

Hello Functional Medicine Discussion Group members:

Our next meeting will be **Thursday May 25 at 6:30** and we will be joined by **James Maskell** on **How to Build a Successful Functional Medicine Practice**. James is a very successful business consultant for health practitioners and the founder of The Evolution of Medicine and of The Functional Forum. We will meet in the MultiPurpose room (UPSTAIRS) at the Santa Monica library at 601 Santa Monica Blvd. with the parking lot entrance on 7<sup>th</sup> Street. **Please let me know as soon as possible if you will be able to attend** by sending me an email with **RSVP Maskell** in the subject line. As usual, Metagenics will be providing some healthy food. If you have not done so already, please join our closed Facebook page, **Functional Medicine Discussion Group of Santa Monica** where we have been having some interesting discussions on various topics in healthcare.

James Maskell has made himself an important figure in the field of Functional Medicine by creating a very successful education program, The Functional Forum, in which he sets up videotaped lectures with prominent figures in healthcare and then gets practitioners to organize meetings around the country and around the world in which they show the videotaped performance and then have a discussion around it. In fact, Dr. Gabriel Niles, a member of our group, is currently organizing a Functional Forum meeting monthly. James has dedicated himself to promoting the spread of preventative medicine in the United States and around the world because it is the way to reduce the chronic disease burden that conventional medicine is only managing but not reversing or reducing.

James wrote *The Evolution of Medicine*, a best-selling book, which is dedicated to encouraging doctors to practice Functional Medicine, and helping functional Medicine practitioners to succeed. James also has a popular podcast, <http://functionalforum.com/podcast/>, a newsletter, a summit, and organizes many other educational programs for Functional Medicine practitioners. Here are a couple of promo videos that James put out to help practitioners get more new patients, to transform conventional medical patients into Functional Medicine patients, and to reactivate old patients who have stopped coming in: <http://goevomed.com/get-more-patients?&> James offers various group and personal coaching programs to help Functional Medicine doctors thrive and prosper, including his Practice Accelerator <https://www.functionalmedicine.org/programs/PracticeAccelerator/>. One of the things that James recommends is a membership model for patients where they pay a monthly fee instead of just paying for their visits each time they see you. This makes for more long term patients who are more committed to having you help them to reach their ultimate health goals.

We are going to pick James's brain to get a few kernels of wisdom that we can utilize in our practices to not only acquire more new patients, but to better organize and manage our current practices, and to leverage new technologies. For example, here is a promo for a smart phone app company that James has partnered with, Nudge Coach: <https://nudgecoach.com/goevomed?&> Come and bring some questions and plan to participate in a lively discussion with James Maskell on the 25<sup>th</sup> on how to have a more successful Functional Medicine practice.