



## The Ideal Protein Protocol Transforms Cardiology Practice

*“The science behind the Ideal Protein Protocol makes it stand out amongst other weight loss programs. Their education coupled with medically supervised weight management is the key for success.”<sup>1</sup>*

*-Douglas Rothrock, M.D., Prescott Cardiology, Prescott, AZ*



Dr. Douglas Rothrock is a Board Certified Cardiologist and founder of Prescott Cardiology in Prescott, AZ. He is also the Founder of The Heart Shop LLC, which includes Let's Get Healthy4You weight loss center in Prescott, AZ. He has been the Senior Medical Advisor and Consultant at Ideal Protein® for five years.

Dr. Rothrock first learned about the Ideal Protein Protocol, a medically-designed protocol for weight loss and weight maintenance, when he noticed a colleague losing weight. After Dr. Rothrock's wife, Nancy, lost 58 pounds and he lost more than 100 pounds on the protocol,<sup>2</sup> he was convinced that the Ideal Protein Protocol was the best solution to offer his patients for effective weight loss.

Now, six years later, the results are impressive: almost 3,000 of his patients have lost over 200,000 pounds. That represents 100 tons of weight.<sup>3</sup> His wife Nancy runs the Ideal Protein clinic, while Dr. Rothrock sees patients in his cardiology practice.

Dr. Rothrock comments, “As a cardiologist, I'm committed to helping my patients achieve these kinds of results to avoid heart disease and its chronic long-term effects. Now, the weight loss portion of my practice has outgrown the cardiology side.

The Ideal Protein Protocol has proven to be a life-changing catalyst, personally and for my patients. It is a wonderful tool I can recommend to my patients that will bring major benefits to their cardiovascular health, overall well-being, and lifespan.”

Dr. Rothrock's own experience with Ideal Protein was dramatic. He not only lost 100 pounds, but his lab results normalized and he felt 20 years younger.<sup>4</sup> He learned that it is the chemical composition of our diet that contributes to weight gain; Ideal Protein has done this research and developed the protocol that includes the optimal diet for safe, weight loss and maintenance.

Dr. Rothrock notes, “As cardiologists, we are pioneers as well as the leaders in prevention. Cardiology led the movement in increasing exercise and lowering cholesterol. My real interest has always been prevention. Now, with the Ideal Protein Protocol, I can actually help my patients lose weight and potentially avoid illness, not just treat their symptoms.”

“When a primary care doctor finds that one of their patients has one of the major risk factors for heart disease, they often refer them to the cardiologist. With the Ideal Protein Protocol, we have a way to help those patients reduce those risk factors for life.”

As Senior Medical Advisor for Ideal Protein, Dr. Rothrock is involved in teaching at the company's SuperWeekends, held throughout the country at no charge to clinic partners, to provide them with a deeper education into the Ideal Protein science, protocol, and application in medical practice. He also spends time in one-on-one consultations with healthcare practitioners throughout the United States who offer the Ideal Protein Protocol.

**“I am incredibly passionate about Ideal Protein, both as a company and as the gateway for my patients to lose weight, keep the weight off, and as a consequence, achieve better health,” concludes Rothrock. “It's very exciting for me to be involved in helping other physicians discover it and begin using it in their own practices. It really is an amazing tool.”**



## Insulin

Ideal Protein's medically developed protocol tackles the root cause of the weight gain— the body's overproduction of insulin— by restricting consumption of sugars and carbohydrates— achieving optimal results through lowering poor fat intake, while maintaining adequate protein intake to preserve lean mass.



The Ideal Protein Protocol is a proven, four-part protocol that enables safe, effective weight loss, which leads to improving patients' health. The protocol includes a structured maintenance program to sustain weight loss success.



The Ideal Protein Protocol helps the practice meet revenue goals, including achieving pay-for-performance measures for maximum reimbursement.

## The Ideal Protein Difference

The Ideal Protein Protocol is medically designed and developed, and is consistent with evidence-based guidelines for weight loss management and maintenance. It is a safe, effective weight loss solution for the obese and overweight patient, including those with metabolic syndrome.

# 3,000

The Ideal Protein Protocol is exclusively available from Ideal Protein's 3,000 approved health care clinics and centers across North America.

## Outcomes

Ideal Protein is focused on partnering with you as part of your "Healthy Patient Outcomes" Team— the value of your approach toward patient care, outcomes and sustainable patient health.



The Ideal Protein Protocol is comprehensive and turnkey, with no costs for training and implementation, and no long-term commitment.

### FIND OUT ABOUT CLINIC PARTNERSHIPS WITH IDEAL PROTEIN

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