



THE INSTITUTE FOR
FUNCTIONAL
MEDICINE®

Certified Practitioner Monthly Webinar Series



IFM Certified Practitioners

- Updated “Find a Practitioner” database
- IFM Certified Practitioner Resource Center
 - Updated Program Materials, Video and Audio for all APMs and AFMCP
 - Practice Implementation series
 - 2014-2019 IFMCP Monthly Webinar Series
 - Branding and Marketing Materials

2020 IFM Certified Practitioner Webinar Series

- Soliciting topics which you think are of interest *and* is your area of expertise.
- This could be areas such as ‘clinical conundrums’, case studies, or practice management.
- If you have any interest in presenting a 1-hour webinar please email ifmcp@ifm.org a brief proposal including a title and description.
- \$400 honorarium would be provided if your proposal is accepted.

January	Approaching Autism Through a Functional Lens by Emily Gutierrez, DNP, C-PNP, PMHS, IFM-CP
February	Olive Oil: A deep dive into the history, types and evidence of benefit in a variety of conditions. Laurie Lawson, DO
March	Helminthic Therapy in Clinical Practice by Mark Davis, ND
April	Functional Sexology by Keesha Ewers, PhD, ARNP
May	Magnificent Magnesium: Clinical Insight into a Most Important Micronutrient by Christopher Bump, DC, MS, IFMCP, DCBCN, CNS
June	How to Help Screen Addiction & Video Game Addiction with Functional Medicine by Sam Shay, DC, FACFN, PGDip(Acu)
July	Parkinson's and the Gut-Brain Axis by Heather Zwickey, PhD
August	Reversing Central Sensitization and Chronic Illness by Annie Hopper
September	At the Heart of the Matter: Using Functional Medicine to Heal Vessels on Fire by Regina Druz, MD, FACC, IFMCP
October	The Therapeutic Use of Essential Oils in Clinical Practice by Sarah A LoBisco, ND, IFMCP
November	Integrative and Functional Cancer Care by Easter Ho, ND, IFMCP
December	Functional Approach to Osteoarthritis by David Musnick, MD

January

Honor Self for Healthcare Providers: How to Transition, Maintain and Relax into your Functional Medicine Practice by Georgia Tetlow, MD, ABOIM, IFMCP



Georgia Tetlow, MD, ABOIM, IFMCP
Founder, CEO of Philadelphia Integrative Medicine

HONOR SELF

for HEALTHCARE PROVIDERS:
*HOW TO TRANSITION TO,
MAINTAIN, AND RELAX INTO YOUR
FUNCTIONAL MEDICINE PRACTICE*

Georgia Tetlow MD, ABOIM, IFMCP





Graduate, UNC Chapel Hill Medical School

Founder, CEO Philadelphia Integrative Medicine, 2009-present

Honor Self (Health Care Providers) Retreat Facilitator, Mentor, Physician Coach, 2002-present

Clinical Assistant Professor of Rehabilitation Medicine, Sidney Kimmel Medical College, Thomas Jefferson University, Philadelphia, PA

MainLine Top Doctor—Integrative Medicine physician peer reviewed award, 2018 (first year awarded), 2019

Bravewell Fellow, University of Arizona Center for Integrative Medicine Integrative Medicine Fellowship, 2008-2010

Medical Director of Integrative Medicine, GSRH, 2008-2009

Mindfulness Instructor, 2008

Arnold P. Gold Foundation Leonard Tow Humanism in Medicine Award, 2004

Brody Award in Medical History, Duke University, 2002

Ayurvedic Institute Certified, 1995

Hatha Yoga Teacher, Phoenix Rising Yoga Therapist, 1993

Board Certified in Integrative Medicine, PM&R, Wound Care



HONOR SELF

"My work is to discover personal ease, space and relaxation, mental wholeness, emotional safety and joy in this life for myself as my main job so that I can then share it with others."

--GT



Georgia Tetlow, MD, ABOIM, IFMCP

- ▶ **Health Care Provider Coach and Mentor**
- ▶ **CEO & Founder, Philadelphia Integrative Medicine**
- ▶ **Clinical Assistant Professor of Rehabilitation Medicine, Sidney Kimmel Medical College, Thomas Jefferson University**
- ▶ **Bravewell Fellow, Andrew Weil Center for Integrative Medicine (2010)**

HONOR SELF AGENDA

Obstacles

Provider Wellbeing Framework: emotional health, mindset, community and connection

Honor Self Blueprint: name the transition, challenges, solutions, potential

Honor Self Starter Kit and Free Resources: philly-im.com/providers

Honor Self Retreats



OBSTACLES

- Can I do this?
- Patients
- Respect
- Charging \$\$
- Will I make enough?



OBSTACLES

- **Field rapidly evolving**
- **Manage patient contact**
- **Harder to stay on time**



OBSTACLES

- Am I enough? Is FM enough?
- More control, but emotional patterns may more easily sabotage provider
- **Fear of the Dollar Sign**



FEAR

- I'm not enough
- Need to prove worth in every appointment → extended appointment times
- Over prep

CRISIS/OPPORTUNITY



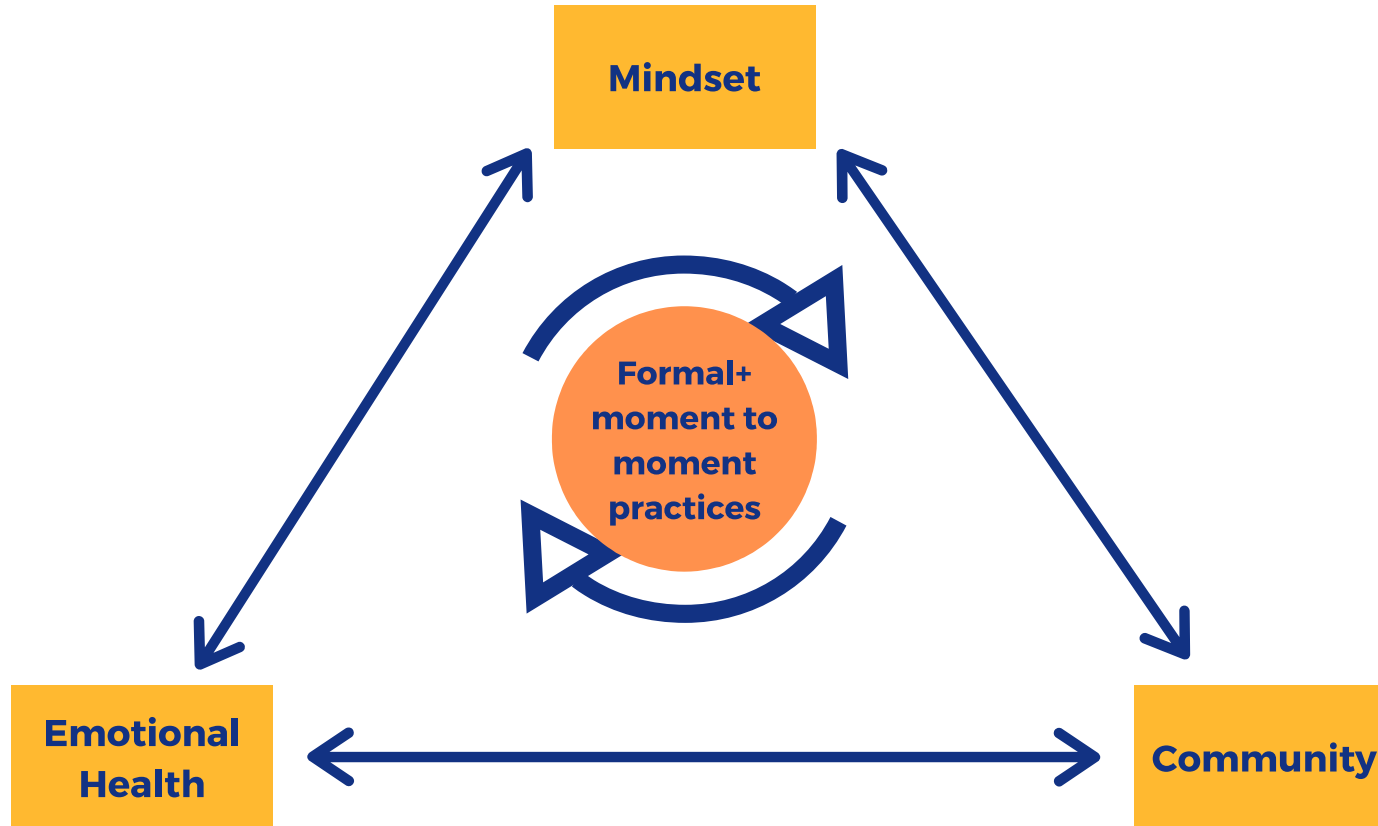
Identity

Financials

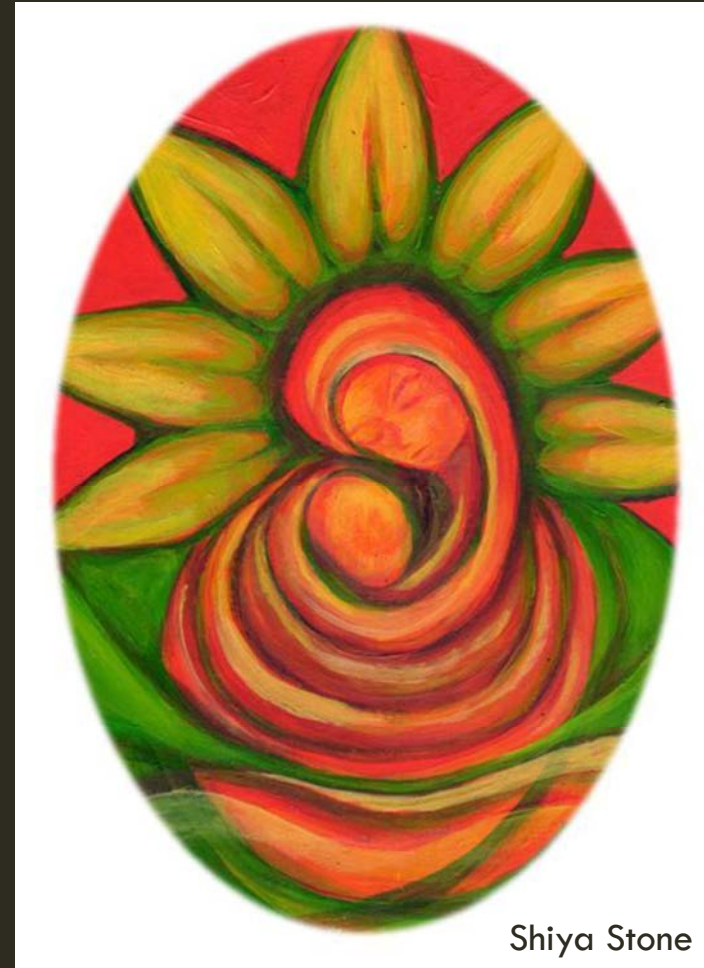
Logistics

Starting anew

Provider Wellbeing Framework



EMOTIONAL HEALTH



Shiya Stone

EMOTIONAL HEALTH



Am I first?



Acknowledge feelings



Answers within -- Ask, listen



Same body, job, challenges → now a learning experience, ease.



Not a victim. Less overwhelmed

MINDSET



I HAVE TO GET THIS
DONE



I AM ENOUGH

COMMUNITY AND CONNECTION



PHILLY-IM.COM/PROVIDERS

philly-im.com/providers

Getting Started Imported From Fir... Bookmarks P2P QB Raker Text SIBO Diet IFM Toe Tapping Mailchimp Doterra Estrogen Don

Clinic Hours: Tuesday, Wednesday & Friday 9am-12pm, 1pm-4pm. Limited availability Thursdays by appointment only. | (888) 702-7974

Philadelphia Integrative Medicine About Us Appointments FAQs For Providers Testimonials Events P2P Login Podcast Blog Press

Integrative Clinical Mentorship
Honor Self Phone Mentoring
Honor Self Retreats
Provider Resources

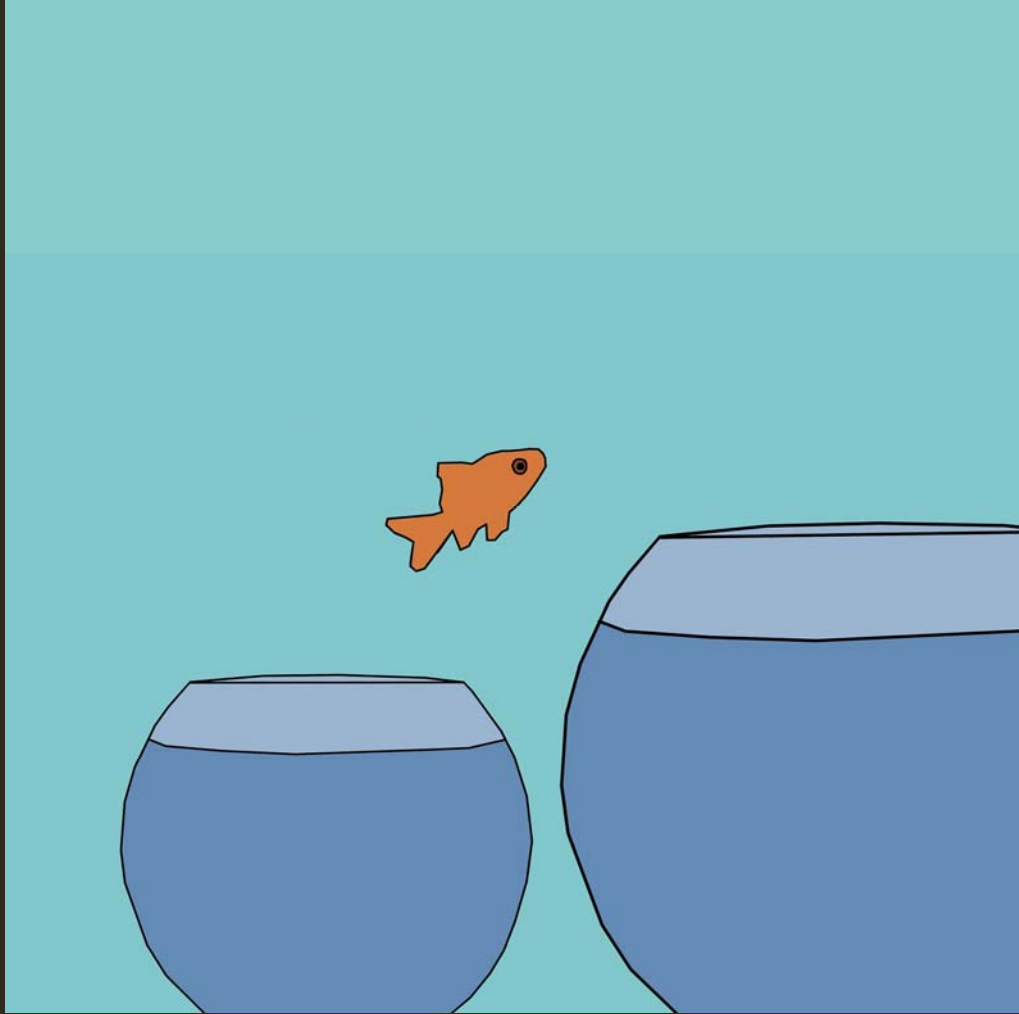
INTENSIVE CLINICIAN MENTORSHIP

A glowing plasma ball with a central red sphere and intricate blue and red filaments. The central sphere is a bright red, glowing orb. From this sphere, a complex network of thin, glowing filaments in shades of blue and red radiates outwards, filling the circular frame of the plasma ball. The background is dark, making the glowing elements stand out prominently.

HONOR SELF BLUEPRINT

**Naming The Transition, Challenges,
Solutions, Potential**

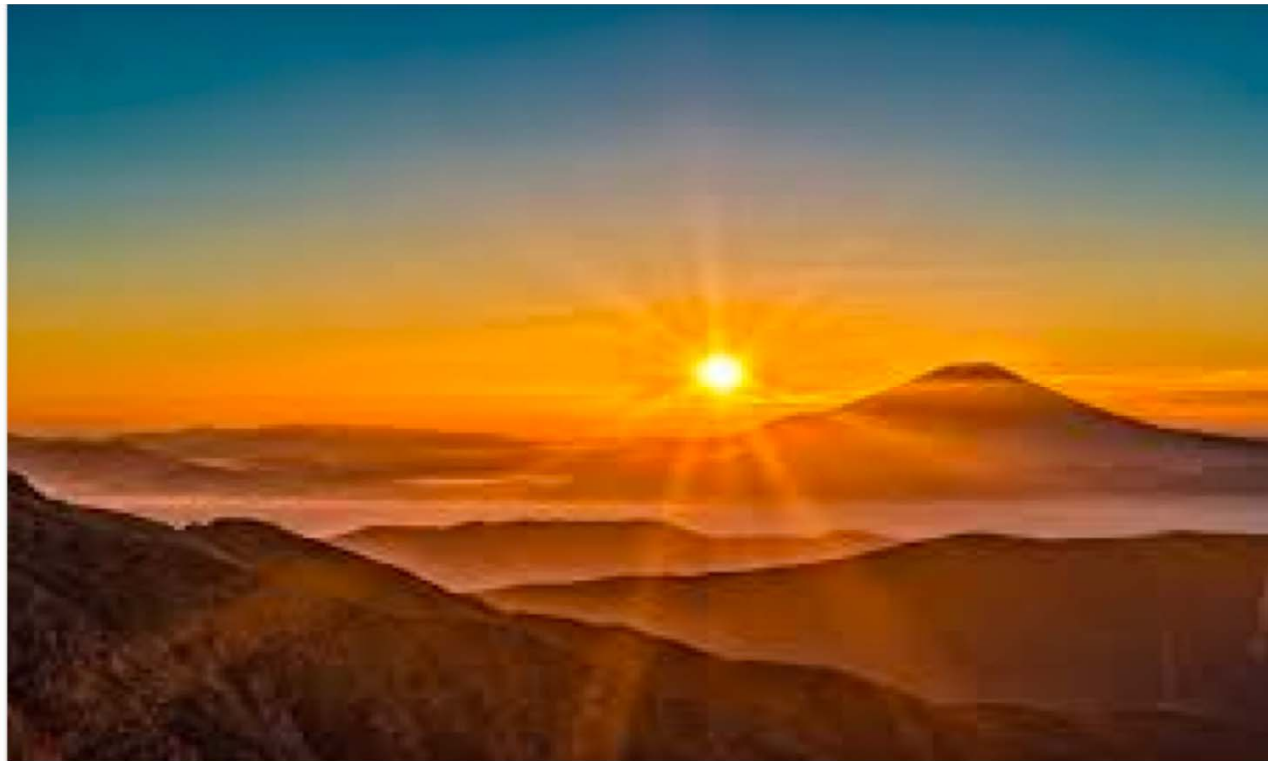




What's Different in Functional Medicine compared to Conventional Medicine	Provider Challenges in Functional Medicine	Solutions: Take the leap, Be in Practice, Mentoring, Community	The Provider's Potential
<p><u>New Patient Care</u></p> <p>New criteria for provider success: Inspire and educate patient. Healing the root cause takes time</p> <p>New patient care model- healing not cure; address roots of chronic illnesses rather than masking symptoms</p> <p>Not everyone is a patient: new patient criteria are 1) readiness and 2) self motivation</p> <p>See patient as whole: physical, emotional, spiritual being</p> <p>Process heals the patient, not the provider, not the drug</p> <p>New tools, new knowledge base</p>	<p>Field is rapidly evolving</p> <p>High expectations/ challenging patients</p> <p>Patient contact often needs more conscious management</p> <p>Relationship-based/comprehensive care</p> <ul style="list-style-type: none"> • Harder to stay on time • Care is more intimate • Some patients do not understand their role in their own healing and that it takes time <p>Tense/driven/over-productive = no longer as cool</p> <p>More control, but emotional patterns may more easily sabotage provider</p>	<p>Commit—make the transition, two jobs for least time/but be realistic</p> <p>Learn to manage time, expectations (yours and patients') in this new model</p> <p>Training</p> <p>Gather oneself: honor passions; gratitude; yoga and meditation practice</p> <ul style="list-style-type: none"> • Body centered awareness, with compassion; turning towards self, rather than turning away <p>Symptoms as clues, not problems.</p> <ul style="list-style-type: none"> • I love these clues because I'm confident I understand them • I appreciate the mystery 	<p>Embodiment, emotional health, boundaries, "yes to the now"</p> <p>Identify needs and give to self. Space and time to re-center during the day. Kindness, tenderness</p> <p>Peace and mental stability</p> <p>Excitement/belief in the functional medicine model. My patients are getting well</p> <p>I do not fear judgment or criticism</p>
<p><u>New Business Model</u></p> <p>Never charged money before/fear of the dollar sign</p> <p>Patient expectations due to \$\$ for patient care: increased patient and self expectations</p> <p>May need to create business entity, marketing funnel</p>	<p>Am I enough? Is FM enough? Will I have patients? Will I do a good job? Am I worth the money?</p> <p>You are (often) your own boss –both business AND provider role</p>	<p>Be in practice/ gain experience/ see results</p> <p>Knowing your value, own your good results (take credit)</p> <p>Practice healthy self-promotion</p> <p>Create support structure: staff, office space, regulatory and educational organizations, insurances, consultants (HR, legal, accounting, etc.)</p>	<p>Knowing my value—who who I am, acknowledge self</p> <p>I am worth it</p> <p>The right amount of work, healthy relationship with time</p> <p>Well-run medical clinic or system</p>
<p><u>New community</u> New relationships, new relationships with old colleagues</p>	<p>Hard to find colleagues to discuss patient care</p>	<p>Colleagues to discuss cases</p>	<p>I am supported Member of an integrated community</p>

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Blueprint



New Model: The Transition

- ✓ **Provider inspires and educates**
- ✓ **Process heals the patient, not the provider, not the drug**
- ✓ **Patient self heals**
- ✓ **New patient criteria: readiness, self motivation**



SOLUTIONS

- ✓ Straddle two jobs for **least** time, but be realistic
- ✓ Learn to manage **time**, expectations (yours and patients')
- ✓ **Training**
- ✓ **Practice**

SOLUTIONS

- ✓ **Gather self: mindful provider**
- ✓ **Body centered awareness, with compassion; turn towards self**



SOLUTIONS

- ✓ See symptoms as clues, not problems.
- ✓ I love the clues because I'm confident I can understand them
- ✓ Appreciate the mystery





THE POTENTIAL

- ▶ I know my value
- ▶ Right amount of work
- ▶ Healthy relationship with time

RESOURCES philly-im.com/provider-resources

Free

Past talks

Short meditations for providers

Pocket Guides

Free 20 minute phone consultation with Dr. Tetlow – mentoring

Honor Self Starter Kit \$25

1. Assessment
2. Blueprint Grid
3. Wellbeing Framework
4. Important Things First Blank Weekly Schedule
5. **Tetlow 10: Keys to Honor Self**

ASSESSMENT

Honor Self
Self Assessment

1. Circle the best answer for you.
2. Identify the one essential area to address and give it your all. Only change one area at once.

I have loving relationships. Stuck Doing ok I'm there/Its great

Know Yourself

I respond to my body's needs and my body feels healthy. Stuck Doing ok I'm there/Its great

© Georgia Tetlow, MD, ABOIM, IFMCP
Healthcare Provider Mentor and Coach
CEO + Founder, Philadelphia Integrative Medicine
www.philly-im.com/providers

RESOURCES philly-im.com/provider-resources

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Blueprint

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5. **Tetlow 10: Keys to Honor Self**

Honor Self: Important Things First

WEEKLY SCHEDULE

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6am							
8am							
10am							
12pm							
2pm							
4pm							
6pm							
8pm							
10pm							

First things first! You!

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TETLOW 10

Tetlow 10

Brainstorm 10 things that are uniquely essential for you to feel in balance. These are "things you need" or habits, as well as attitudes. Make the list such that if you were to cultivate these areas, you would feel you were honoring yourself as the center of your life.

Things I need

- _____
- _____
- _____
- _____
- _____

Attitudes

- _____
- _____
- _____
- _____
- _____

As an example, I share the five habits and attitudes that I have identified to help me stay centered. I don't do these perfectly. They change over time. **My Tetlow 10:**

Things-to-do

1. Early bedtime
2. Exercise or dance 3x/week
3. Time for pleasure
4. Community/connection
5. Regular mind body practice

Attitudes

6. Gratitude: what's right
7. No need to rush
8. Do chosen task, watch for distractions
9. Ask for help
10. Open heart, communicate needs

HONOR SELF RETREATS

Biannual
West of Philadelphia
www.philly-im.com





• BE THE CHANGE YOU WANT TO SEE

Intensive but balanced

- Health promoting activities
- Introspection
- Community

Curriculum has evolved since 2015

We become what we practice



GOAL |

**PRESENCE AND
COMPASSION ARE
ENOUGH**





HONOR SELF RETREATS

- ✓ Contact Michelle@philly-im.com ASAP
- ✓ Next available slots: likely October 2020, date TBD

SOLUTION: HONOR SELF

Wellbeing Framework: mindset, emotional health, community

Honor Self Blueprint: transition, challenges, solutions, potential

Free Resources and Honor Self Starter Kit \$25:

philly-im.com/provider-resources

Honor Self Retreats

THANK YOU



Q & A





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