Integrative and Functional Medical Nutrition Therapy (IFMNT)

Online Training

Enjoy the Fruits of Success with Functional Nutrition Therapy

Presented By
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Susan Allen, RDN, LDN, CCN

• Nationally recognized Functional Nutrition expert, considered a pioneer, with over 25 years in practice, over 13 years as a mentor/consultant to students, interns & colleagues

• Lectures nation-wide, has numerous media appearances, and is a published author. Invited speaker for the 2018 Integrative Healthcare Symposium (IHS) in NYC and this year’s Lifetime Achievement Award recipient given by Dietitians in Integrative and Functional Medicine (DIFM) AND DPG

• Has held appointments on many professional boards including 3-year Chair for DIFM and the Institute for Functional Medicine’s Nutrition Board.

• Just over 6 yrs ago, launched Next Level Functional Nutrition, a successful initiative providing valuable online training to healthcare professionals (and students of the health sciences), who want a step into the 21st century where the cutting edge of science, nutrition, and medicine meets to answer public demand for a new medical paradigm!
Objectives

• Describe the basics of Integrative & Functional Medical Nutrition Therapy
  – How is it different and why should you care?
• Share Success stories with practitioners using IFMNT
  – And best-practice tips!
• You can have use IFMNT in practice and have success too!
Changing Views

• With recent healthcare/insurance changes
  – More money coming out of patient’s pocket
  – More discerning about healthcare choices
  – People want their money’s worth

• Many are fed up!
  – Told labs are normal and that nothing is wrong, when they know otherwise (“functionally ill”)
  – With medications that don’t fix the problem, or worse yet, create more problems
Are You Prepared?

• Doctors so often just don’t have the time to address cases deeply. They’re hands are tied by insurance mandated “standards of Practice”
• RDNs have a reputation
  — For being influenced/educated by big agra and food giants
  — For not keeping up with the times
  — For not being well equipped to address ALL nutritional aspects
    • Food as medicine
    • Dietary supplement use

If you aren’t able to meet their healthcare needs, The public will find someone who can!
Drawbacks To The Conventional Approach

• Disease-centered
• Focus on symptoms of the day
• Assessment / diagnosis can fall short
• Impairs effectiveness of treatment
• Generates patient dissatisfaction

Integrative Medicine

The practice of medicine “that reaffirms the importance of the relationship between practitioner and patient, focuses on the whole person, is informed by evidence, and makes use of all appropriate therapeutic and lifestyle approaches, healthcare professionals, and disciplines to achieve optimal health and healing.”

Nutritional Medicine

• Based on the principle that nutrients, including essential micronutrients, are required for the proper functioning of all the biochemical processes on which our bodies depend.

• Therefore, when treating symptoms or diseases, we look for the underlying causes which, although often partly genetic, are usually very much tied up with nutritional and environmental factors.

The unique genetic makeup of each patient is considered, along with both internal (mind, body, and spirit) and external (physical and social environment) factors that affect total functioning. This approach looks at core imbalances that underlie symptoms and are the root of chronic health conditions.

Functional medicine focuses on prevention through nutrition and more...
- Laboratory testing and other diagnostic techniques
- Combinations of drugs and/or botanical medicines
- Exercise
- Supplements
- Therapeutic diets
- Detoxification programs
- Stress-management techniques.
Functional Nutrition & IFMNT Practitioners

• Looks beyond food eaten, addresses digestion, the absorption, and assimilation/utilization of nutrients.

• Looks at the foundational way that food affects the body even at the cellular level

• Addresses nutritional needs beyond which can be obtained from a good-varied diet

• Considers evidence-based therapeutic application of nutrition for health conditions

• Fosters a partnership between patient and practitioner, within which the best of conventional, complementary, and alternative medicine practices can be explored & considered
How is IFMNT Different?

• Deeper-wider assessment
• More critical lab interpretation/uses functional labs
• Uses food as medicine
• Incorporates dietary supplements as needed
• Addresses foundational GI health & detox capacity
• Focus on core sub-clinical imbalances that such as oxidative stress and inflammation
IFMNT Goes Deep

• GI health
• Detox
• CardioMetabolic  
  – Blood sugar management  
  – Cardio/lipid management  
  – Weight management
• Endocrine  
  – Hormone balance  
  – Thyroid health  
  – Adrenal health
• Modification of DNA can influence biochemical and metabolic pathways
  – Increase a person’s risk of chronic dx as they age
• Single Nucleotide Polymorphisms (SNPs) - slow progression of someone’s evolution
  – Represent the disease risk
• Epigenetics: The expression of one’s genetic potential
  – Environmental influences – can include diet
Integrative and Functional Nutrition Overall Goals:

• Maintain Biochemical Balance
• Achieve Optimal Health
• Prevent Chronic Disease
Functional Nutrition (FN): A New Paradigm

- Remember comfort level
  - Incorporate FN slowly - one step at a time
  - Don’t need to know it all before you begin
  - There’s no right way - fit it into your current practice “as appropriate”; expand as you are better trained
  - Best practice: refer when necessary (deeper or broader support)
Success Stories

Repeat
Dream
Win
Learn
Work
Opportunity Knocks!

It’s up to you – Are we taking the responsibility to educate yourself and meet the growing demand?

Again, if you don’t, someone else will be glad to take your business!
IFMNT Specialists Enjoy...

• Having a large % of clients who exceed their health goals
• Helping clients reverse chronic illness after ‘trying everything and seeing everyone else’
• Having clients become raving fans & telling their friends/family about their successes
• Other doctors & practitioners hearing about their success stories and referring more
• Increased professional respect and amazing practice and/or career growth!
Benefits of Incorporating IFMNT into Practice

Added expertise gets you...

– Added respect from the healthcare team
– More referrals
– Competitive edge
– More income
– Increased patient successes
– Increased career satisfaction!

Separate yourself from the crowd!
Don’t get stuck in the past
Your future is straight ahead!
IFMNT Training

• Taught by a 25 yr veteran, with a decade of mentoring experience, and going on 5 years of group training.
  – Expert guest speakers in levels 2 & 3

• Evidence based and designed specifically for the Nutrition focus of Functional Medicine (health professional only)

• 3 Levels of on-line learning, no need for travel
  – Intro course – 7 weeks (14 CPE)
  – Level 2 Certificate of Training (15 months – over 100 CPEs)
  – Level 3 Advanced Training (12 months - 60 CPE)

• All CEUs pre-approved for RDNs (over 200!), others may submit to their professional organizations

• Most comprehensive and cost effective for what you get

• Not just didactic, but mentoring as well!
Online IMFNT Training/Certificate of Training

- Mostly live, interactive webinars - All Webinars Recorded
  - Accessible during the series and for 1-2 months after
  - Review as many times as you like. Slides provided are yours to keep permanently

- Interactive private member’s forum
  - Provides ongoing discussion, question/answer time between webinars, networking, community

- Loads of handouts, resources, additional material

- One-to-one mentoring included with Susan Allen Evenson, RDN, CCN (discounted for training participants after first free session)

- Substantial discount to Gaby Nutritional Medicine Text and more

- Referrals from patients/doctors seeking IFMNT
Transform Your Practice with Functional Nutrition!

- Next 7-wk IFMNT Foundations: Thursdays – starting 11/1/18
- Next Certificate of Training program: 1/31/18
- Become a Functional Medicine Nutritionist (FMN)
  https://www.nextlevelfunctionalnutrition.com/coursesregistration/
Special!!!

• 1 week only! Foundations is only $199
  – Normally $449
  – Use code “SAVEBIG” at checkout
  – This code expires Oct 29th

• Come see us at FNCE – Member Product Marketplace booth 3005
• What’s Your Story?
• Write Your Future
• Don’t be afraid of Failure
• Minimize failure by being best prepared
• Do it better
• Failure is not failure if you learn from it
• Success takes work
How Many Success Stories Do You Need to Hear Before You Write Your Own?
Thank You

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