

Predictive, Preventive and personalized Medicine & Molecular Diagnostics

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Personalized care, lifestyle medicine, behavioral science and technology: The right fit for any practice model

Steven A Feyrer-Melk

Optimal Heart Attack & Stroke Prevention Center, USA

Modifiable personal lifestyle factors play significant and interconnected roles in predictive, preventive and personalized patient optimal health. Leveraging available cutting-edge Technology and Behavioral science models can maximize outcomes in a Personalized Care Model. This session will help medical program developers and practitioners learn how to seamlessly incorporate and effectively use the proper practice-matched technology. The focus will be on understanding behavioral science as a powerful component of personalized care, identifying the best technologies for the practice, wearable technology, wireless health technology, health apps, and practice platform technologies.

Biography

Steven A Feyrer-Melk has developed a unique and practical background in Lifestyle Medicine for over 25 years, allowing him to effectively leverage technology and behavioral science to enhance personalized care. His extensive work with healthcare professionals and patients is grounded in proven health and lifestyle medicine principles, making him a thought leader in the field. He serves as the Director of Lifestyle Medicine at the Optimal Heart Attack & Stroke Prevention Center, the Chief Science Officer for a Med-Tech company (Nudge, LLC) and is a valued Consultant and Speaker. He received his PhD in Exercise Science & Wellness at Arizona State University under the direct guidance of Charles Corbin. He did his MEd in Human Performance at Bowling Green State University under Richard Bowers.

drsteve@optimalheartcenter.com

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