

8th Anti Ageing Conference LONDON 2011

- **Implementing Anti Ageing Protocols into General Practice**
- **What are the educational and entrepreneurial tools required for a viable Business model**

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INTRODUCTION

- Since the theme of my presentation is about whether and how a doctor practice can be upgraded into an entrepreneurial activity, I will first highlight the AA concept by placing it into the rapidly changing context of the present complex socio-economic ,clinical and scientific environment rich in evolutionary-revolutionary everyday events .

Let me start with a rapid excursion among the different \ often controversial angles \ perspectives by which AA is viewed.

SCIENTIFIC

- In the scientific world, AA medicine is far from being recognized as a new emerging discipline to be officially introduced and taught in universities and especially to be, as **Prevention** ,the only future for socially supported healthcare
- Rather considered a marketing issue covering old traditional medical practice.

cont. Scientific

- The Medical Academy is not in favour of AA as a serious specialization.
- The word "Prevention" is not associated to a perspective of healthy Longevity but only to a safe protection tool from a single disease to be fought through pharmaceuticals.
- The Medical Academy though ,is fully aware of the non-sustainability of any social welfare system to take care of all the pathologies of the ageing process expected to be suffered by an increasing older population.

CLINICAL

The clinical practice is increasingly attracted by AA being considered as a natural ground to complement various single medical disciplines

Main players are :

Aesthetic Medicine doctors
Gerontologists
Endocrinologists
Nutritionists

All these categories provide evidence of why AA is complementary to obtain satisfactory results of improved health in their patients and the first essential step to Longevity pattern.



People regularly visiting such specialists will have more chances to avoid aging pathologies

Versus

People ignoring the well-known insults to a good aging just to avoid having contacts with doctor clinics



Cont. Clinical

But none of the aforementioned SPECIALISTS

-are proposing a thorough cutting-edge AA multidisciplinary protocol.
-have been educated and prepared to try to investigate on the roots of the potential diseases.

Cont. Clinical

- MANY of SUCH DOCTORS PRETEND TO PRACTICE AA MEDICINE JUST BY EXPANDING THE DIAGNOSTIC PHASE OF THEIR USUAL PRACTICE INCLUDING THOSE BIOMARKERS REFERRED TO ONLY ONE OF THE PRESUMED PRIMARY REASONS FOR AGING LIKE INFLAMMATION or FREE RADICALS
- MOST * AGGRESSIVE * DOCTORS SEEM THE GERONTOLOGISTS CLAIMING AA AS THEIR OWN DOMAIN
- ALSO MANY NUTRITIONISTS COMBINE THEIR WEIGHT LOSS DIETS WITH MORE ORIENTED NUTRITION PROFILES WITH LIMITED DIAGNOSTIC BASE
- **BUT**
- THEY IGNORE WHAT A SCIENTIFIC BASED AA PROTOCOL MEANS , THEIR PRACTICE BEING STILL A "ONE MAN / WOMAN SHOW " and REAL AA DOCTORS ARE STILL RELATIVELY FEW

ENTREPRENEURIAL

The industrial enterprises looking with great interest to the ongoing development of AA expectations by a larger number of people (i.e. the market) are mainly:

Food Industry
Spa Industry
Diagnostic Technologies
Pharmaceuticals*

FOOD INDUSTRY:

Included in their strategies is an attention to the growing demand of healthy foods, either with products marketed as healthy enhancers or by adding supplements to basic foods.



Social Network in the Nutrition business



A strong signal

- Foodzy, shown here just as a curiosity, and its success as a social network, represents the evident proof that the message of improving nutrition is getting momentum in the final consumer attitudes and the food industry cannot ignore it

SPA INDUSTRY:

Looking towards some way of introducing the medical protocols within the Spa but there are very few examples of truly successful ones.



MANY SPA HAVE ADOPTED THE MEDICALIZATION STEP W/O A REAL AA PROTOCOL AND FOCUS ON LUXURIOUS WELLNESS TREATMENTS CALLING THE WHOLE PACKAGE AA

DIAGNOSTIC TECHNOLOGIES INDUSTRY:

The most promising industry with labs and diagnostic centres that will be running sophisticated tests to value the biomarkers linked to a real risk prevention.



Cont. DIAGNOSTIC TECHNOLOGIES

New knowledge of the human genome through innovative equipments is making scientific diagnostic more and more fundamental for a personalized AA protocol.

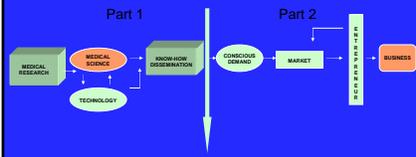


Entrepreneurship in AA

- After highlighting the present aspects of AA meanings in the different fields

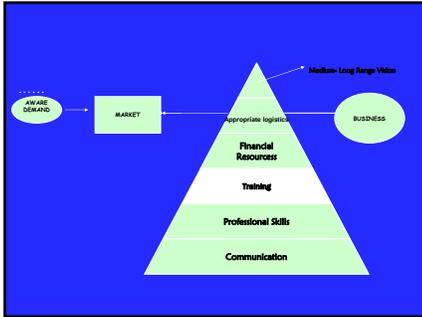
back to the title and focus on AA as an industrial sector attracting the attention and stimulating the ambitions of doctors presently running just a medical studio

THE AA MEDICINE-BUSINESS CHAIN



STRATEGICAL / OPERATIONAL COMPONENTS FOR A DOCTOR / ENTREPRENEUR for access to BUSINESS





Evolution of an AA doctor

- If we want to put the profile and background of a doctor into the perspective of becoming an entrepreneur , more precisely
- a doctor –entrepreneur (doc. entrep.)

The meaning of an evolution

- The decision of launching an entrepreneurial initiative means :
for a doctor to evolve from an Health artisan into a small-medium size industry entrepreneur and
for his medical studio to be converted into an AA centre offering a scientific AA protocol

MARKET COMPETITION

- The check-up or physical assessment/ screening is just an instantaneous picture of the status of biological parameters (biomarkers) relevant to major pathologies associated with Ageing – No predictive content nor a prevention plan
- The health farm stay is an opportunity to spend a few days among wellness treatments, dietary meals and intense exercise only to get very temporary even “visible” results due to disappear after a short period w/o a serious medical diagnosis and follow-up prescriptions

MAIN DIFFERENCES BETWEEN AN AA CENTRE AND A MEDICAL CLINIC

- Entrepreneurial and risk taking spirit
- Larger Financial resources needed (see Investments)
- Effective Marketing Strategy & Communication
- Professional Multidisciplinary Teamwork with many specialists working jointly on the same personal case (vis-a-vis a one-doctor show)

DEFINITION AND GENERAL PROFILE OF :

A SUCCESSFUL ENTREPRENEUR IS: Someone Ambitious Passionate Risk taker versus debts (Rather) aggressive Creative MKTG Oriented (Rather) unscrupulous	A SUCCESSFUL AA DOCTOR IS: A practioner Passionate Speculative Far sighted Curious Scientific Oriented Always Updated Team worker Careful Methodical
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AS A CONSEQUENCE:

They have little in common but the passion and
whilst it is impossible to turn an Entrepreneur into an AA doctors
The “Mission” of converting an AA doctor into an Entrepreneur is difficult but not impossible.

AND WHAT IF.....???

The doctor lacks some of the basic Entrepreneurial fundamental requirements ??????

Professional
Financing
Risks taking

It is highly advisable to :

Look cautiously for reliable Management partnership and
Arrange sound project financing with institutional lenders

Entrepreneur 's Options

- As a consequence of the challenge of becoming a doctor – entrepreneur (doc-entrep.)
regardless of:
the deep differences between the 2 profiles
the considerable economic risks never run into before
Such doc-entrep faces two totally different approaches :
a) presumption of managerial and financial self sufficiency
b) setting up a work-team where skills and experiences complementary to his should merge

Managerial options

- If the prevailing one will result the option b) ,the more logic than the essential and key role within the team should be assigned to a

Marketing and Communication Manager
who carries along the due competences in a field miles away from a doctor background and education and where the major Investments lay

Major Investments list

- Business And Marketing plan
- Prestigious scientific Board
- Logistic restructuring
- Medical Diagnostic equipments (in-house)
Consultancy rooms decoration and furniture
Team selection, recruitment and training
Launching the Grand Opening campaign
Start-up operations on a promotiona basis
Marketing and Communication strategies implementation

Marketing & Communication

circa 50% of the investment

- Why Communication : a critical and vital MKTG tool (the importance of being recognized)
- While it is relatively easy for the doc-entrep. expand his medical expertise by teaming up with colleague doctors specialized in fields complementary to his own and quite simple to find trustworthy accountants -financial managers More problematic may look selecting a MKTG manager whose challenging task will be the optimization of resources as forecast in the agreed upon investment MKTG budget and successfully launching the new initiative and thereafter supporting the development with appropriate commercial and communication policies

Main Communication Themes

- Qualified background of the medical equipe
- Cutting edge science updated to latest research
- Continuous care for physical and emotional patient problems , expectations and motivations
- On going monitoring of results , failures , successes
- Medium-long term project educationally dependent

Global Experiences

- STILL VERY FEW EXAMPLES OF SUCCESSFUL AA CENTRES WORLDWIDE HAVE BEEN ACCOUNTED FOR
- NOT SURPRISINGLY, IN ALL OF THEM DOCTORS SKILL IS COUPLED WITH SIGNIFICANT INVESTMENTS IN COMMUNICAT

main reasons for difficult marketing of AA initiatives appear :

- A) High costs for a scientific protocol mostly because of the diagnostic phase
Conscious AA experts are still debating about the most scientifically significant biomarkers panel to be considered for analysis and interpretation
as really "Quality of Aging" predictive
Options swing from too commercial and cheap marker panels to extremely complicated and expensive ones
- B) Communication Budget .
An intriguing issue to evaluate and appreciate and hardly sustainable if:
In order to raise awareness and motivation to practice an AA protocol for the general public, the scientific Academy does not promote a consensus on the most market-sustainable of such protocols , to be updated regularly along the innovation brought up by research novelties.

CONCLUSIONS

- I will conclude just suggesting the headline of a teaser announcing the launching of your new AA initiative :
- I have been inspired by watching the big poster of a fruit trading company in South Africa reciting :

"" Anything fresher is still growing ""

BY PARAPHRASING IT:

Anything more innovative is still
Scientific research

AND THE CORE MESSAGE ACCORDING TO AN US PROFESSOR SHOULD SOUND TO YOUR POTENTIAL CLIENTS:

Ageing is your fault and we have the cure .
Invest in yourself in the simple things we know
will Work

