Podcast Introduction and Guest Welcome

If you are surrounded by individuals that aren't just talented and skilled at their job, but they match your values, they have the same intention, they're entrepreneurs, they love coming to work, and they're excited about what they're doing, everything else will fall into place because you can't grow a business with one person.

You're listening to the Lifestyle Medicine Podcast with Dr. Ivan Rusilko, brought to you by Access Lab, where we explore new perspectives at the forefront of personalized healthcare.

Welcome to the Lifestyle Medicine Podcast. I'm Dr. Ivan Rosilko, and we are powered by Access Medical. If your doctor's not checking your labs, they're not a doctor.

And today we are continuing on our business run. We got Jody Lang with us, who didn't only used to work in a clinic, but now she liked it so much, she helps doctors build the best clinics they can possibly build.

So Jody, thank you so much for stopping by. I can't wait to get into the thick of it. How are you today? I'm doing wonderful. Thanks for having me today.

Oh, fantastic. And you're in Orlando, correct? That is correct. Yes. 80 degree weather while other people are shoveling snow. Love it. See, we're the smart ones.

We're in Florida. So that's always a good thing. Well, good, good, good. So can you please tell me about Accelerate Medical Practices? So, you know, I've been kind of nerding out looking at your website.

I find it fascinating. I love how you've taken your personal experience and kind of just parlayed it. It's such a really unique and a beneficial business model for not only yourself, but for physicians nationwide.

Absolutely. Well, I'll give you just a teeny tiny little history lesson. So I've been a marketer my whole career and owned a few agencies. And the last agency that I owned in 2015, I picked up a client and he was a hormone doctor.

Jody Lang's Background and Practice Growth Story

And after two years of running his marketing, I was like, this is the easiest product to market in the world because there's a problem, there's a definitive solution that works for everybody.

And I got very hooked and I got personally attached to the hormone industry because it helped my husband get through some stuff that was, you know, really no other doctor was figuring out.

And so I decided one night to tell the doctor I was working for, you know, if you want to really make this business super successful, then just bring me on board.

And it was a huge leap of faith. I sold my, my marketing agency and I joined his practice as COO. And it was, it was interesting. So it was a very small practice.

There was three people working there, $500,000 in revenue. And I just walked in and said to myself, okay, this is a business like any other business. What do you need to do to make it successful?

And over seven years, we did a lot of unique things that I think most doctor's offices don't do. And the result was 23 employees, $4.2 million. And looking in the rear view mirror, I was like, wow, there are a number of things that I did along the way that I think other practices could benefit from.

And everybody on the planet deserves access to hormones. So if I can bridge those two things together, then there's a business here. So that's how that Oh, that's great.

And so I'm curious now, before we get into how you make a practice successful, what do you think the biggest pitfall is that actually causes a practice to kind of have their downfall or like, well, what's the worst thing a practice can do out of the gate to kind of set themselves up for failure?

Usually it's around pricing. So most providers, especially since they don't have a lot of business knowledge, will do one or two things. They will create their pricing out of their gut feeling.

I think this is what I should charge. Or they'll call a couple of clinics around town and they'll see what they're charging and they'll just do the same because they want to be competitive in the market.

But what's hugely missing from that model is understanding what their expenses are, what their overhead is, what their profit margin is, and really build a pricing model that allows them to grow and have profit so that they can be paid.

B, they also have money to reinvest back in the clinic for the things they need to help it grow, like great stuff, like great marketing, and things of that nature.

So when I work with a brand new clinic, that's usually the first place I look is, okay, let's look at your pricing. How did you come to these numbers?

And let's reverse engineer and make sure it's working for you. Oh, that's fascinating. Actually, it's kind of funny. Now I'm thinking back in my mind, like, how did I come up with the pricing down here in South Beach?

I think I was kind of shooting from the hip. I was actually one of those doctors. So that's, that's very unique to actually kind of hear that now. Did you find a lot of kickback if you come in, like you talk to a position like this is totally wrong, or do they welcome that with open arms?

Well, it depends on the way it's presented. So I would say most providers that I work with do welcome it with open arms. And it's because I don't criticize.

It's not that what you're doing is wrong. What we need to do is we need to figure out whether it's right. And there's a big difference. So I can work with a provider and do all the math that is necessary to do to figure out what the right pricing is and find that what they shot from the hip was correct.

But I want to know that before we start building on top of that potentially poor infrastructure. Oh, I love that. So obviously, the next question is, how do you kind of determine what pricing is right?

Do you look at the physician, who they are, their experience, where they're located, or is it just kind of like, hey, they're a good looking person, charge whatever you want?

That is an excellent question. So most people would think that it starts with the market. Like, where am I located? What can my market bear? And that is actually not where I start.

Where we start is with the provider. Sitting down and really understanding if money was off the table, right? You didn't have to charge anything. What would you do with a patient from day one through the end of the first year to get them the results that they were after?

And if we can't identify that for one particular person and we need multiple plans, we'll do that too. But especially in the hormone industry, it's like, okay, patient calls and they're interested in a consultation.

Where do we go from there? How often do you need to see them? How long are the appointments? What labs are you getting?

Pricing Pitfalls and Building the Right Model

Do you want to include those labs? Are you including the hormones? We go through all of that first before we put one dollar to it. And once we get clear about what the provider wants to do from a medical perspective, then we go back and look at what do you need to spend to run this business?

What do you need to spend to grow the business? And then what are your cost of goods sold? And then we'll figure it out from there. Okay, out of that entire massive equation you just laid out there, what do you think the most difficult thing it is when you're coming into an actual new practice?

What do you find is the most difficult thing to not only sell to the doctor and be like, yo, this is where we need to start, but as a guru in this, what is the most difficult thing for you to kind of perfect when it comes to that?

When it comes to pricing itself, it's getting the provider focused on what they're going to do. Naturally, you go into medicine for a reason. You want to help people.

There's this dichotomy between, well, I have to do XYZ and only XYZ if that's what I'm charging, but I want to do all these other things because that's what the patient needs.

And so we've got to really dial it in and make sure that the provider understands that in order for you to have a business, you have to have the profit there and that profit is important.

And so we have to price it accordingly. And I think that's probably the biggest issue. There's also a little bit of, let's say ADHD, but a little bit of like lack of focus in terms of understanding that it's expensive to not make sure that you're usually using the same lab or you're not using the same pharmacy or you're changing all the time.

And when you're doing all that changing, it's impossible to keep up with what your costs are. And therefore, you could easily be very poor net margin.

And again, that could hurt the business. And there's a lot of other things that go into it as well. Besides just pricing, that's just usually where we start.

But I would say another huge issue that we come to in the discussion is about workforce. It's about their staff. Because I believe that the most important thing that a doctor has is their staff.

So you can be the most trained professional, you can have the best labs, the best pharmaceuticals, the best of everything. But if your staff isn't great, then you're going to lose those patients because they only see the provider 20% of the time and they interact with the staff the rest of the time.

And so it's really, really important to create culture, to know who it is that you want on your team, to identify those values, to review people off those values and pay them well and give them systems to work off of so that every patient gets the same extraordinary patient experience.

Well, we start talking about workforce, I could talk forever, but I just really do believe that knowing that you have a great, great staff aligned with a great product is one of the magical duos that you can have for a successful business.

So say you walk in and all of a sudden like you want and that the staff is just a mess. You know, everybody's out of shape. They're they're they're rude.

They're ignorant. How do you approach that with the position being like you need to fire everybody or is it a very delicate situation? Are you coming in like Darth Vader just mowing people down with a lightsaber?

No, so I actually don't believe in firing people right off the bat. So I, you know, let's face it, if you go to a job, okay, and there's no structure, there's no expectation, there's no culture set up around you, it is kind of a free for all.

And a lot of times people will show up chaotic, because they don't know any better. And so they haven't been guided. So it doesn't start with the staff, it starts with the business owner.

The business owner needs to understand that we have to create systems, we have to create standards, and we have to truly identify the type of person that you want in your business.

Just because somebody is maybe a little bit ruder, but more detail-oriented and very fast-paced and isn't patient-centric, that's not a bad person. But if what you're out to create is a very high-end luxury experience, where you want the patient welcomed by their name when they walk through the door.

That's not a good fit. So we have to start by really identifying what kind of business the provider wants to create. And a lot of times they don't even know that.

All they know is I just want to give people hormones. Like I just want to treat patients. The rest of it I don't care about. I've got to really teach them that this stuff matters.

And we do that in a workshop. So we actually have this workshop that we created about four or five years ago, and it's still something that we do today, where it's like a four hour interactive activity that we do on Zoom with a provider.

We teach a little bit of the principles of understanding how to grow a business, and then we do interactive activities to get them to talk about what it is that they're looking for in their business, like what their vision, what their dream is, and then reverse engineer a plan that kind of solves that.

work back and then we can share that with the staff and if the staff then is like oh no that's not for me or they can't keep up with whatever the rules are then it's time to start you know lasering people there then then the lightsaber comes out um so if you had to choose when it comes to selecting your staff because i'm sure there's there's a lot of physicians who will watch us and be like Wow, okay, maybe I need to kind of reevaluate my staff.

What is the most important quality? How they look, how they present themselves, efficiency, personable. If you were to pick one of those three qualities, what would you pick would be the most important aspect of it and why?

That's a really tough one, and I think it differs based on the role.

Staff Culture, Hiring, and Workforce Alignment

So in a medical assistant, I want that person to be very attentive to detail because if you put in a prescription incorrectly, if you don't respond to somebody's voicemail within a few hours, if they're having an issue, that is a problem.

But I definitely, if I was running a clinic, I would want patient-centric. I would want people that know how to build a relationship because Our wellness, the wellness industry is not primary care.

It's not walk in when you're sick and get fixed and leave. It is a lifestyle type of business. And so we want these people coming back forever and ever.

And on top of that, there's no pain. No one's like walking in and saying, oh, I'm suffering with this. Fix me right now. So you really want the patient to feel okay and comfortable to be vulnerable and share what's going on in their world.

So the provider can really dig deep and come up with solutions. And that may not come out in a simple symptom survey. So making the entire experience just really authentic and fun and really, you know, just all patient focused, I think is the most important thing.

But attention to details are right, right behind it. especially in the wellness industry right now, because it's under

such a microscope, you know what I mean?

So kind of pivoting from that in kind of a similar fashion, what's your approach to marketing? Because everything right now is a social media blitzkrieg, you know what I mean?

Like there's doctors who don't know anything, but have a good social media team. All of a sudden they're gurus. There's doctors who are amazing, but they don't know anything about social media.

They aren't going anywhere. So how do you evaluate, number one, a physician's social prowess? And number two, how do you fix it? Well, I'm going to answer the first question first, because I'm not hugely believing that social media is the answer for marketing.

Social media is important. So back in the day, if you didn't have a website, then you weren't credible. Now everybody has a website. Now, if you don't have a social channel, you're not credible.

So if you market in whatever way it is, whether it's an event or it's a meta ad or it's SEO, whatever you're doing to attract potential patients, one of the first places they're going to look is on Facebook, Instagram, TikTok, going to look and see what your social profile is.

So it is important, but it's not necessarily a lead generator. The people that use social media as a lead generator are really active on social. They're posting several times a day.

They're really good on camera. They are educating. They understand the ecosphere. And the average hormone physician doesn't do that. So I would say have a presence on social media and do, you know, and there's, again, there's the big four.

Like you have to have a website that is attracting people. You have to now do SEO for the AI chat bots. Like you're being found through chat GPT and Claude and all of those, just as much as a generic Google.

You've got to do meta ads. Like if you want to grow and have prospective patients follow you, you've got to do meta ads. And there's the social aspect to it.

And grassroots is definitely something I would do as well. But where really I see the biggest breakdown in marketing isn't in the lead generation. It's what happens after the lead comes in.

So most people think, link comes in. So all I want is leads, leads, leads, leads. Give me leads. I'll pay you $10,000 a month if you give me 300 leads.

But leads aren't patients. And we as consumers are bombarded constantly with messages. And we sign up for stuff all the time. We don't even know what we signed up for.

So the clinics that really win are the ones that have follow-up systems from the leads that are continuous. It's not one phone call, two phone call, a couple of emails.

It's continuous follow-up until the patient either becomes a part of your practice or they unsubscribe. Oh, they just run away, right? How much should a so I'm in South Beach versus somebody who's in Kentucky, what should I be focusing my marketing budget on?

Or what should it be your one third of what I bring in? Should it be? Do you have a formula like that? I mean, because I'm sure it's much different from South Beach versus Kentucky, or is it the same thing across the board for for how you approach it?

Yeah, I don't really think it matters where you are. I mean, it might be easier to get leads in South Beach than it is in Kentucky. But then again, if you're in South Beach, you're competing against lots of other clinics.

So there's pros and cons to where you are in the country. I don't really, there used to be, and I've been around a long time in marketing and it used to be like 20% of your revenue should go to marketing.

And I think that's BS. I don't know how somebody can say no matter who, yeah, I don't know how anybody can say no matter what you're doing, 20% needs to go into your marketing.

I think a marketer came up with that by the way. So what would I do is I ask how many patients do you need each month? And that's part of our workshop as we figure out like, what are your revenue goals?

How many patients do you currently have? Let's figure out your pricing so we know how much each patient is worth from a year to year basis. How many new patients do you need to bring in each month in order for you to reach those revenue goals?

And let's take into consideration how much staff you have and how fast you can grow. And that determines the marketing budget. If you just start saying, well, I'm just going to spend $3,000 because that seems comfortable, that may or may not get you to the result that you're looking for.

So you always start with what is the acquisition that you're looking for. And then it's also a matter of how often have you been marketing? So somebody who is brand new, brand new domain, brand new social channel, brand new ad account, they're going to have to invest quite a bit more in order to start seeing some results than somebody who has like a really great domain with the word hormone in it.

And they've been doing ads for a while because the algorithms have already learned the back end. So there are a lot of factors that go into what that dollar amount is.

Oh, because I know everybody has a different opinion. But I mean, you guys have been phenomenally successful with with actually what you're doing. And of course, I was nerding out looking at your website, like, you know, like, like all hosts should be doing.

Can you explain power to me? I'm very, very curious how you came up with that and what each letter actually means. Absolutely. So when we decided to start working with other practices, so again, I was the CEO of a hormone clinic in Orlando.

We were doing really well. I was invited to speak at a hormone conference that was all about business and I spoke about marketing and I got a ton of phone calls afterwards saying, hey, could you come look at my practice?

Can you help me? I mean, I didn't have a business yet. And so I just started doing it, like just out of fun, like I just thought it was fun. And that got my wheels spinning, like, okay, if all these practices are having the same problem and we are successful, what are we doing that is bringing on that success?

And after really looking at it, we realized there were five areas that we focused on in our business that made us successful, and we did them in a particular order.

And that's how Power was born. So Power stands for positioning, which is like, what is your value? What is your messaging? Who are you going after? Your target audience?

What is your pricing? What are your goals? operations. So making sure that there is a standardized operation for all the activity that happens in your clinic so that nothing falls through the cracks, there's checks and balances and your staff knows what to do.

Workforce, W, which is all about creating culture and making sure that your staff loves coming to work every day and that they're enriched by their job.

Experience, which is making sure the patient has a great wow moment every time they come into your clinic or your telemedicine every time they call in.

And when all of that is set in stone, then there's revenue. And revenue is both sides, marketing and sales. Now, I know that a practice can't do all of the other stuff and not market like they have to market.

It's obvious that if you're going to grow at all, you've got to spend some money. But we don't want to really start investing in high ticket markets until we have everything else in place.

Because what ends up happening is leads come in, they sign up, all the other stuff isn't working. They get frustrated. Six months later, they're gone.

And it's seven times more expensive to get a new patient than it is to keep one. So you want all the other elements working well, then we can spend a lot on marketing.

And then there's the sales side, which is something that most doctors don't think about. I mean, a salesperson? But I'm not talking about a salesperson in a traditional sense.

I'm talking about somebody that is dedicated to just discuss the financial aspect so that there's room for that, there's time for that, there's privacy for that.

So those are the different pillars. And in our model, we try to teach them in that order and we try to execute them in that order. So of course, I'm going to ask if you had to pick out of that P-O-W-E-R, what's the most important one if you had to choose one?

I'm going to keep putting you on the spot. I'm very curious now. You're fine with that. So, I mean, I believe that workforce. Again, I really believe that if you are surrounded by individuals that aren't just talented and skilled at their job, but they match your values, they have the same intention, they're entrepreneurs, they love coming to work, and they're excited about what they're doing, everything else will fall into place because you can't grow a business with one person.

Marketing Strategy and Lead Follow-Up

And I've seen it happen where the provider or one person in the, in the clinic, maybe it isn't even the provider, but one person in the clinic is like holding everybody up and everybody else is like dragging them down.

And it's, it's tough. It's tough. So if you can get workforce really nailed in and dialed in, you're going to be okay. Okay, so your work first work, I mean, it's a resounding theme.

So I'm curious where you mean you actually worked in the clinic before you started this, that clinic that you worked in, did you have all is that where you kind of developed all of these?

Or did, did you just kind of, you know, do do your clinic and all of a sudden, like, okay, I'm gonna come up with this afterwards? Or did you kind of transition into that?

No, we did all the work. So we came up with the cute acronym and started promoting it that way after I left and started this company. But we did all of the things that we teach.

So for example, in workforce, there's one thing about hiring and again, so back up for a second. I really do believe that the owner of the business needs to identify what values are important to them.

So meaning that if you were to list out like five or six values that are so important that you would be like working with your little clones. If you had everybody around you who had those same values, that's where it starts.

Then you hire off of those, you train off of those and you fire off of those. And then I also would start, we did quarterly reviews. So instead of annual reviews where we just like wait the whole year to go by until you start telling the person what they did great and what they did wrong, every quarter we would sit down together and it was a two-way street.

I'm going to tell you what you're doing great and what you can improve upon. And you tell me what the company's doing well and what it can improve upon.

Now it's a team effort. And then, and I remember the owner, the day I said we were going to do this, and he looked at me and said, no way in hell. We do quarterly meetings.

So once a quarter, we shut the clinic down on a Friday. We spent the entire day working on ourselves. Everything from personal development to working on the business as a group, to team building activities, to really like reminding ourselves why we love each other as a team.

Well, the time I was there, I think we did 26 of those in total. And the very first one, my boss was, I don't want to do this. This is how much money I'm losing today.

And by the time we finished our 26th one, we kind of calculated how much money we had made over the course of that six and a half years. And it totally blew him away.

And these meetings, I think had a lot to do with it. Well, that's fascinating. So again, it is a unit. And you know, I always sit there and say, like, my staff is phenomenal.

I mean, they're just the most the best batch of women I've ever met my entire life. And a couple guys are thrown in there as well. So I couldn't agree with you more on that one.

As a physician who's coming out, how would I find the workforce or the staffing? Like, do you guys offer that? Do you pick from certain areas? Or how do you help physicians develop such a dynamical or dynamic work style?

Well, in the workshop, we do identify what those values are. We really get clear about what the environment and the experience of the clinic should be.

Finding people is not really magic. I mean, there's indeed, there's zip recruiter, there are associations. So where you find those people are pretty standard, but it's how you find those people and how you interview them.

So a job description should not just be promoting the opportunity to the level that it's like, oh my God, everybody wants this job. It should be real and honest and clear about what the expectations are.

And then I believe in a three part interview process. Part one is a meet and greet over the phone. Yeah, it's 20 minute phone call, meet and greet where it's really just, let me tell you a little about the job.

You tell me a very little bit about you. Is there any chemistry? Did this feel right? If the answer is yes, then it goes to an in-person interview. and the in-person interview is obviously a lot longer.

And, you know, I just don't think that asking questions like, well, tell me what you did at your last job is really effective. It's more like, you know, one of our values in this clinic is integrity.

Tell me a time where you worked in an office where your coworker had no integrity and how did you deal with that? because now they're really starting to share authentically like who they are and what they believe in.

And if that goes well, then I believe in a shadow day. And I think you should pay the interviewee for the shadow day. So let's say they come in for six hours, you pay them whatever that hourly rate would have been for those six hours and you let them shadow the position that they're going to be doing and maybe some others and you watch.

You watch for, you know, do they engage? Do they ask questions? And you let them know this is their time to really check us out. Like you may not like it here.

We're going to say we love it, but maybe it's not for you. So that time is really to it's like dating, right? So you're instead of going for coffee, the shadow time is like you're on here.

Yeah. And that takes time, by the way. And providers will push back and say, well, I don't have the time for that. I have a front desk that I've got to fill right away because I've got nobody up there.

And my wife is in there answering the phones.

The POWER Framework Explained

But if you take that time, the chances of getting the right person are much greater. And that person will last a lot longer because there's really nothing worse than having people in a position just turn over, over and over again.

That makes complete sense. Do you feel like it's more important? And again, this is I'm just kind of curious on this. Do you feel it's better to hire somebody who just has good experience in general?

Or do they have to have knowledge of hormones and peptides and things like that? Are you just looking for somebody who's like, they're personable, they're reliable, and they actually know what they're doing?

Or is it like you have to have experience in the medicine and this, that and the other? The very first time I ever worked in a medical office was the day I joined as the chief operating officer for that clinic.

I don't think you need to understand the medicine. There are plenty of ways to learn the medicine, but you can teach somebody skills. You can't teach somebody personality and work ethic.

So I would always gravitate towards that. Now, if you find someone who has both, grab them and pay them 10% more than you would, because that's amazing.

But when you're looking for somebody that's going to be there for the long haul, you want somebody that has the personality and the drive and the same values that you do.

And again, you can send them to courses. As a matter of fact, we have an e-learning system called the Accelerator. And we, it's all membership based. You just join and you can watch videos and all that stuff.

And we have an HRT for staff training specifically for that reason, because if you bring somebody in who's never worked a day in their life in hormones, but they worked in, let's say, The hospitality industry, which is obviously big here in Orlando, that person's very customer centric.

They're very detail oriented. They're very used to fast paced environments. And if they are interested in wellness in their personal life, well then that's enough of the pieces of the puzzle that we can fill in the rest of it.

No, yeah. Again, personality is the most important thing. So I couldn't agree with you more on that one. Half of my staff members had zero experience in it, and they're probably the best staff members in this country when it comes to selling medicine and actually understanding it.

So very, very cool. So I have a question. I always ask each of my guests two questions near in the end. First and foremost, as a physician who's just jumping head first into this new wellness, hormone, everything type industry, what's the one piece of advice you could give to somebody who's traditionally trained, they're a cardiologist, they're an endocrinologist, whatever it could be.

And all of a sudden it's like, wellness, wow, what is this? What's one piece of advice coming from your vast amount of experience that you could sit there and say, focus on this one thing first to really understand what this industry is and how your business should actually run?

Hmm. Well, it's an interesting question because I, my brain is on two different sides here. Like I'm thinking, what would I advise them on the medical side and what would I advise them on the business side?

So can I answer both? Well, let's hear both. I'm curious. Okay, cool. So on the medical side, so there are great

organizations that train in all areas of wellness.

So there's not a lack of education, but I think that something that's missing is mentorship. So before you start bringing a bunch of people on your roster, go find somebody in your area or somebody in the organization that you trained in and say, hey, can I just come shadow your office for a couple of days?

Go find a clinic that mirrors the success you're looking for and go shadow and see how it works. And I think that's a really great starter to not just, you know, obviously the medicine side is absolutely important to see how that provider is documenting, you know, their stuff, how they're treating their patients, but just how the rest of the staff is treating their patients on the medical aspect as well.

And my answer on the other side may sound self-serving, but I don't mean it to be, don't do it alone. You know, if you have no experience in business whatsoever, why go through the pain of trying to figure it out?

Go find a consultant or a company that specializes in the business area that you're in.

Advice for New Wellness Practices and Patients

And there's more than just accelerated medical practices, there's Plenty of other consulting agencies that do it in the wellness space. Go learn from somebody who knows what they're doing and have made all the mistakes already so you don't have to.

Oh, I love that. Very good. That was well worth the double answer there. I like that. And second question is, if I'm a patient who's coming from the same traditional medicine based industry, what is something I should be looking at in a clinic, in a physician, in a staff that would alert me to being like, this is a place I should really put my trust into?

Yeah. So, I mean, the most logical answer is go look at where they were trained. You know, it's like, if you're walking into wellness, most of what you're looking for in a wellness clinic was not taught in medical, you know, at traditional medical school.

You really want to know that the person that you're investing, not just your time in your life, but your money, that they are well trained and they're not figuring it out on you.

So that's number one. And this is going to sound cliche, but go to the reviews. You know, Google reviews or Facebook reviews are really telling. So, you know, I don't really believe every five-star review because not everybody has a five-star experience, but you want to look at what are they saying in the reviews?

Are they just saying, the staff is really great? Or are they saying, you know, my life has been transformed and completely changed because of what this provider has done for me?

And then, you know, do a consult. You know, you don't need to commit. Just do, go meet the staff, go meet the provider and come with questions. Don't just walk in and expect the provider to tell you everything you need to know.

Do your due diligence, do some research, walk in with a list of questions and ask and see if the answers are aligned. And if they are, then you probably got a good set.

Oh, I love that. I love that. Well, I'll tell you what, Jodi, this has been phenomenal. I really, really have enjoyed this one. Again, you got me thinking about my own practice, which is a good thing.

But again, thank you so much for stopping by acceleratedmedicalpractices.com. Check it out. Jodi, you have been absolutely fantastic. Thank you for stopping by the Lifestyle Medicine Podcast powered by Access Medical.

We're on YouTube. We're on Spotify. We're on pretty much everything. Just find us. It's very easy to find us. And again, thank you for sharing this time.

I have to get to Orlando and maybe kind of get you down here and maybe help me fine tune my office here. You got it. Any chance to go to South Beach, I'm in.

Yes, I love it. Well, thank you so much, darling. It's been a treat. Thanks for joining us today thousand routine and advanced biomarkers with 24-hour results.

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