

Your Best Next Moves for Next-Level Healthcare: The Integration of Technology, Medicine, Health & Fitness and Why Early Adopters and Innovators Stand to Win Big

JR BURGESS

CEO MedFit Network & HealthOvators
Two Time # 1 Best Selling Author





THE PROBLEM

- Money
- Confidence
- Communication
- Censorship
- Clarity on the Solution
- Time



HEALTHCARE CRISIS

- We **Can't Support the Rising Costs, IMPLOSION** is Inevitable
- 90% of Chronic Disease is **PREVENTABLE**
- We **NEED** to Target the **ROOT CAUSES** to Truly Change Health and Decrease Costs



BREAK THE PATTERN!





I WANT YOU TO ASK YOURSELF & VISUALIZE

**The Solution to Reverse or Better Manage
Chronic Disease and Body Degeneration
While Building a Impactful, Profitable and
Sustainable Healthcare Model that
Restores & Regenerates Health.**

THE ANSWER: MEDICAL FITNESS

- Exercise-Medically Supervised
- Health/Life Coaching
- Weight Optimization
- Lean Muscle Gain, Fat Loss
- Healthy Nutrition Services
- Hormone Optimization

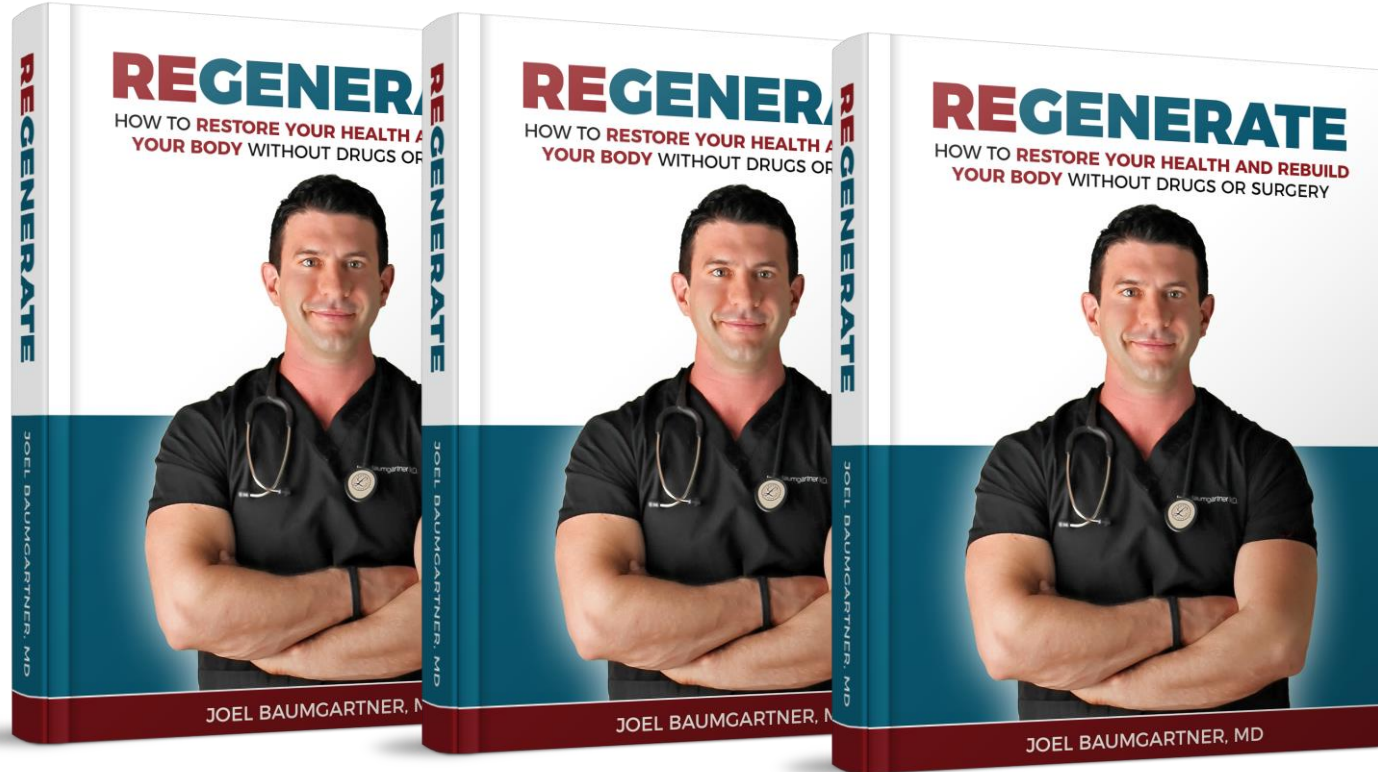


THE ANSWER: MEDICAL FITNESS

- Avoiding Food Sensitivities/Gut Health
- Genetic Testing
- Good Sleep Hygiene
- Stress and Adrenal Control
- Regenerative Procedures
- Nutraceuticals
- Bio-Hacking









MEDICAL FITNESS FACILITY 2009



SUSAN BEFORE

- Chronic Pain
- Depression
- Obesity
- 7 Joint Replacements
- 17 Medications



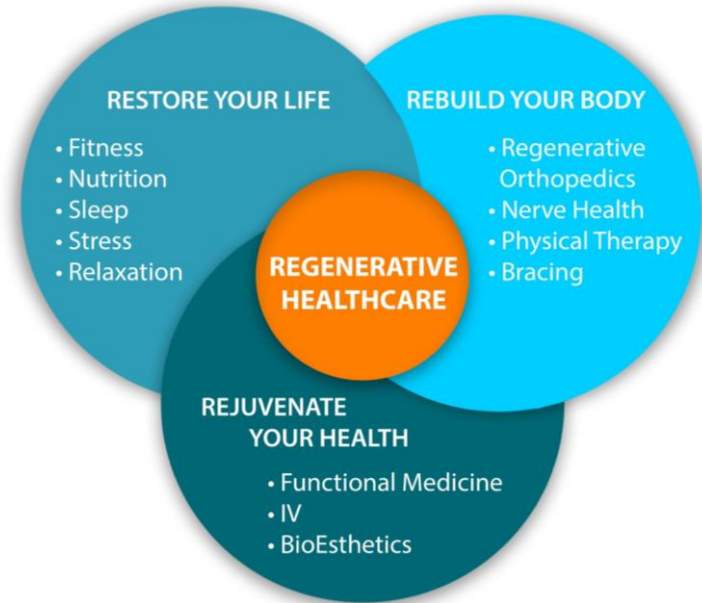
SUSAN BEFORE



SUSAN AFTER

REGENERATIVE HEALTHCARE...

A 3 Step System That Provides **Predictable & Consistent Results**





MEDICAL FITNESS FACILITY 2013



50
Pounds Lost

BEFORE



AFTER



62
Pounds Lost

BEFORE



AFTER

98 Country



35
Pounds Lost

BEFORE



AFTER



90
Pounds Lost

BEFORE



AFTER

WEIGHT LOSS & PERFORMANCE CENTER
Rejuv **MEDICAL**
 JOEL BAUMGARTNER, M.D.
 Without a **HEALTHY** weight,
 One can't have **HEALTHY** joints.
 Medical Weight Loss Programs,
 without the pills, bars, & shakes.
320.281.5100



93
Pounds Lost

BEFORE



AFTER



75
Pounds Lost

BEFORE



AFTER



100
Pounds Lost

BEFORE



AFTER

**INSERT
YOUR
PHOTO
HERE**

BEFORE

XX
Pounds Lost

AFTER

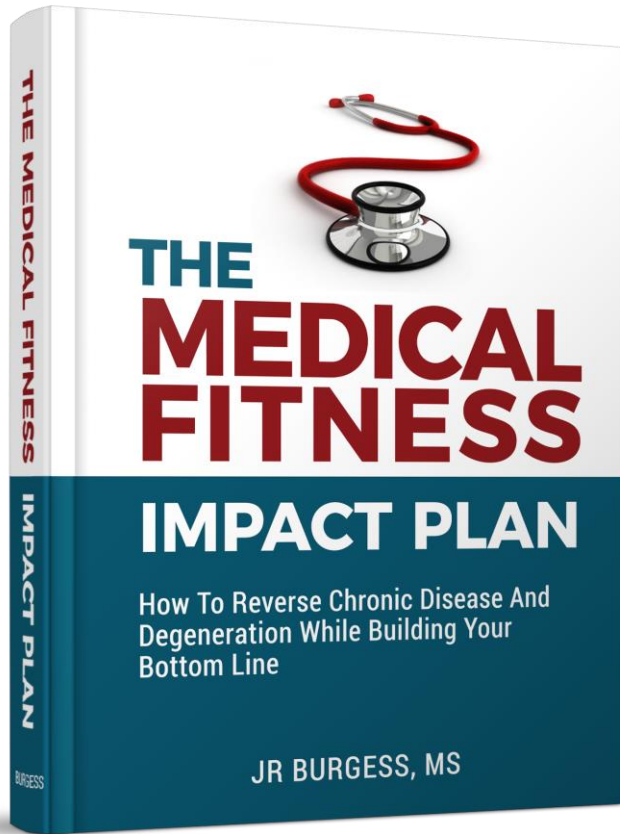


AFTER



2015 Innovation Award Winners!





FREE GIFT!

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LOCATIONS



CLINICAL MODELS

- Clinic
- Nutrition Center
- Hospital
- Surgery
- Physical Therapy
- Chiropractic
- Naturopath
- Stand Alone Gym
- Company-Corporate Wellness

MEDFIT



Rejuv Medical Asia
PRP Workshop for the Lower Extremity
關節PRP注射醫 開講





DR. TAIT

- **Forced to See Hundreds of Patients**
- **Drugs or Coverups**
- **Decreased Reimbursements**
- **Red Tape, Insurance**
- **No Business & Marketing Know How**

Regenerativ

EDUCATION JUM

I
PERSONAL

II
BUSINESS

III
MARKETING
& SALES





HEALTHOVATORS

HEALTHOVATORS

PILLAR ONE

PILLAR TWO

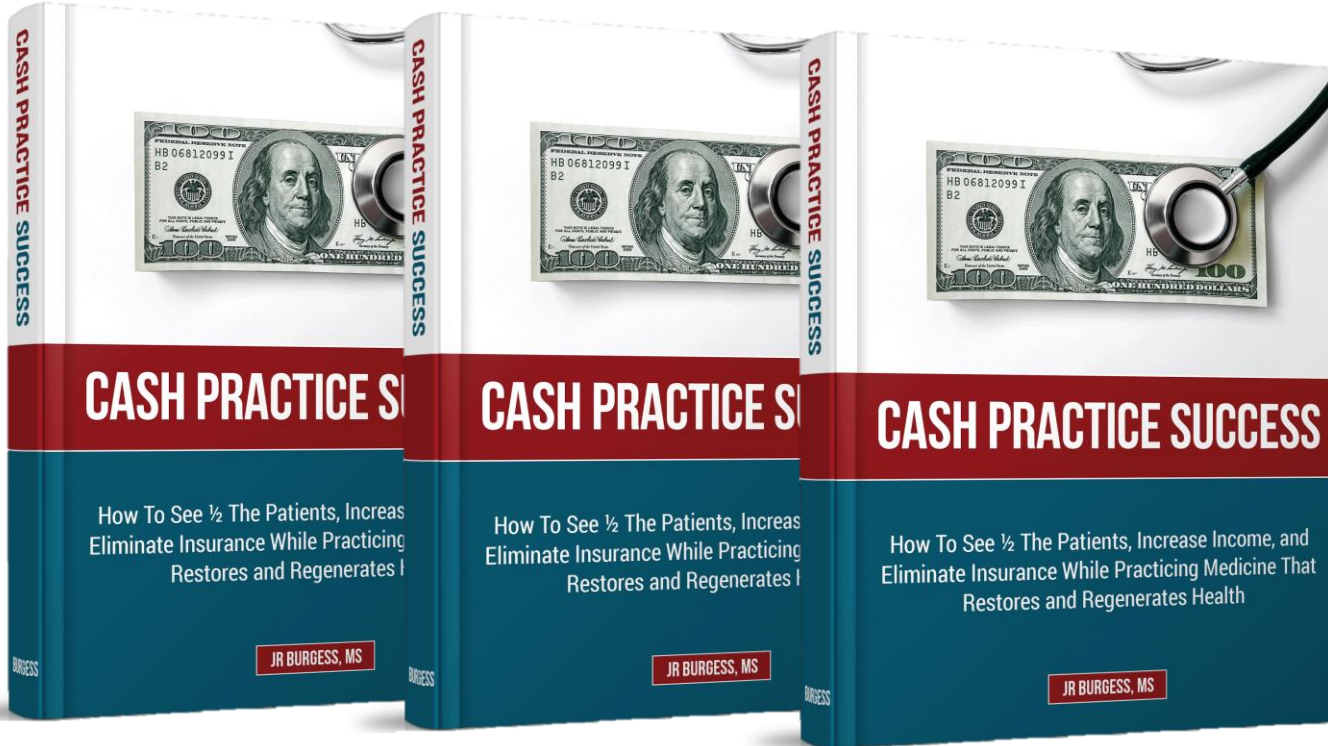
PILLAR THREE

PILLAR FOUR

PILLAR FIVE







CASH PRACTICE SUCCESS



CASH PRACTICE SUCCESS



CASH PRACTICE SUCCESS



CASH PRACTICE SUCCESS

How To See 1/2 The Patients, Increase Income, and Eliminate Insurance While Practicing Medicine That Restores and Regenerates Health

JR BURGESS, MS

CASH PRACTICE SUCCESS

How To See 1/2 The Patients, Increase Income, and Eliminate Insurance While Practicing Medicine That Restores and Regenerates Health

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CUSTOMIZED PRACTICE BLUEPRINT AND RESOURCE LIBRARY

REGENERATIVE SKILLS TRAINING LABS

PRIVATE FACEBOOK GROUP

LIVE MONTHLY PILLAR ACCOUNTABILITY CALLS

COMPREHENSIVE CLINICAL SYSTEMS AND BLUEPRINTS

2-DAY FULL SHADOW EXPERIENCE AT REJUV MEDICAL

5 PILLARS OF PRACTICE SUCCESS

5 PILLARS OF PRACTICE SUCCESS

PILLAR ONE - PERSONAL

PILLAR FOUR - MEDICAL BUSINESS

PILLAR FIVE - FINANCIAL

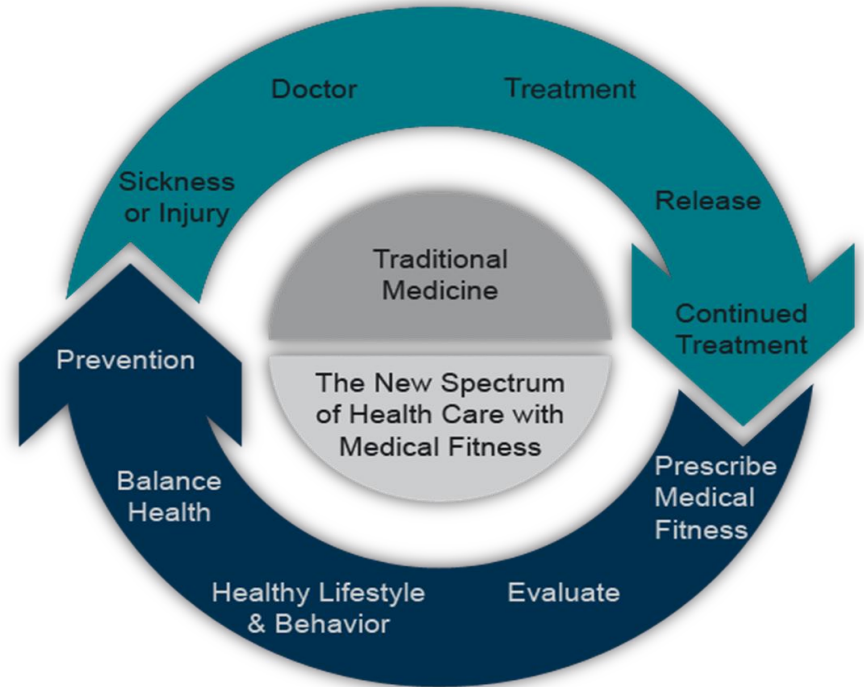
VIP

THE SELLING WITHOUT SELLING SYSTEM & MARKETING BLUEPRINT

VIP TICKET

SOLUTIONS

- Innovation
- Collaboration
- Education
- Integration



INNOVATION

- Tele-Med
- Membership Sites
- AI
- Technology
- Reinvention
- Advanced Lab Testing & Screenings
- Integrated Healthcare Centers
- Access for all (outcomes, compliance, liability, safety, concierge)



5 STEPS TO STRATEGIC INNOVATION

- New Voices
- New Questions/Conversations
- New Perspective
- New Passion
- New Experiments



COLLABORATION

- Physical
- Internal
- Mental
- Emotional
- Spiritual



5 WAYS TO BEGIN YOUR JOURNEY INTO MEDICAL INTEGRATION

- **Renting space** as an independent contractor
- Referral **partners**
- **Be an IC** for Health Coaching/Training: EWYD
- Becoming **an employee**
- **Partnering** as separate coaching or management company

4 RESPONSIBILITIES OF THE IMPLEMENTER: SOLUTION

- **Grow** the practice
- **Transform** the patients
- Administrative roles
- Management and leadership

BUILDING PHYSICIAN TRUST

- Communication
- Follow Through
- **Say What You Mean,
Mean What You Say**
- Produce Results and
Make Them Look Good
- Refer to Them
- Become Indispensable



EDUCATION

- Network
- **Community**
- Fitness Specialty
- Medical Industry Knowledge
- **Business-Attraction**, Conversion, Operations, Retention
- Expertise In and Outside the Whole Paying Field



ATTENDING

FELLOWSHIP

RESIDENCY

INTERN

**MED
SCHOOL**

THOUGHT LEADER

ENTREPRENEURSHIP

LEADERSHIP

COMMUNICATION

PRODUCTION

JOY

WEALTH

HEALTH

FINANCIAL

**FAMILY &
FAITH**

MEDFIT Progression Plan

MASTERMIND

Step by step Mentorship Supporting Personal Trainers, Health Coaches and Physicians in Building A Proven New Model of Healthcare

BECOME A MEDFIT AMBASSADOR; APPLY TO BE A PRO OF THE YEAR

Participate in a community of like minded professionals that are dedicated to making an impact.

JOIN THE MEDFIT NETWORK

Includes access to free weekly educational webinars on topics to stay up to date in the medical fitness space



BUSINESS SUMMIT

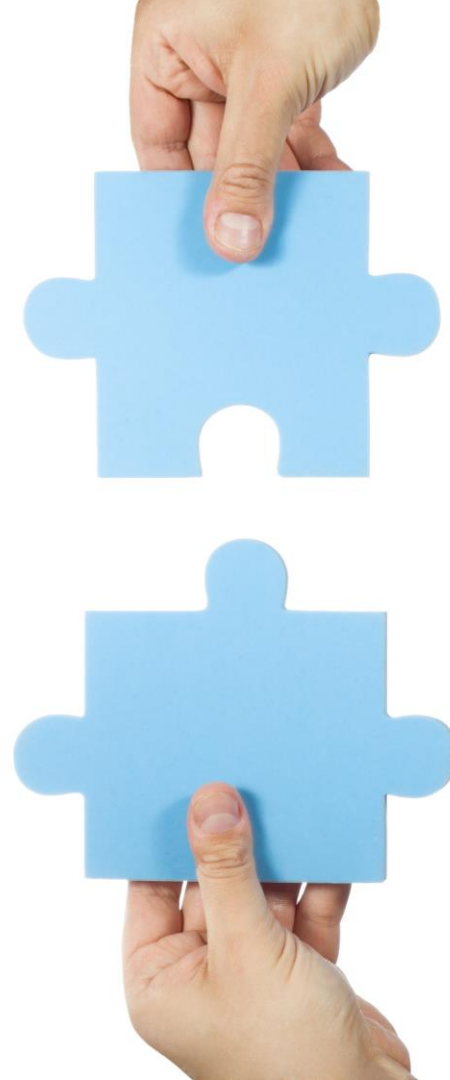
Once you have the skills learn how to build an impactful, sustainable and profitable business in uncertain times.

SPECIALIZED EDUCATION

Complete the Medical Fitness Practitioner online course, or other medical fitness specializations via online courses or live/virtual MedFit LEAPs.

INTEGRATION

- Fitness Specialty
- Medical
- Business-Network
- Community
- Expertise

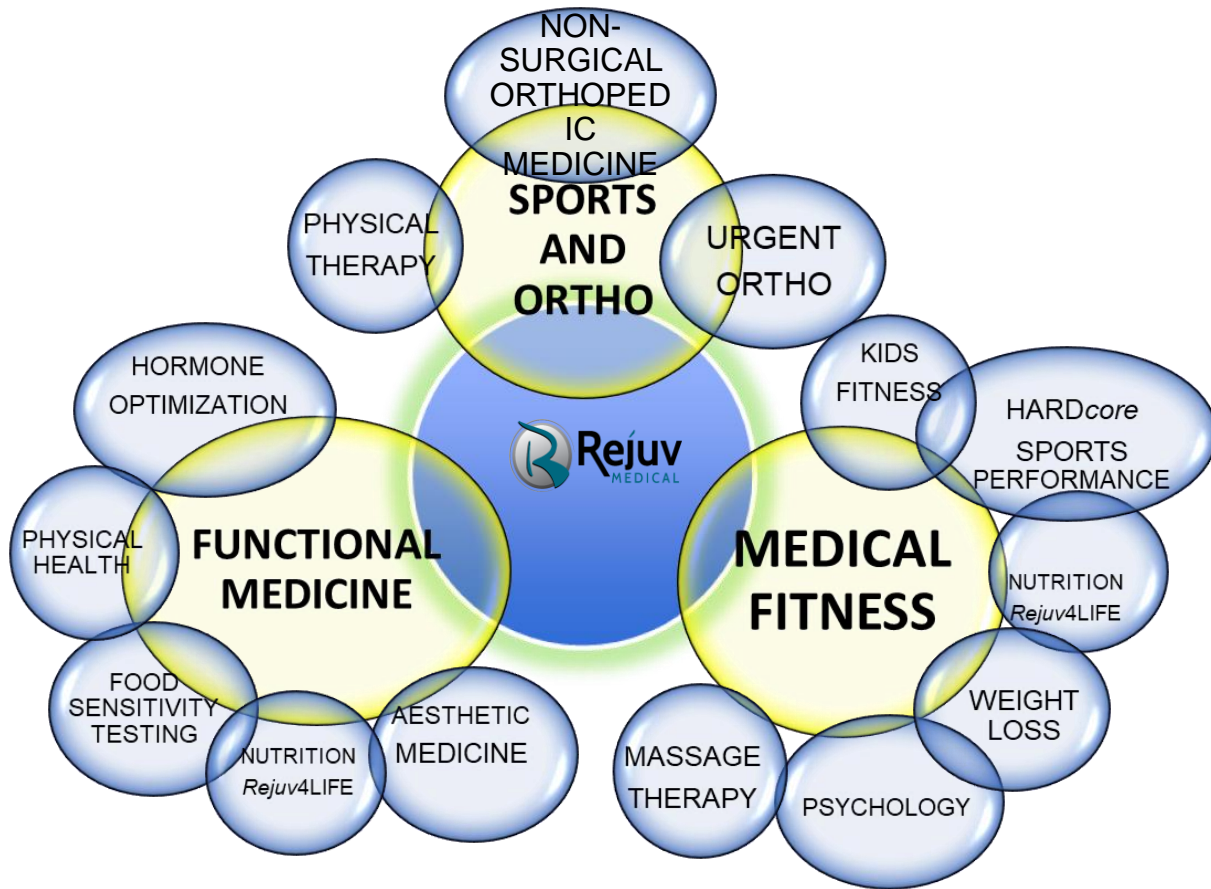


HYPER-AWARE OF NEEDS IN EACH AREA

- Leadership and Influence
- Attraction
- Conversion
- Operations/Production
- Retention



**Leverage Time
+ Systems and Technology
= Better and Faster**





PLAN QUESTIONS

PATIENT NAME:

P Procedures and Prescriptions

- | | |
|--|----------|
| 1. Does pain interfere with your daily life? | YES / NO |
| 2. Has surgery been recommended for an orthopedic issue? | YES / NO |
| 3. Do you feel like you should perform at a higher level? | YES / NO |
| 4. Is pain an emotional burden for you? | YES / NO |
| 5. Are you looking for non-surgical and drug free options to better manage or resolve your pain? | YES / NO |

L Lifestyle and Learning

- | | |
|---|----------|
| 6. Do you have consistent strategies to manage your stress? | YES / NO |
| 7. Do you have a supportive spouse/family/friend to help you with your health journey? | YES / NO |
| 8. Does pain affect your ability to fall asleep, stay asleep and your energy throughout the day? | YES / NO |
| 9. Do you currently take daily supplements to optimize your health? | YES / NO |
| 10. Do you feel informed on the cause or triggers surrounding your pain? | YES / NO |
| 11. Have you undergone testing recommended by a provider such as hormone, heavy metal, or genetics testing? | YES / NO |

A Age and Activity

- | | |
|---|----------|
| 12. Do you consistently exercise a minimum of 3 days per week? | YES / NO |
| 13. Have you had any decline and strength, flexibility, balance or weakness? | YES / NO |
| 14. Are you happy with your skin texture, tone and quality? | YES / NO |
| 15. Do you experience brain fog, forgetfulness and loss of cognitive functioning? | YES / NO |
| 16. Does your health allow you to have the endurance to do all the things you love? | YES / NO |

N Nutrition and Next Steps

- | | |
|---|----------|
| 17. Do you believe eating healthier and learning more about nutrition could help your pain? | YES / NO |
| 18. Could you see how losing weight could benefit your body's ability to thrive? | YES / NO |
| 19. Have you completed a gut or food sensitivity test? | YES / NO |
| 20. Do you currently drink more than 8 glasses of water per day? | YES / NO |
| 21. Are you prepared to do whatever it takes to achieve your goals? | YES / NO |
| 22. Do you need assistance developing the next course of action or next steps? | YES / NO |

Notes

TRANSFORMATIONAL HEALTH/ REGENERATIVE MEDICINE PLAN

PATIENT NAME: _____

P Procedures and Prescriptions

Trigger point injection	Spasticity injection	Platelet Rich Plasma
Peripheral joint injection	Nerve block	Stem Cell
Epidural injection	Sacroiliac joint injection	Adipose
Facet block	Tendon injection	Bone Marrow Aspirate
Headache injection	Ultrasound guidance	Botox
		Exosomes
		Lidocaine/Bupivacaine Only
		Prolotherapy - Prolozone
		Steroid
		Viscosupplementation

Tenotomy: _____

Spinal Cord Stimulator (Trial/Placement/Revision): _____

Dorsal Root Ganglion Stimulator (Trial/Replacement/Revision): _____

Intrathecal Pain Pump (Trial/Placement/Revision): _____

Other: _____

IMAGING: MRI CT XRAY EMG/NCS Other: _____

Previous Diagnostic Testing: _____

Pharmacogenetic Testing: _____

Neutraceutical Anti-inflammatories: _____

Pharmaceutical Anti-inflammatories: _____

Anxiolytics: _____

Migraine medications: _____

Muscle relaxers: _____

Neuropathic medications: _____

Opioids: _____

Topical/Transdermal pain treatments: _____

L Lifestyle and Learning

Morning Routine: _____

Sleep Hygiene: _____

Chronotype: _____

Stress Management: _____

Meditation/Mindfulness: _____

Gratitude Practice/Journal: _____

Organization: _____

RESOURCES:

WKATV, YouTube, PainCast, Other Online Visual Content: _____

Podcast(s) or POPcast(s): _____

Book References: _____

Handouts: _____

Event/Educational Opportunities: _____

A Age Defense and Activity Modification

Ergonomic evaluation: _____

Activity Tracking: _____

Physical therapy/Medical Fitness: _____

Home exercise program/Stretching: _____

Inversion Table, Foam Rolling, Fascial Mobilization: _____

Chiropractic care: _____

Activity budgeting: _____

Cellular resilience: _____

TENS Unit: _____

H-Wave: _____

Bracing: _____

IV Nutrient Therapy/Cellular Optimization: _____

Oral Age Defense Supplements: _____

Genetic/Epigenetics: _____

Biohacking: _____

Vibration HIIT Sauna Red Light Cryotherapy Air Quality NanoVi

Water Quality Re-Wilding Music/Binural Beats Digital Detox Infrared

N Nutrition and Next Steps

TESTING: MRT GI 360 Heavy Metals Neurotransmitter Micronutrient Nutrigenomics

Medically guided weight loss: _____

Health/nutritional coaching: _____

IV Nutrient Therapy: _____

IM Injectable: _____

LeanBoost (Lipo) Injection: _____

Oral supplementation: _____

Next Steps/Follow Up/Future Considerations/Concomitant Providers: _____

Event Invitation: _____

FOLLOW-UP: Julie Lambert, ANP-BC Kaylea Boutwell Lenarz, MD Team Visit

Medical Fitness Wellness Program

How to access Rejuv University:

www.RejuvUniversity.com

Username: guest

Password: changemylife



320.217.8480 | www.RejuvMedical.com

Medical Fitness Test Drive

☀ 2 Week Free Pass Includes:

- Infrared Sauna
- Studio Classes
- Open Gym Access
- Educational Seminars
- Childcare
- Towel Service

☀ Health Assessment

☀ Functional Movement Screening

☀ Customized Medical Fitness Sessions



JOIN THE REJUV UNIVERSITY COMMUNITY TODAY!



“ I wanted to create  an evidence-based lifestyle program ”



THE REJUV UNIVERSITY MEMBERSHIP (ONE STEP REGISTRATION!)

What's the best email address where we can send your instant access code?

KNOWLEDGE / FITNESS UNIVERSITY

LEVEL	NUTRITION 01	PSYCHOLOGY 02	ANATOMY/PHYSIOLOGY / ENDOCRINOLOGY 03
101	Basic Nutrition and Rejuv4Life Plan	Goal Setting	Exercise Physiology Basics
102		Defining your reason	
103			
201	Carbs, Fats and Protein The Good, Bad and the Ugly	1. Sleep, Meditation, Relaxation and Deep Breathing	Stress and Health
202		2. Overcoming FIT Barriers	
203			
301	Fiber, Water, Organic- Yes or No? Foods to AVOID!	Food Allergies	Cardiovascular and GI Systems
302			
303			
401	Additives-MSG, Aspartame, HFCS	Influence: Family and Friends	Endocrinology: Sex Hormones
402			
403			
501	Performance/Supplements	Recruiting community and Teaching the World	Food Sensitivities: Weight gain, fatigue and pain
502			
503			

LEVELS OF FITNESS

Integrated Movement Assessment and Treatment Plan

WHITE– Beginner, No Experience, Untrained, Sedentary

YELLOW– Deconditioned, Some Experience

RED– Intermediate, Some Experience, Moderate Fitness

BLUE– High Experience and Fit, Many Components

BLACK – Highly Experienced and Trained, Athletic, All Components

- ***RESISTANCE TRAINING** (Olympic, Barbell, Dumbbell, Cables, Machines, Kettle Bells)
- ***BODY WEIGHT** (Pushups, Pull-ups, Dips, Lunges, TRX/Rings, Stability ball)
- ***CARDIO** (Run, Row, Bike, Stair Climber, Cross-Trainer)
- ***INTERVAL** (Tabata, Sprint 8, Circuit, Gibila, HIIT)
- ***PLYOMETRICS**

THE MEDICAL FITNESS IMPACT PLAN

	2009	2010	2011	2012	2013	2014	2015	2016
Total Sales(Revenue)	1,343,922.32	2,166,000.03	2,443,240.36	3,061,528.14	3,007,185.42	3,322,826.00	5,059,227.00	6,760,562.00
Fitness (Revenue)	NA	131,210.82	314,121.34	675,219.12	666,448.89	804,903.00	1,232,955.00	1,418,107.00
Fitness Referral	NA	107,890.00	206,040.45	345,678.90	392,825.00	588,220.00	928,265.68	1,169,053
Net Income	459,688.90	211,894.25	150,103.26	272,017.54	47,304.00	(225,000.00)	61,758.92	159,012.00
Net Income + Salary	569,288.90	701,469.09	566,347.76	705,597.85	387,304.00	115,000.00	401,758.00	479,000.00

7 HABITS OF HIGHLY SUCCESSFUL INTEGRATED PRACTICES

- Great Outcomes
- Great Team
- Operational Process Consistency
- Patients
- Professional Referrals
- Marketing & Sales
- Commitment to Excellence



TUESDAY
August
2

WEDNESDAY
August
3

* STRATEGY

Start

Step 1

Step 2

Step 3

\$

Subsequent step

Next Steps

Subsequent step





“Most people confuse wishing and wanting with pursuing. You must place your trust in action.”

Price Pritchett, You2



**"NEXT-LEVEL HEALTH
NEEDS A NEXT LEVEL
BUSINESS MODEL."**

JR Burgess
#CashPracticeSuccess