

PREDICTIVE, PREVENTIVE AND PERSONALIZED MEDICINE & MOLECULAR DIAGNOSTICS

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Personalized care –Behavior Change

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A personalized medicine approach empowers patients and practitioners to collaborate on a path of optimal health. The advancements of health related technologies are powerful and critical for “whole-person” care and real-world behavior change. Moreover, in the quest to remain at the cutting edge, practitioners must recognize and properly incorporate lifestyle medicine technologies within a systems oriented model. Therefore, to effectively leverage technology for the enhancement of patient health, a big picture overview must first be understood. This “30,000 feet” view of key technologies offers the practitioner an understanding of where we are now, what trends we can expect, and where we are going in the future. More importantly, it is imperative that we understand how these factors impact the patient, the clinician and the practice when it comes to truly personalized medicine.

Biography

Steven A Feyrer-Melk has received his PhD from Arizona State University in Exercise Science and Wellness and MEd from Bowling Green State University in Human Performance. He has effectively advanced a distinctive and practical approach for implementing Lifestyle Medicine for nearly 30 years, therefore placing him in a class by himself. Capitalizing on his know how as the Chief Science Officer for a health tech and app company with world wide reach, he uses his knowledge of leading edge technology so practitioners can effectively and efficiently incorporate Lifestyle Medicine concepts. His methods are data driven to optimize patient care, patient experience and practice success.

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