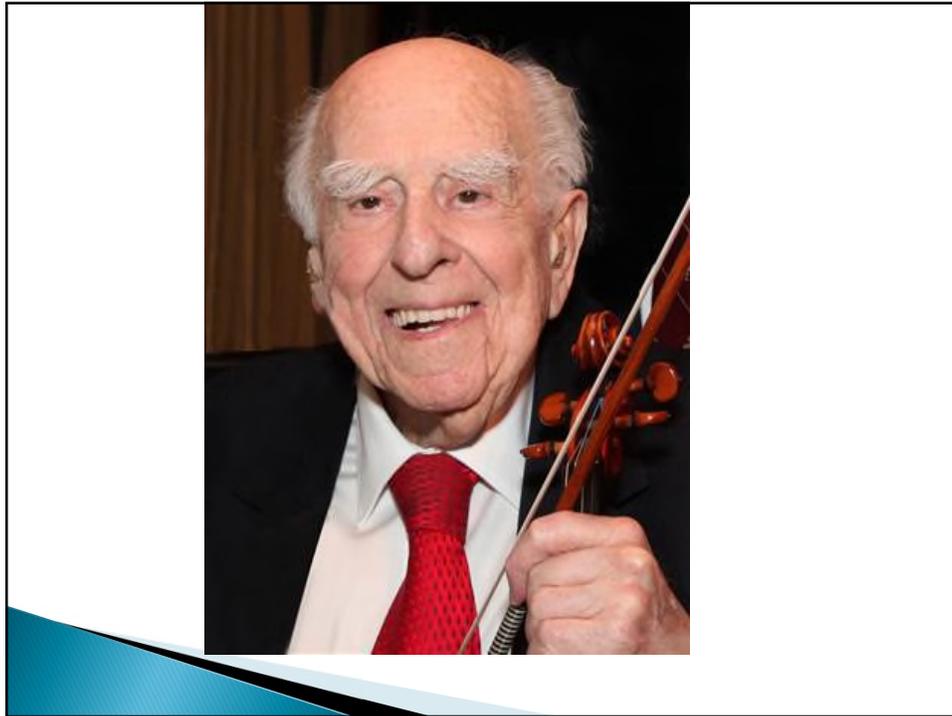
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"I start my day, just like everyone else who is working. I get up about 7:30 or 8:00 a.m., take a shower and I have breakfast at my home in San Mateo. I go into work three days a week in San Francisco. I have major administrative duties as director of our research center. Then I come home, have some dinner, and spend time with my gorgeous wife, and then I play the violin. I'm a musical nut. I play almost every night, for at least 30 to 45 minutes. And then once a week, we have chamber music at my home. We're the San Andreas Quartet. I think it's important to remain engaged in life, and music and my work are ways to do that."

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**Dr. Ephraim Engleman, 103, on  
longevity and why he'll never retire**

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“The first thing I would say to people is pick your parents, and you’ll get some good genes. But that’s not true in my case. My dad died in his sixties and my mom died in her seventies.”

“You also need to pick the right spouse and encourage sex. Enjoy your work or don’t do it, and under no circumstances should you retire voluntarily.”

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A sense of humor:

“Also, keep breathing. That’s absolutely critical to longevity.” 😊

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**Do you ever want to retire?**

“Oh no, absolutely not. As long as the university will have me, and as long as my brain is good, I’m going to keep on working. It’s just important to stay engaged. I guess it is amazing that I’m 103, but it’s important to remember that age — it’s just a number. I’m too busy to dwell on my age.”

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## Three Secret Ingredients for Success

### 1. Product

- YOU are the most important
- Supplement line quality
- Colors on the wall
- Front Office staff

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## Three Secret Ingredients for Success

### 2.STORY

- Why are you a doctor?
- What is unique about your approach?

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[www.raybisevac.com](http://www.raybisevac.com)

*“Ray was my first teacher in nutritional sciences, as I was transitioning my practice from Allopathic model to Integrative Medicine in the mid 90's. He has a comprehensive foundation of nutritional principles that far exceeds most physicians I know and I would highly recommend him as a consultant.”*

Joseph Mercola D.O.  
[www.Mercola.com](http://www.Mercola.com)

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### 3. System to Tell the Story

- ▶ Less than 1% of doctors
- ▶ **Weekly**
- ▶ Concise, Informative, Valuable
- ▶ Videos
- ▶ Blogs
- ▶ Social Media; Facebook etc.
- ▶ Seminars

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## SECRET

- ▶ Your best audience are your patients
- ▶ You are not a bad doctor, they just forgot about you
- ▶ Secret is in gentle reminder

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## Resources:

- ▶ Metabolic Management  
[www.MetabolicManagement.com](http://www.MetabolicManagement.com)  
[support@metabolicmanagement.com](mailto:support@metabolicmanagement.com)  
800-373-1373
- 1. Distributor
- 2. Professional Seminar organizer
- 3. Practice consulting in the area of Functional Medicine

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## Resources

- ▶ [www.TuesdayMinute.net](http://www.TuesdayMinute.net)  
40 countries in the world, within 2 years
- ▶ [www.TheWellnessMinute.com](http://www.TheWellnessMinute.com)

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## Dr. Paul Varnas D.C.

- [www.WholeHealthAmerica.com](http://www.WholeHealthAmerica.com)
- [www.WholeHealthUS.com](http://www.WholeHealthUS.com)
- [l-arborvitae@comcast.net](mailto:l-arborvitae@comcast.net)
- ▶ Phone: 773-519-0007

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## The first 2–3 visits crucial

- ▶ Psychological boundaries
- ▶ Developing relationship: 3 months crucial
- ▶ Start slowly
- ▶ Clear direction

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## The Wellness Program

- ▶ Wellness Care Report
- ▶ Anti-inflammatory Diet
- ▶ Pro-Multi Plus
- ▶ Biomega 3 or Optimal EFA
- ▶ BioDoph 7
- ▶ Bio D Mulsion Forte

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## The Wellness Program II

- ▶ Nutrition Assessment Questionnaire
- ▶ Wellness Care Report
- ▶ Follow up after certain period.

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## The Wellness Program III

- ▶ The 1<sup>st</sup> Visit:
- ▶ Nutrition Assessment Questionnaire
- ▶ Don't offer solutions
- ▶ Evaluate thoroughly
- ▶ Do the testing
- ▶ Order lab work

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## Labs:

- ▶ Trace Elements (mineral analysis)  
800-824-2314
- ▶ Spectracell.com 800-227-5227  
Nutrition Panel, Hormones, Thyroid/Adrenal
- ▶ Doctor's Data 800-323-2784 (stool analysis)
- ▶ KBMO 617-933-8130 Allergy testing

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## The Wellness Program III

- ▶ The 2<sup>nd</sup> visit
- ▶ Explain the Wellness Report
- ▶ Explain the lab work results
- ▶ Lifestyle Changes
- ▶ Dietary Changes
- ▶ Specific highly customized supplements

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## 3 Step Detox Program

- ▶ Great beginning
- ▶ Psychologically acceptable
- ▶ Addresses true need
- ▶ Addresses commonly accepted buzzword
- ▶ Starting at the common ground
- ▶ Scientifically designed
  - 1) Preparation (inflammation)
  - 2) Detox
  - 3) Restoration (cellular repair)