Longevity Is Not a Trend. It’s a System Transcript

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Introduction to Longevity and the Podcast

Sometimes the traditional medicine is not yet arrived to the longevity that we believe is so important also for society in the future. We are going to have 1 billion people more over 65 years old in the next 15 years.

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What if aging isn't about slowing down, but leveling up? I'm Dr. Isaac Jones. This is the Longevity Leaders podcast. Welcome to Longevity Leaders Podcast.

I'm so excited to have Simone Ghibertoni with me. Simone is the CEO of Clinique La Paris, an amazing longevity center that I had the opportunity to visit in Switzerland.

Simone Ghibertoni and Clinique La Prairie

Thank you so much for being here. Thank you for having me. It's a pleasure to be with you. Always a pleasure. Thank you. I appreciate that. Well, I, um, I'm really excited to connect with you today because there's just so many things that I would love to ask you about yourself and how you've gotten to the place where, uh, when you look at all of the top longevity clinics in the world, I mean, you're number one, you're at the very top and, uh, you guys are doing a great job.

We're in Dubai right now. I'm at the clinic, uh, clinic, La Peri longevity hub at the one and only resort. And it's absolutely beautiful. Thank you. What ended up getting you so passionate about what you're doing right now?

Listen, I think life is bringing you where you have to go, right? If you follow life. And I started this journey 10 years ago. Um, I had this, uh, great privilege of, uh, becoming CEO of this institution, which has almost 100 years old.

So you imagine the history of clinic Laperit started in 1931st with the doctor, which was called Dr. Nianz. Very innovative doctor. He was doing very innovative technology, but Isaac, especially 100 years ago, he was thinking how can we help.

healthy people living better. So still today, we know me and you very well, 95% of the doctors are focusing on disease, on how to help people living longer and better.

And then over this journey, we became the most important people, including the Pope, who started to come to the clinic.

Building a Longevity Ecosystem

And the fast forward 10 years ago, I would say we were together probably few of the first, we started to talk about the longevity and we started to see, you know, together with you, you were working at the time already with doctors to see how we can really create an ecosystem of longevity, which is really able to help our clients living healthy and longer, which is our mission.

Our mission is being You know, I always, the first thing that I said to myself is we have a lot of clients which are

coming one week every year in Clinique Laperie.

I was talking with them and I was asking them, why do you come at the clinic? And they were telling me, I come, Mr. Gibertone, I come one week at Clinique Laperie so I can do whatever I want the rest of the year.

And I said, it doesn't work like this. So how can I create an ecosystem? of longevity, which is really helping my clients to create an habit, to create a long-term result.

And so we started to build big clinics. As you know, we have Montreux, where you were so kind to spend a few days with us. We just opened China, we're opening Saudi, we're opening Phuket.

And then we start to buy the URBAN. It's a fantastic way to follow up with our clients. Then we decide to develop supplement. And then the last venture that we did is a fund, it's called Clinica Laperine Longevity Fund.

which is helping us to invest in the latest longevity technologies. That's amazing. Wow. And so tell us what makes you most excited about what you're doing right now.

What is it that gets you up in the morning smiling, ready to go to work? What is it that inside of Clinique de Paris that you're most excited about? I need to mention, I think what is motivating us is the same.

And I was in New York It was three weeks ago, more or less one month ago to a dinner. At a certain point, a lady's coming one hour later, and she's sitting at the table and she starts to cry.

And I said, wow, I didn't know her. She was invited as a guest of Clinique Laperie, but never had the chance to meet her. Then she's telling me the story.

And she's telling me that for five years she went feeling very bad, but all the doctors were telling her she was perfectly fine. All the exams are perfect.

Then she finally come at Clinique Laperie and we discover the problem.

What Makes the Clinic Stand Out

The last day one of our daughters is discovering her problem and since then her life completely transformed and at the dinner she could not stop crying to share with us how she was grateful for what we did for her.

So these, I think, are the reason why are making us so happy to do what we do. And then there is this idea, you know, when I started with less than 200 people, now next year with all the development are going to be more than 1,000 people.

It's a great team, a fantastic team. I think we are also sharing this very much. I think doing longevity is much more difficult than what people think because everybody's talking about longevity but the market is still quite small and you need always to deliver excellence if you want people to come back and if you want to create a real result for people.

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This is exactly what I wanted to actually ask you about next is, what do you see is actually the problem with the longevity industry right now? When you look at a lot of these other clinics or properties, what do you feel like, man, they're missing this or they're missing that?

I would love to hear just your perspective on, because I do think that just like wellness washing was happening, I think a lot of people are now throwing longevity out there as a word that, oh, this is longevity, that's longevity.

And it's the same thing they were doing 20 years ago. Exactly, exactly. Listen, I think the problem, you can look at the problem from two different points of view.

One problem is related, let's say, to our practice.

Problems in the Longevity Industry

And is the fact that I believe a serious longevity process is made of assessment and diagnostic. So a very, very deep understanding of the way the body of our patients is working.

And then only after there is the intervention and we can talk about, we have our four pillar philosophy. It's quite similar to your philosophy in the sense because it's very holistic.

We call it medical nutrition, personalized. But you know, it's very, I think one of the main problems that we are listening to all these people which are telling us do this, do that and intermittent fasting and fasting and cold planches and cell.

Like is the solution. This is the good solution for everybody. Why science is telling us that is not the case, right? Each intervention is good for some people is completely useless for other people.

And it's bad for another big group of people. I think the first problem is that we all need to get into this process of personalization and understanding the way our body works.

Then from a business standpoint, I think there is so much money which is getting now into longevity that like all the, I would say it's a kind of bubble from a business point of view.

We tend to forget that the rule of a good business model are still valid. And right, you need to have profitability. You need to have a good team. Exactly.

Good experience. Exactly. And let me say for us, the key KPI indicator is a returning clients. Yes. Because if you have business model where you continuously need to recruit new clients is because the clients that you are treating and serving, they are not getting result because if the client is getting result is always coming back.

So this is, that's why we have 65% of our clients coming back in Montreux. This is the, at the end, we are looking at this KPI and our objective is to increase this KPI because it means that we have been able to create lasting change for our clients.

I love that. I absolutely love that. What are you feeling like as some of the foundational elements? You shared your pillars, but what are some of the foundational elements that you think are very important?

And then what are some of the, on the other end of the spectrum, the more exciting things that you feel this is what I think the future looks like?

Assessment, Personalization, and Care

Yeah, I think if you look at the broad philosophy of what we do, we were simplifying this process, assessment, intervention, follow-up. The assessment for us can have different level, but it's usually very sophisticated.

We have this set of testing which is called longevity master assessment, 300 biomarkers, AI to help the doctor. uh to work with our patients and let me underline this point which is very important for me AI helping the doctor because we believe that at the end you still need human that our responsibility is not to give information uh to patients but to make transformation to them and this is we are sharing it's not about we all know what we should do

the question is why we don't do it right and so you are also in your work doing a lot You're talking a lot about identity change and how do you see yourself in the future in this new longevity journey.

So this process, then follow up and understanding and following the clients in the long term. Then there is a broader philosophy for us, we call it 3C philosophy, which I believe is super important.

One of the C's, this customization that I was telling you, so personalization, super important. That's why all our center, a very small number of clients in Montreal, 34 rooms, 50 clients, 300 people of staff, 50 doctors.

Then there is another point so important, care. The second C is care. Don't come to do what we do if you, your base of motivation and mission is caring for other people.

I think that you felt when you came in Montreux that all the people around you, they really care about you. The person at the front desk, I mean, absolutely.

That's so important. And then the last point, Isaac, And this is, I mean, this is your mission, so I'm sure that you share it with me, is competence. In the sense that we cannot imagine, we are serving clients which are coming from all over the world.

They already have doctor, they've already have therapist. If they come to us, they need to find the competence, which is higher than what they found at home.

Otherwise, why coming back? So whatever we deliver, we have to deliver with the highest competence. I absolutely love it.

Advice for Doctors and the Future of Longevity

Well, I would love for you to maybe leave a message to the doctors and people listening to encourage them in their journey to longevity as one of the top leaders in longevity yourself.

What would you say to the doctors as a final message? I think that, you know, and you are a big inspiration for this, which is this idea of continuous learning.

And I think we should get back, you know, sometimes the traditional medicine is not yet arrived to the longevity that we believe is so important also for society in the future.

We are going to have 1 billion people more over 65 years old in the next 15 years. We are investing 3%, 4% only in preventive medicine, 95% of all the healthcare spending is focused on treating disease.

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We are already living in average 10 years of our lives where we are not able to perform fully. And also, you know, this idea of vitality is so crucial in what you do.

So let's start, first of all, to shorten these 10 years and also to give, let me add one point, don't talk a lot about this in longevity, to live also with meaning and with purpose.

We just launched a program which is called Life Reset, because we went through a very functional program, revitalization, brain, detox, but then you don't want to have 50 years more of your life if you are depressed or if you are not happy, right?

So I think this is another… And this is another team and subject where we can help a lot of our clients to live, to live better. Thank you so much. Yeah.

It's really appreciated and highly recommend checking out clinic.com. And if you have the opportunity in Dubai, in China, in Phuket. Yeah. in Montreux and we're still in Saudi Arabia, we are in Madrid, we are in Doha.

Madrid, Doha, check out Clinique La Peri and I would love for you to go to one of the locations and experience what they're doing at Clinique La Peri, especially as a doctor.

Uh, if you're listening, um, to, to, to see what level of hospitality and excellence that Simone has created with this amazing brand that hopefully will inspire you to help more people.

So thank you. Thanks for listening to the Longevity Leaders podcast. A Longevity Leaders community is on mission to transform a hundred million lives by 2040. If you enjoyed the show, please share this with somebody that you know, especially another doctor or physician, but also click that follow button.

Until next time, stay strong and live long.