

Physician Training & Certification in Age Management Medicine

52 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 866.350.9031



AGE MANAGEMENT MEDICINE

EDUCATION FOUNDATION



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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 Elite Health Evaluation (EHE)—and an Annual Elite 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 monthly and closely throughout their personalized program. The physician and exercise/nutrition staff follow patients, adjusting for shifts in body habitus as well as nutritional changes and monitoring blood tests frequently to assure optimal benefits.

Elite Health Evaluation (EHE)

Setting the metabolic, physiologic and hormonal baseline, the EHE goes beyond the conventional medical screen. 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)
- ◆ CIMT (carotid ultrasound)
- ◆ Eight exercise assessments: resting measurements, body composition/bone density, cardiovascular endurance with VO₂ 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/anti-inflammatory**

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—and can be followed with our online program.

◆ **Physician-designed nutraceutical**

grade vitamins: 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.** Patients experience 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 **Physician Training & Certification in Age Management Medicine**—hailed by attendees as “one of the most valuable learning experiences since medical school.”

You'll work beside educators and researchers who are recognized in our specialty—and learn sound science and ethical business models to better achieve long-range success.

- ◆ **52 AMA PRA Category 1 Credits™**
- ◆ Online home-study begins immediately
- ◆ 6-day training (with clinical) at Cenegenics® Las Vegas
- ◆ Actual case studies/situations reviewed in problem-solving round table discussions
- ◆ Extensive literature-based support
- ◆ Online exam for certification, done from your home or office
- ◆ Your own EHE (\$4,495 value) done at any Cenegenics center nationwide
- ◆ Introduction to a Cenegenics Fellowship

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 Age Management Medicine Education Foundation (AMMEF). FCM is accredited by the ACCME to provide continuing medical education for physicians.

FCM designates this educational activity for a maximum of **52 AMA PRA Category 1 Credits™**.

Certificate

Upon completion of **Physician Training & Certification in Age Management Medicine**, you will receive an AMMEF/AMMG certificate.

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.
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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.

Age Management Medicine Education Foundation



The Age Management Medicine Education Foundation (AMMEF) is a not-for-profit

501(c)3 foundation, governed by an independent board. Guided by eminent physician educators and researchers, AMMEF's mission is to provide evidence-based education in age management medicine, develop best-practice standards in the prevention of disease and engage in ongoing research and affiliation expansion, aimed at improving science and medicine. For more information:

www.ammeducation.org.

Joint Educational Effort

Age Management Medicine Group

AMMEF 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. For more information, visit them online at www.agemed.org.

Strategic Educational Alliance

The AMMEF is a strategic alliance between Cenegenics physicians and other independent physicians who are experts in our medical specialty. Together they create world-class educational programs—in joint sponsorship with the AMMG, the Foundation for Care Management (FCM) and the physician advisory board to Cenegenics Education and Research Foundation (CERF)—and make them available to all physicians interested in age management medicine.

The Cenegenics Fellowship is specific to Cenegenics physicians. Cenegenics also creates distinct educational programs outside of the AMMG for ongoing training geared toward Cenegenics fellows and Cenegenics partners. Cenegenics supports and encourages every Cenegenics physician to engage in all programs introduced by the AMMEF.

Physician Training

What You'll Learn

Delve into the scope, theory and practice of age management medicine and get clinical training based on evidence-based medicine, gaining 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— learn the importance of exercise prescription, the fundamentals of interpreting the VO_2 and be introduced to resistance/anaerobic training 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 training to learn foundations of growing an age-management practice, proven methodology to facilitate rapport with patients to educate and guide them in opting for an age-management program

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



“Gave me the confidence to get started!”

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 the fundamentals of an exercise prescription for patient care
- ◆ Learn the methods of applying high-intensity interval training into an exercise prescription
- ◆ Learn the importance of educating patients on low-glycemic/anti-inflammatory nutrition
- ◆ Learn the fundamentals of nutraceuticals and supplements in patient care
- ◆ Learn how to conduct an EHE
- ◆ Learn the fundamentals of interpreting DEXA, VO_2 and correlating lab results
- ◆ Learn how to formulate a treatment plan based on EHE results
- ◆ Educate patients on the basics of female endocrine physiology, relating to health/wellness
- ◆ Recognize and treat estrogen dominance



- ◆ Recognize 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 males/females 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 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
- ◆ Know how to identify patients and how to network in your community to grow your practice
- ◆ Learn more about transitioning into and completing a fellowship with Cenegenics

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

Faculty

Robert D. Willix, Jr., MD **Chief Medical Officer, Cenegenics®** **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 cardiothoracic 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 for four hospitals in the North Broward Hospital District. He founded the first and largest wellness center in Florida—Willix Health Institute. He joined Cenegenics in 1999 and currently serves as the Chief Medical Officer and also is the founder/CEO of Cenegenics Boca Raton and Miami.

He is the author of five books, including *Age Proofing* and *How to Prevent Heart Disease without Surgery and Drugs*. Dr. Willix has gained recognition as a healer, teacher, speaker/presenter and has authored/co-authored over 10 scientific presentations.

He is also a member of the American College of Sports Medicine, a former member of the American College of Surgery, American College of Thoracic and Cardiovascular Surgery. He serves as the Research Committee Chairman of the Cenegenics Research Foundation and is an avid recreational athlete.

Jeffrey Park Leake, MD **Course Director, AMMEF** **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 AMMEF, 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.

Rudy M. Inaba, BS, CCS
Nutrition & Exercise Instructor, AMMEF
Director of Nutrition & Exercise, Cenegenics®

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 AMMEF 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.

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.

AMMEF Board

Beth A. Traylor, MD
Cenegenics Physician Partner, Cenegenics Las Vegas
Board President, AMMEF

Dr. Traylor is a board-certified family physician who brings to the AMMEF 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.

J.E. Clark Delanois
Secretary/Treasurer, AMMEF

As Managing Director of the West Lake Forest Financial Center, J. E. Clark Delanois leads a team of professionals who provide investment/fiduciary services as well as private and commercial banking solutions. He has served as Managing Director of the Schaumburg Financial Center and Division Manager of the Illinois West Region Owner Entrepreneur Client Group. A graduate of the University of Illinois College of Business and Cannon Trust I, II and III, he serves on several boards: Friendship Senior Options (board of directors), Age Management Medicine Education Foundation (trustee), Roosevelt University (board member), Chicago Community Trust (professional advisory committee) and WINGS Leadership (board member). He also chairs the Harper College Educational Foundation investment committee and serves as commissioner for the Village of Schaumburg Business Commission.

Moving Forward

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

**Contact AMMEF today:
866.350.9031**



Frequently Asked Questions

How often is this training/certification program offered?

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

How long is the training/certification program?

The on-site training is 6 days at Cenegenics Las Vegas—however, online home-study begins immediately. The online exam is taken from the comfort of your office or home when you are ready to demonstrate your proficiency in 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 . . .

- ◆ The training fee covers ...
 - ◆ Entire training, from online home-study material to the 6-day, on-site training, your EHE (\$4,495 value) and online exam for certification
- ◆ Cenegenics post-certification training (pharmacy, lab, clinical, EHE scheduling)
- ◆ Practice-building support
- ◆ Updates on Cenegenics physician opportunities
- ◆ Access to Clinical Leadership
 - ◆ Grand Rounds
 - ◆ Journal Club
 - ◆ Clinical updates
 - ◆ Pharmacy newsletter
 - ◆ Cenegenics Times newsletter
 - ◆ Media releases on Cenegenics research
 - ◆ Medical library
- ◆ Access to our staff
- ◆ Ongoing support in beginning a fellowship with Cenegenics



Information

Need more information? Call 866.350.9031.

Training Location

Age Management Medicine Education Foundation (AMMEF)
851 South Rampart Blvd., Las Vegas, NV 89145

Toll-free: 866.350.9031

URL: www.ammeducation.org

Hotels

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

Transportation

Air Travel

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

Ground Transportation

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

Physician Training & Certification in Age Management Medicine

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)

Physician Training & Certification Fee

Check appropriate training

Part 1
9 home-study modules: 15 AMA PRA Category 1 Credits™

Part 2
On-site training/Las Vegas: 32 AMA PRA Category 1 Credits™

Part 3
Certification exam: 5 AMA PRA Category 1 Credits™

Physician Training & Certification Fee - \$15,995
payment options available; see "payment terms" in the side box.

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 Age Management Medicine Education Foundation 851 S. Rampart Blvd. Las Vegas, NV 89145

Phone: 866.350.9031

Schedule on-site training. Book early. Factor in at least four months between registration and your training date.

Credit Card Payments

Credit Card: VISA American Express MasterCard Discover

Card Number _____

Security Code _____ Exp. Date _____ Today's Date _____

Cardholder's Name _____ Signature _____





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