



The Ideal Protein Protocol Invigorates a Family Practitioner's Patients and Her Practice

"The Ideal Protein Protocol is the most positive thing physicians can add to their practice. It's a huge service to patients, and it's so rewarding medically. It's really all about the reason we went into medicine in the first place—to help people. It also boosts the financial health of the practice. Everyone should offer it."¹

—Ann K. Kuenker, D.O.



Dr. Ann K. Kuenker is board-certified in family practice and has been practicing in the Traverse City, Michigan area for nearly 30 years, with a focus on wellness and prevention. She estimates that roughly 40-50 percent of her patients are overweight or obese. "Obesity causes so many other problems. It's a huge issue in the practice," she says.

When she first heard about the Ideal Protein Protocol, a medically-designed and developed protocol for weight loss and weight maintenance, Dr. Kuenker was looking for new ways to help her patients while augmenting her practice revenue. Intrigued by the success of other practices, she decided to give the Ideal Protein Protocol serious consideration.

The first step was to try it herself. "It was really important that I tried it before I offered it to my patients" she says. "I wanted to be sure that I was offering a good product that could help people."

She quickly lost 15 pounds on the Ideal Protein Protocol.² Buoyed by own success, she started offering it in her practice on a small scale. "I tried the protocol on some existing patients. When I saw how great they felt and quickly they lost weight, I felt really comfortable promoting it." Dr. Kuenker says.

That was eight years ago. Today, the protocol makes up 50% of her practice. To answer the challenge of having a geographically diverse client base, she now offers the Ideal Protein Protocol at three offices: Traverse City, Elk Rapids,

and Petoskey, Michigan. She currently sees about 150 active dieters, and the monthly weight loss in her practice is approximately 800 pounds.

Dr. Kuenker identifies two main patient profiles that benefit most from the protocol: people with type 2 diabetes and those with inflammatory conditions. "Patients with type 2 diabetes often have hypertension and hyperlipidemia as well. When they lose weight, many patients get off all or most of their medications.³ Their health markers, including blood pressure and cholesterol, dramatically improve,"⁴ she says.

"Surprisingly, I've seen great improvement in people with inflammatory conditions such as osteoarthritis, fibromyalgia, asthma and eczema. When people eat carb-heavy and have such high insulin levels, the body is inflamed everywhere. After losing weight with the Ideal Protein Protocol, their inflammation is reduced."⁵ Dr. Kuenker explains.

"One of my patients had hypertension, hyperlipidemia, high cholesterol, type 2 diabetes, gout, and arthritis. He was on twelve medications. As a result of losing 50 pounds with the protocol, he was able to go off all of them,"⁶ noted Dr. Kuenker.

"There is so much we physicians have to deal with...the paperwork, the government.... so being able to help people in this way really brings us back to the reasons we went into medicine in the first place," declares Dr. Kuenker.

Dr. Kuenker says the start-up process with the turnkey Ideal Protein Protocol was fairly easy. She was able to recoup her initial investment in just two to three months.

"Initially, I was hesitant about selling products to patients. We weren't taught in medical school to ask people to lose weight by buying our products, but when you realize how well the protocol works, that part becomes easy," she noted.

Another element Dr. Kuenker loves about the Ideal Protein Protocol is its scalability. "You don't have to have a large number of patients to make it work," she says, "You can start small with your practice—especially if you are in a group practice. Even if you just have 30 patients, you can do it."

To ensure consistency, Dr. Kuenker employs a medical assistant or nurse at each office as a weight loss coach, and she offers Ideal Protein seminars one to two times per month in each location. Her offices are open during non-traditional hours—early, late and through the lunch hour—to accommodate all of her dieters' schedules.

Dr. Kuenker cites one-on-one weekly coaching as key to patients' success with the Ideal Protein Protocol. "Coaching is so important. Our coaches and patients form a personal bond. It is a very personal journey and patients can feel vulnerable, so it really is a trusting relationship."



At the end of the day, the well-being of her patients is Dr. Kuenker's number one priority. "You want to make sure that you truly are offering a safe, effective product. The ingredients, the safety, and the research are really important to me," she affirms, "I researched ketosis and weight loss on my own, and that's how I came to realize how stellar Ideal Protein was. They put in the research, and the science is spot on. The protocol preserves muscle mass and keeps the organs healthy."

Propelled by the immense impact the Ideal Protein Protocol has had on the health of her patients and her practice, Dr. Kuenker is eager to spread the word to the medical community. "We physicians are generally not very educated about nutrition— that wasn't a big topic in medical school. The biggest challenge is to educate other physicians that this really is healthy for their patients."

Dr. Kuenker tells her patients, "If I can help you take control of your health, your aging and your medications— that is my gift to you."



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