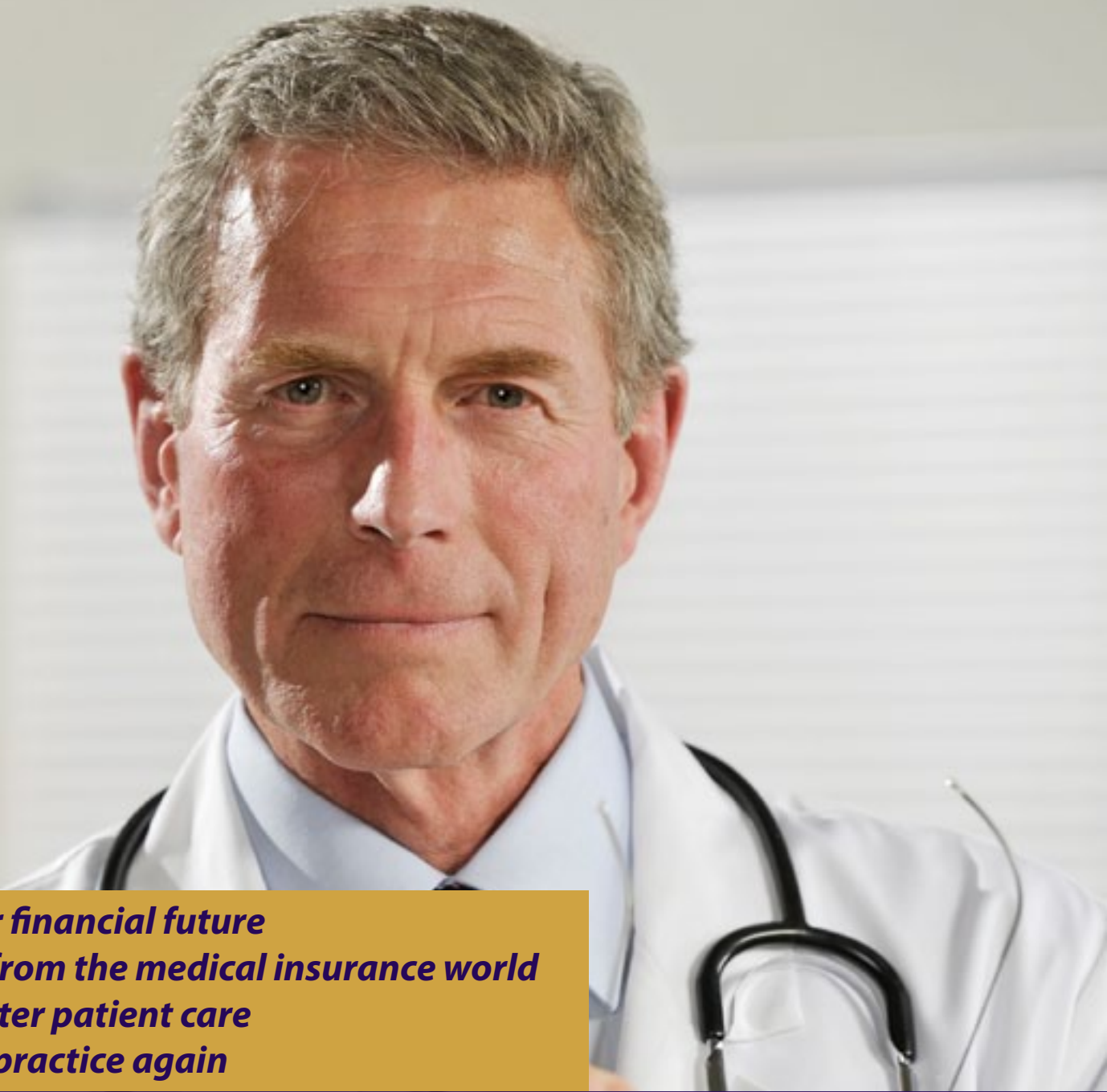


# Physician Training & Certification in Age Management Medicine

*60 AMA PRA Category 1 Credits™*



***Secure your financial future  
Break free from the medical insurance world  
Provide better patient care  
Enjoy your practice again***

***Call 866.694.1080***



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## 21st Century Medical Paradigm

Ready for a real change in your medical practice? This is it. Age management medicine is the science you respect and the superior patient care you desire—and it's completely inside the private-pay sector, free from the medical insurance and government maze.

Equally important, age management medicine can be practiced part-time or full-time, as an immediate add-on to your existing practice.

**A timely choice.** The growing aging population—triggered by 79 million baby boomers in the U.S. alone, with Generation X following on their heels—has changed the definition of those “golden” years. Traditional retirement mentality is now passé with more people 50 years old and over taking on new careers and daring to face off with 30-somethings.

Medicine has to keep up. That's where age management medicine steps in.

Patients are typically 35 years and older, professionals, accomplished, educated and in the higher fiscal percentile. And given that every 8 seconds an American turns 50, our medical specialty is primed to fit the increasing need of a generation passionate about not “growing old”—yet at the same time, helping the 40-to-60 something gain a proactive edge to future health and vitality.

### Age Management Medicine

- ◆ Transformational for patients and physicians
- ◆ Proactive, preventive healthcare
- ◆ Health-centered, patient-focused, restoring doctor-patient relationship
- ◆ Solid science with evidence-based protocols that capture worldwide media attention
- ◆ Outside insurance/government entanglements, 100% private pay, no 3rd-party billing

**Register for training today.  
Call 866.694.1080.**

## What It Is, What We Do

Age management medicine is rooted in comprehensive evaluation, well-established therapeutic methods and solid science. It's not part of the anti-aging movement, nor does it claim to increase longevity or affect aging at cellular levels.

Trained age management medicine physicians recognize aging as a natural process—not a disease—that can be managed. They seek to prevent premature disability and death, while helping patients achieve optimal health and vitality using various disease risk markers in their proactive approach to patient care.

That begins with a highly intensive Executive Health Evaluation (EHE)—and an Annual Executive Health Evaluation (AEHE)—to guide patients on a synergistic, customized program using low-glycemic nutrition, exercise, nutraceuticals, lifestyle adjustments and hormone optimization, when clinically indicated.



Age management medicine physicians evaluate hormones that decline with age, the timing and degree of that decline as well as the related physiologic consequences. The literature is replete with studies identifying hormone levels that yield superior health outcomes. Toward that end, hormonal levels in these optimal ranges are the target. For most hormones, that is the upper 25% – 30% of the normal range.

Patients are monitored closely throughout their personalized program, allowing the physician to adjust for body shifts, determine progress objectively and assess treatment efficacy.



## Executive Health Evaluation (EHE)

Setting the hormonal, metabolic and physiologic baseline, the EHE goes beyond a conventional medical center's screening. Age management medicine's focus is a customized, proactive intervention targeting the aging process and endocrine system—all backed by strong physician support. For example . . .

- ◆ Comprehensive labs
- ◆ Extensive medical history
- ◆ Lifestyle questionnaire
- ◆ Neurological chronometric assessment
- ◆ GE Prodigy (bone density, body fat percentage, muscle mass)
- ◆ Physician consultation (2 hours)
- ◆ Eight exercise assessments: resting measurements, body composition/bone density, cardiovascular endurance with  $VO_2$  max, muscular endurance, core strength/stability, flexibility/balance
- ◆ Nutrition/exercise consultation (1.5 hours)



## Program Protocols

Every aspect of an age-management program becomes a vital building block to support the prime objective—target and handle the patient's specific health challenges, stave off age-related disease and control the aging process for healthier, more robust living and a better-conditioned body.

- ◆ **Low-glycemic nutrition:** Metabolic balance, centered on food combinations and smaller, frequent meals to stave off hunger, stimulate metabolism and even out blood sugar levels. Individualized based on a patient's EHE, medical needs and health goals.
- ◆ **Nutraceutical supplementation:** Vital for even the healthiest diets. Pharmaceutical-grade recommended for their potency and bioavailability—and lack of allergens or filler material.
- ◆ **Exercise:** Crucial for preventing or delaying age-related disease, per research. Resistance training, cardio and flexibility exercises are incorporated into a customized, results-oriented program.
- ◆ **Hormone optimization:** Endocrine balance is the goal. Delivery methods differ. After hormone therapy begins, laboratory markers (including hormone blood levels) are followed at regularly scheduled intervals to ensure safety and appropriate levels in the upper percentile of the normal range.



## First Steps

### Age Management Medicine: Patient Benefits

- ◆ Youthful aging, optimized health. Increased energy (physical/sexual), improved libido, reduced body fat, increased lean muscle mass, improved cholesterol scores, stronger immune system, sharper thinking, better stress management.
- ◆ Real answers to specific health concerns. More than a snapshot, the comprehensive evaluation and ongoing analyses reveal the entire picture of what's happening inside the body.
- ◆ Individualized, proactive programs. Four-faceted protocol of low-glycemic nutrition, exercise, nutraceuticals and hormone optimization (when clinically indicated).
- ◆ Ongoing, expert care. Periodic dialogue and consultations track progress, determining adjustments along the way.

Your path to the next medical paradigm starts with a **Physician Training & Certification in Age Management Medicine** program—hailed by past attendees as “one of the most valuable learning experiences since medical school.”

Our comprehensive curriculum includes self-guided study as well as hands-on clinical training at our offices. You'll work alongside distinguished educators and researchers who are well recognized in our specialty. And you'll get sound science and ethical business models to better achieve long-range success.

Certification requires your completing Part 1 and Part 2 as well as meeting certain standards, including passing an online exam for certification, which demonstrates your proficiency for practicing age management medicine.

- ◆ **60 AMA PRA Category 1 Credits™**
- ◆ Online home-study begins immediately
- ◆ Seven-day training (with clinical) at Cenegenics® Las Vegas
- ◆ Actual case studies/situations reviewed in problem-solving round table discussions
- ◆ Extensive literature-based support for protocols
- ◆ Online exam for certification, done from your home or office
- ◆ Your own EHE (\$3,995 value) done at any Cenegenics center nationwide

## Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through co-sponsorship of the Foundation for Care Management (FCM) and Cenegenics Education and Research Foundation (CERF). FCM is accredited by the ACCME to provide continuing medical education for physicians.

FCM designates this educational activity for a maximum of **60 AMA PRA Category 1 Credits™**.

### Diploma

Upon completion of Part 1 and Part 2 **Physician Training & Certification in Age Management Medicine**, you will receive a diploma, an elegant 16" x 20" parchment, matted and presented in a handsome 27" x 30" black frame.

### Age Management Medicine: Physician Benefits

- ◆ Help patients lead healthier, more productive lives.
- ◆ Increased income, beyond your regular practice.
- ◆ Get paid directly for your services, with continuity-based income; no receivables ever again.
- ◆ Restore physician-patient relationship.
- ◆ Build a practice with motivated patients; enjoy high patient retention (approx. 80% one-year retention).
- ◆ Get out of the insurance mess.
- ◆ No more dealing with government programs.

**Register for training today.  
Call 866.694.1080.**

## Joint Sponsorships

### Foundation for Care Management



The Foundation for Care Management (FCM) is a not-for-profit 501(c)3 foundation, governed and advised by an active and distinguished board of healthcare professionals and recognized as an international leader in ongoing education for physicians, nurses, pharmacists and other healthcare professionals. Its mission is to provide quality, evidence-based, continuing education, including

AMA PRA Category 1 Credits™ to primary care providers who want continuing education of the highest quality. More about FCM can be found at [www.FCMcme.org](http://www.FCMcme.org).

### Cenegenic Education and Research Foundation



The Cenegenics Education and Research Foundation (CERF) is a not-for-profit 501(c)3 foundation, governed by an independent board. Guided by eminent physician educators and researchers, CERF's mission is to provide evidence-based education in

age management medicine, develop best-practice standards in the prevention of disease and forge ongoing research and affiliation expansion, aimed at improving science and medicine.

With that, CERF has collaborated on several scientific expert papers published from our investigative research with Dr. Ernst R. von Schwarz, professor of medicine at UCLA's David Geffen School of Medicine, as well as research conducted with Drs. Enrique Ginzburg and Nancy Klimas, from the University of Miami-Miller School of Medicine.

Also, CERF is affiliated with two medical schools. Family practice residents at the University of Nevada School of Medicine and medical students at Touro University–College of Osteopathic Medicine learn the medical and business aspects of age management medicine at our medical institute as part of their Practice Development rotation.

## Joint Educational Effort

### Age Management Medicine Group

CERF partners with the Age Management Medicine Group to provide this unique physician training experience.



The goal of the Age Management Medicine Group (AMMG) is to provide education and information on the specialty of age management medicine to physicians and healthcare professionals through evidence-based continuing medical education conferences, workshops, seminars, publications and web media. AMMG has become the premier platform for educating physicians who are new to age management medicine, producing successful conferences for the industry since 2006.

The Group membership consists of leading healthcare professionals, physicians, practitioners, researchers, medical associations and providers of products and services. Age management medicine is a proactive, preventive approach focused on preservation of optimum human function and quality of life, making every effort to modulate the process of aging prior to the onset of degenerative aging.

The basic tenets of age management medicine are patient evaluation through extensive medical history, lifestyle assessment, physical examination and laboratory evaluation to establish personalized proactive treatment plans consisting of proper diet, exercise, stress management and appropriate medical interventions. For more information, visit them online at [www.agemed.org](http://www.agemed.org).



## Physician Training: What You'll Learn

Delve into the scope, theory and practice of age management medicine and get hands-on experience with clinical evaluations and patient management—then learn how to lay the foundation for your age management practice and how to make it grow.

### Topics

- ◆ Intro to age management medicine
- ◆ Theory of an EHE
- ◆ Hormones for men—from the literature and treatment modalities to the controversies
- ◆ Hormones for women—from peri-menopause and menopause to assessments and controversies
- ◆ Thyroid, growth hormone, DHEA, melatonin—from signs/symptoms to assessments, management and literature to controversies
- ◆ Exercise—from exercise prescription and physiology to VO<sub>2</sub> max interpretation, resistance training and anaerobic interval training to practical applications
- ◆ Nutrition—from low-glycemic approach and weight-loss specifics to practical application
- ◆ Nutraceuticals—overview of common usage in age management medicine
- ◆ Strategic thinking and motivation
- ◆ Practice Development—didactic, ongoing training with role playing, live training calls and recorded training modules to support your practice growth

“Excellent presentation in all areas and a good learning experience.”



“Gave me the confidence to get started!”

## Physician Training: Outcome Objectives

- ◆ Apply general concepts and specific components of age management medicine to your practice
- ◆ Describe the role inflammation plays in disease development; implement appropriate care to prevent or mitigate it
- ◆ Educate patients in the importance of exercise/fitness and develop plans to help them apply these concepts into their lifestyle and health management routines
- ◆ Learn how to write an exercise prescription for individualized patient care
- ◆ Develop methods of applying high-intensity interval training into an exercise prescription
- ◆ Educate patients on a low-glycemic diet and how it helps combat inflammation
- ◆ Assist patients with integration of a low-glycemic diet into their daily nutritional intake
- ◆ Prescribe the correct nutraceuticals and supplements in a patient's nutritional plan
- ◆ Conduct an EHE
- ◆ Interpret DEXA, NCA,  $VO_2$  and correlating lab results
- ◆ Formulate and implement a treatment plan based on the results of the EHE
- ◆ Educate patients on the basics of female endocrine physiology, relating to health/wellness



- ◆ Recognize and treat estrogen dominance
- ◆ Recognize and treat hypoandrogenism in men
- ◆ Implement the age-management approach to hormone replacement therapy/menopausal hormone therapy (HRT, MHT) appropriately into patient care regimes including testosterone, DHEA, growth hormone and thyroid deficiency in men; testosterone, estrogen, progesterone, DHEA, growth hormone and thyroid deficiency in women
- ◆ Use the diagnostic and treatment concepts in both the male and female clinical case study presentations as a learning application tool for formulating similar programs in your practice
- ◆ Implement age management medicine concepts into your practice; be able to determine the effectiveness of these programs with your patients
- ◆ Understand the fundamentals of conducting effective consultations with potential patients
- ◆ Know how to network in your community to grow your practice
- ◆ Know how to educate potential patients on the science of age management medicine
- ◆ Know how to explain the program and its benefits to potential patients
- ◆ Know how to answer questions about the program effectively
- ◆ Know how to address any patient's program concern to gain commitment

“One of the most valuable experiences since medical school.”



## Faculty

### John E. Adams President/CEO, Cenegenics® Medical Institute



Mr. John E. Adams is the cofounder, president and CEO of the global leader in age management medicine, Cenegenics® Medical Institute.

Mr. Adams is the founder/chairman of the World Presidents' Organization - Las Vegas Chapter. He also holds memberships in the World Presidents' Organization - Chicago Chapter and the Young Presidents' Organization - Las Vegas Chapter as well as its invitation-only Chief Executives Organization. Formerly, he served six years on the board of the Young Presidents' Organization - Las Vegas Chapter.

His first entrepreneurial venture was as cofounder, executive vice president and chief operating officer of Medicon, Inc.—the world's largest radiology management company.

Prior to that, Mr. Adams was a certified public accountant for Arthur Andersen & Company's Emerging Business Group in Chicago.

He is a University of Illinois at Chicago graduate, appointed to the Dean's Business Advisory Council of the College of Business Administration.

### Robert D. Willix, Jr., MD, FACS Chief Medical Officer, Cenegenics® Medical Institute CEO/Chief Medical Officer, Cenegenics Boca Raton



Dr. Robert D. Willix is a former board-certified cardiovascular surgeon, who pioneered the first open heart surgery program in South Dakota.

He earned his medical degree at the University of Missouri Medical School, then completed a straight surgical internship and a residency in both general surgery and cardiovascular surgery at the University of Michigan in Ann Arbor, Michigan. A practicing physician since 1969, he served as an associate professor of medicine at the University of South Dakota Medical School and a visiting clinical professor at the University of Miami, Division of Integrative Medicine.

In 1981, Dr. Willix pursued the field of preventive medicine and became the Director of Human Performance and Cardiac Rehabilitation at the North Broward Hospital District. He founded the first and largest wellness center in Florida and later founded the Willix Health Institute in Fort Lauderdale, Florida.

Author of five books, Dr. Willix has gained recognition as a healer, teacher and speaker/presenter.

**Jeffrey Park Leake, MD**  
**Course Director, CERF**  
**Physician Partner, Cenegenics® Las Vegas**

An expert in nutrition and physiology, Dr. Jeffrey Park Leake has long been known for guiding patients in a preventive health approach. At CERF, he demonstrates the established Cenegenics model for achieving optimal health and youthful aging. Dr. Leake, a board-certified anesthesiologist educated at Ohio State University, held a 23-year tenure at Washington's Harrison Medical Center Bremerton as Chief of Anesthesiology and Medical Director of Surgical Services. He is a certified personal trainer and is completing training as a "Certified Strength/Conditional Specialist" via the National Strength and Conditioning Association. He avidly pursues backcountry/extreme skiing, Krav Maga, weight, plyometric and yoga training. He also is a member of the Endocrine Society, North American Menopause Society, American College of Sports Medicine and National Strength and Conditioning Association.

**Beth A. Traylor, MD**  
**Senior Institute Physician, Cenegenics® Las Vegas**  
**Board President, CERF**

Dr. Traylor is a board-certified family physician who brings to the Cenegenics Foundation a rich knowledge of—and on-going curiosity about—bioidentical hormone replacement. While this area is what brought her to Cenegenics for her own training, Dr. Traylor emphasizes in her teaching that hormone optimization is just one third of the nutrition-exercise-hormone balance triad. Dr. Traylor served as lead physician and branch medical officer for the San Jose Medical Group while maintaining a full clinical practice with a special area of interest in women's health. She is a Diplomate of the American Board of Family Medicine and a Fellow of the American Academy of Family Physicians—not to mention an accomplished chef focused on the medical importance of healthy nutrition.

**James Powell**  
**Director of Practice Development, Cenegenics®**

James Powell has 20 years' experience in sales, sales consulting/training as well as an extensive background in training healthcare professionals. Prior to joining Cenegenics in 2007, he trained over 35,000 sales professionals worldwide and worked in healthcare administration. As Director of Practice Development, he offers physicians an in-depth program to help them successfully grow an age management practice—and provides ongoing training and support for alumni and Cenegenics physicians as well as oversees the physician residency program.

**Tim Patel, MD**  
**Vice President of Practice Development**  
**Cenegenics® Medical Institute**

Dr. Tim Patel is a Partner at Cenegenics Medical Institute and CERF faculty member, focusing on practice development and physician recruitment. Dr. Patel holds a medical license from Pennsylvania and is a member of the American Society of Bariatric Physicians. A certified life, health and wellness coach, he has used his coaching skills to help individuals and groups achieve better health and a balanced lifestyle with an enhanced edge. He completed his medical education and an internship at MS University in Baroda, India, prior to entering general practice. After moving to the U.S., Dr. Patel completed a residency in pathology at Temple University-affiliated health system in Pennsylvania. Astonished by the fact that an advanced nation like the U.S. experiences so many deaths related to lifestyle-associated diseases and disorders, he decided to transition to a full-spectrum wellness practice specializing in bariatric medicine where he helped patients manage weight and improve cholesterol, diabetes and high blood pressure through nutrition, exercise, nutraceuticals and lifestyle coaching. In 2006, the Cenegenics synergistic approach inspired Dr. Patel to take his passion for proactive healthcare to a whole new level.

**Rudy M. Inaba, BS, CCS**  
**Nutrition & Exercise Instructor, CERF**  
**Director of Nutrition & Exercise, Cenegenics® Medical Institute**

Rudy holds a Bachelor of Science in Exercise Science with a concentration in Cardiac Rehabilitation from Bloomsburg University of Pennsylvania where he cofounded the Bloomsburg Iron Club, a university-recognized student organization that promotes sports nutrition and advanced resistance training protocols. Following graduation, Rudy relocated to Las Vegas where he completed post-graduate coursework in clinical exercise physiology at the University of Nevada Las Vegas. He also worked as a personal trainer, helping clients in all levels of health. In 2009, Mr. Inaba joined Cenegenics. As Director of Nutrition and Exercise, Rudy oversees a team of 25 nutrition and exercise counselors at 19 Cenegenics locations. Rudy has been instrumental in the revitalization of Cenegenics Living Online, developing an extensive exercise video library, recipes and exercise and nutrition tips. In his CERF Clinical Instructor role, he educates training physicians in nutrition and exercise prescription and holds live demonstrations of physiological assessments, such as maximal oxygen uptake and resting metabolic rate testing.

# Moving Forward

A new medical paradigm—with a revolutionary approach to building your practice—is in your hands.

**Contact CERF today:  
866.694.1080**



# Frequently Asked Questions

## What dates are the physician training/certification program offered?

Training is offered throughout the year, but is booked up months in advanced. You should factor at least two months between registration and your training date. We prefer smaller classes to give individual attention.

## How long is the physician training/certification program?

Part 1 is a seven-day training week at Cenegenics Las Vegas—however, online home-study begins immediately. Part 2 is an online exam, taken from the comfort of your office or home when you are ready to demonstrate your proficiency of the material.

## How much does the training/certification program cost?

The cost is \$15,995—a deposit of \$2,500 is due upon registration. The balance is payable at zero interest over an additional five-month period. Payments may be made by check or credit card (Visa, MasterCard, American Express or Discover).

## The training fee covers . . .

- ◆ Entire training, from online home-study material to the seven-day/on-site training, your EHE (\$3,995 value) and online exam for certification
- ◆ Cenegenics post-certification training (pharmacy, lab, clinical, EHE scheduling)
- ◆ Practice-building support
- ◆ Ongoing Practice Development training, including 1:1 group calls and access to library of recorded training calls
- ◆ Alumnus access to Clinical Leadership
  - ◆ Grand Rounds
  - ◆ Journal Club
  - ◆ Clinical updates
  - ◆ Pharmacy newsletter
  - ◆ Cenegenics Times newsletter
  - ◆ Media releases on Cenegenics research
  - ◆ CERF medical library
- ◆ Access to our researchers and staff
- ◆ Most importantly, our complete support in starting your age management medicine practice





# Information

**Need more information? Call 866.694.1080.**

## Training Location

### CeneGenics Education and Research Foundation (CERF)

851 South Rampart Blvd., Las Vegas, NV 89145

**Toll-free:** 866.694.1080

**URL:** [www.cenegenicfoundation.org](http://www.cenegenicfoundation.org)

**Facebook:** [www.facebook.com/cenegenicfoundation](http://www.facebook.com/cenegenicfoundation)

## Hotels

Several Las Vegas hotels—two are within walking distance of our facility—offer physician discounts to CeneGenics students. Please contact us to learn more.

## Transportation

### Air Travel

Las Vegas, McCarran International Airport—19 miles from CERF.

### Ground Transportation

Taxi service—about \$60 from McCarran Airport to CERF; call On-Demand Sedan at 1.800.245.9556.

# CeneGenics Education and Research Foundation (CERF) Age Management Medicine Group (AMMG) Physician Training & Certification Fee - \$15,995

Name \_\_\_\_\_  
First Middle Initial Last Academic Credential(s)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Please contact me to discuss my questions (mail or fax your request)

I'm planning to attend the training (complete rest of form)

**Payment Terms:** \$2,500 deposit with registration; balance payable over five additional monthly payments at zero interest—or paid via check or credit card.

**Mail:** Send completed form with payment to CeneGenics Education and Research Foundation 851 S. Rampart Blvd. Las Vegas, NV 89145

**Fax:** Fax completed form with credit card data to 1.702.242.8802

**Phone:** 1.866.694.1080

### Schedule Your Training

**Part 1/Training Week:** Offered throughout year, but booked up months in advanced. Factor at least two months between registration and your training date.

## Physician Training & Certification Fees

Check appropriate training

### Part 1

**44 AMA PRA Category 1 Credits™**  
7-day training program with home-study

### Part 2

**16 AMA PRA Category 1 Credits™**  
Online exam, done from your home or office

**Training & Certification Fee - \$15,995**  
Payment Options Available - See "Payment Terms" in the right column.



## Credit Card Payments

Credit Card:  VISA  American Express  MasterCard  Discover

Card Number \_\_\_\_\_

Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_ Today's Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_



A Highly Regarded Medical  
Learning Opportunity.  
Call 866.694.1080

