
Founder and CEO: Rochester Lifestyle Medicine, PLLC, Rochester, NY (2015 to present)

Founding President and Board Chair: Rochester Lifestyle Medicine Institute, Inc (May 2017 to present)

Interventional and Diagnostic Radiologist: Borg and Ide Imaging (Partner), Rochester, NY (1986 to present)

Education:

1972-1976 B.S., Intensive Biology, **Yale University**, New Haven, Connecticut.
1976-1980 M.D., **Tufts University School of Medicine**, Boston, Massachusetts.
1980-1981 Flexible Internship, **Framingham Union Hospital**, Framingham, Massachusetts.
1981-1984 Diagnostic Radiology Residency, **Tufts University**, Boston, Massachusetts.

Board Certifications

2017 American Board of Lifestyle Medicine, **Lifestyle Medicine**, inaugural board certification examination in Lifestyle Medicine given on **October 26, 2017**
2015 American Board of Radiology, Certificate of Added Qualification **Vascular and Interventional Radiology** (10-year renewal)
2005 American Board of Radiology, Certificate of Added Qualification **Vascular and Interventional Radiology** (10-year renewal)
1995 American Board of Radiology, Certificate of Added Qualification **Vascular and Interventional Radiology** (inaugural examination, post-1990, must be renewed every 10 years)
1984 American Board of Radiology, **Diagnostic Imaging** (pre-1990, valid for life)
1981 National Board of Medical Examiners

Honors:

2017 Fellow of the American College of Lifestyle Medicine

Current Hospital Appointments:

Attending Diagnostic and Interventional Radiologist, Unity Hospital, Rochester, New York

Professional Licenses:

1986 New York State

Current Professional Positions:

1986 to present Partner, **Borg and Ide Imaging**, Rochester, NY
2015 to present Founder and CEO, **Rochester Lifestyle Medicine, PLLC**, Rochester, NY
2017 to present Founding President and Board Chair, **Rochester Lifestyle Medicine Institute, Inc**, Rochester, NY

Advocacy Positions:

1995 to present Co-coordinator **Rochester Area Vegan Society**, Rochester, NY
2014 to present Preventive Medicine Consultant and member Scientific Advisory Board, **Physicians Committee for Responsible Medicine**, Washington, DC
2017 to present Founder and co-chair **Rochester Plant-Based Medicine Research Group**
2017 to present Member **Rochester Area Blue Zones Project Committee**
2017 to present Health Guru **Lighter.world**

Professional Memberships:

American College of Lifestyle Medicine (Fellow)
Society of Interventional Radiology
American College of Radiology
Radiological Society of North America
American Roentgen Ray Society
Rochester Roentgen Ray Society
Rochester Academy of Medicine
Monroe County Medical Society
Medical Society of the State of New York

Recent Radio Appearances:

9/20/2014 Call-in guest on WYSL's "For the Love of Food" with Michael Warren Thomas

10/1/2014 Call-in guest on WXXI's (local PBS affiliate) Connections with Evan Dawson "So You Want to Be Vegan"

1/20/2015 Studio guest on WXXI's Connections with Evan Dawson (12 to 1 PM) "Considering a More Plant-Based Diet"

2/23/2015 Studio guest on WXXI's Connections with Evan Dawson (1 to 2 PM) "Vegans Fire Back"

9/24/2015 Studio guest on WXXI's Connections with Evan Dawson (12 to 1 PM) "Plant-Based Diets"

3/14/2016 Studio guest on WXXI's Connections with Evan Dawson (1 to 2 pm) with Michael Greger, MD "How Not to Die"

3/26/2016 Call-in guest on WYSL's "For the Love of Food" with Michael Warren Thomas

5/22/2017 Studio guest on WXXI's Connections with Evan Dawson (1 to 2 pm) with T. Colin Campbell, PhD (author of *The China Study*)

9/7/2017 Studio guest on WHAM discussing upcoming **First Annual Rochester VegFest**

9/13/2017 Studio guest on WXXI's Connections with Evan Dawson (1 to 2 pm) "Debating 'So-Called' Clean Meat"

5/7/2018 Studio guest of Wanda Miller on WRFZ (4-5 pm) discussing the benefits of a whole-food plant-based diet.

Recent Print and online Media Appearances:

9/9/2014 Featured in article in Rochester's **Democrat & Chronicle** about the Rochester Area Vegan Society.

Summer 2014 Featured in PCRM's **Good Medicine** about plant-based nutrition advocacy efforts in Skopje, Macedonia (see below).

October 2016 Featured in the newsletter of the American College of Lifestyle Medicine (<http://www.lifestylemedicine.org/LMM1016>)

March 2018 Featured as **Dr. Veggie** in the "Meet Your Doctor" section of **In Good Health** a local healthcare newspaper

May/June 2018 Featured as **Dr. Veggie** on the cover (and cover story) of **55 Plus**, a local magazine

International Advocacy:

10/26- 11/3/14 Guest of the government in **Skopje, Macedonia** (FYROM). As a representative of the **Physicians Committee for Responsible Medicine (PCRM)**, Consulted regarding the role of Plant-Based Nutrition in treating their epidemic of Type 2 Diabetes. Gave 3 lectures at the medical school and met with the Dean of the Medical School, the Chief of Cardiology, the Chief of Endocrinology, and twice with the Minister of Health.

National Advocacy:

12/10/2014 **“Healthy Hearts, Healthy Lives”** presented at the Navajo Nation Special Diabetes Project Meeting, Albuquerque, NM (under the auspices of **PCRM**).

12/8/ - 12/13/14 Guest of the **Navajo Nation**. Lectured at the **Navajo Nation Special Diabetes Project** meeting, Albuquerque, NM and met with medical director of Tsehootsooi Medical Center, Fort Defiance Hospital, Fort Defiance, AZ regarding the epidemic of Type 2 Diabetes and other chronic diseases in the Navajo Nation (under the auspices of **PCRM**).

1/14/2014 Testified before the **Dietary Guidelines Advisory Committee** of the United States Department of Agriculture and the Department of Health and Human Services questioning the requirement for dairy in a healthy diet. [<https://www.youtube.com/watch?v=6v6FDJpYgmI&t=6s>]

Local Advocacy:

1995 to present Co-coordinator with my wife (Carol Hee Barnett, PhD, JD) of the **Rochester Area Vegan Society**. I run the monthly meetings (vegan potluck followed by a formal presentation, often with a nationally recognized health oriented speaker). We also produce an 8-page quarterly newsletter and go to numerous community outreaches. More recently, we have started meetings of the **“Oil-Free Vegan Group”** which meets every other month.

2/11/2017 Organized the first meeting of the Rochester **Plant-Based Research Group** at the offices of Rochester Lifestyle Medicine at the Rochester Academy of Medicine which was attended by over 20 local physicians plus RD's and NP's. This group will continue to meet under the auspices of the Rochester Lifestyle Medicine Institute (see below).

5/17/2017 Incorporated **Rochester Lifestyle Medicine Institute (RLMI)** a 501(c)(3) non-profit, in the state of NY, **RLMI** was founded in order to advocate for Lifestyle Medicine at the hospital system and insurance company level, conduct Lifestyle Medicine Research, provide community education, and to subsidize uninsured and indigent patients receiving Lifestyle Medicine treatment (including the CHIP program).

Peer-Reviewed Publications:

Lifestyle Medicine:

Barnett, TD, Barnard ND, Radak, TL (2009) Development of Symptomatic Cardiovascular Disease after Self-Reported Adherence to the Atkins Diet

J Am Diet Assoc. 2009 Jul; 109(7):1263-5

Friedman SM, Barnett C, Kurchin A, Barnett TD (2016) A 6-week Course on Plant-Based Nutrition Utilizing Self-Determination Theory Leads to Significant Changes in Diet.

American College of Lifestyle Medicine, Naples, FL, October 2016. Winner – best overall abstract.

Koch J, Barnett TD, Friedman SM (2017) Patient-Centered Outcomes in the Complete Health Improvement Program (CHIP).

American College of Lifestyle Medicine, Tucson, AZ, October 2017. Poster presentation.

Interventional Radiology:

Barnett, TD, Rubins, J (2002) Placement of a Permanent Tunneled Peritoneal Drainage Catheter for Palliation of Malignant Ascites: A Simplified Percutaneous Approach

J Vasc Interv Radiol. 2002 Apr;13(4):379-83

Recent Medical and Public Presentations:

- 2012-2018 **“A Plant-Based Diet: Eating for Happiness and Health”** This 6-week course is accredited through the University of Rochester School of Medicine and Dentistry for 12 hours of Continuing Medical Education credit. The course has been presented 15 times to 670 people, including physicians and members of the general public. The course has also been given once as a weekend workshop in October 2017. Venues have included Highland Hospital (2x), Rochester General Hospital (2x), Unity Hospital, Monroe County Medical Society, and Jewish Community Center of Greater Rochester.
- 2010-2015 **“How NOT to Prevent Disease: A Brief History of Official Dietary Recommendations in the U.S.”**
Presented to multiple groups as follows:
- 2/10/2010 & 12/6/2010
Presented to the **Internal Medicine** residents at Unity Hospital, Rochester, NY at Noon Conference.
- 5/10/2010
Presented to the **Internal Medicine** residents at University of Rochester Medical Center, Rochester, NY at Noon Conference.
- 9/17/2010
Presented to the **Pediatric** residents at University of Rochester Medical Center, Rochester, NY at Noon Conference.
- 1/22/2011
Presented at the 5th Annual Jeffrey K. Harris, MD Memorial Integrative Health Care Conference, Rochester General Hospital, Rochester, NY
- 4/23/2012, 2/24/2014, & 2/9/2015
Presented to **law students** of Professor Sherry Colb at Cornell Law School, Ithaca, NY
- 3/19/2012 Speaker at **Mended Hearts** support group meeting, Jewish Community Center of Greater Rochester, Rochester, NY
- 9/10/2012 Appeared on a panel of vegan doctors for **Heartbeats for Life** support group, Rochester Academy of Medicine, Rochester, NY
- 3/7/2013 Appeared on **panel of local physicians** discussing the showing of the documentary **“Escape Fire”** Regarding solutions to problems in the healthcare industry. Presented by the Integrative Health Care Committee of the Monroe County Medical Society at the Little Theater, Rochester, NY
- 8/25/2013 **“Making a Case for Vegan Eating: Healthy People, Healthy Planet”** 2½ hour workshop at Grounded by Yoga, East Bloomfield, NY
- 9/17/2013 **“Making a Case for Vegan Eating: Healthy People, Healthy Planet”** 2½ hour workshop, Wood Library, Canandaigua, NY
- 11/15/2013 **“Plant-Based Nutrition,”** presented to the Student Association of Vegan and Vegetarian Youth (SAVVY), University of Rochester, Rochester, NY
- 11/16/13 **“Whole-Food Plant-Based Nutrition”** 4 hour workshop for yoga instructors at Grounded by Yoga, East Bloomfield, NY.
- 6/4/2014 **Treating Type 2 Diabetes with Plant-Based Nutrition,** 1-hour evening lecture presented to the Diabetes Support Group, New Bethel CME Church, Rochester, NY
- 11/22/2014 **“Whole-Food Plant-Based Nutrition”** 4 hour workshop for yoga instructors at Grounded by Yoga, East Bloomfield, NY
- 2/9/2015 **“How NOT to Prevent Disease: A Brief History of Official Dietary Recommendations in the U.S.”**
Presented to the students of Professor Sherry Colb at Cornell Law School, Ithaca, NY
- 3/14/2015 **“How to Eliminate Most Heart Disease Without Drugs or Surgery”** Presented at BODY of Santa Fe, Santa Fe, NM

- 3/28/15 **“Whole-Food Plant-Based Nutrition”** 4 hour workshop for yoga instructors at Grounded by Yoga, East Bloomfield, NY.
- 4/11/2015 **“Short Seminar on Plant-Based Eating,”** Saturday morning workshop at Lori’s Natural Food Center, Rochester, NY
- 5/1/2015 **“Heart Disease, Diabetes, and Prostate Cancer. What Do They Have in Common?”** presented to the Canandaigua Medical Society, Canandaigua, NY
- 5/2/2015 **Treating Type 2 Diabetes with Plant-Based Nutrition**, 4-hour Saturday workshop presented to the Diabetes Support Group, New Bethel CME Church, Rochester, NY
- 7/8/2015 **“The History of U.S Dietary Recommendations: From Terrible to Not As Bad”** Presented at the 41st Annual Conference of the North American Vegetarian Society.
- 9/12/2015 **“Dietary Guidelines: Politics and Practice”** presented at **2nd Annual National Plant-Based Prevention of Disease (P-POD) Conference**, Durham, NC
- 9/30/2015 **“The History of U.S Dietary Recommendations: From Terrible to Not As Bad”** Presented at PCRM’s Food For Life Professional Development Summit, Washington, D.C.
- 9/12/2015 **“Dietary Guidelines: Politics and Practice”** Presented at the 2nd annual national Plant-based Prevention Of Disease (P-POD) Conference, Raleigh, NC.
- 9/27/2015 Appeared on a panel of vegan doctors including Tom Campbell, MD, (author of *The Campbell Plan*) and Kerry Graff (co-author of the *4Leaf Guide to Vibrant Health*) at a showing of **“PlantPure Nation”** at the Rochester Academy of Medicine (sponsored by the Rochester Area Vegan Society and attended by over 450 people).
- 10/13-11/17/15 **“A Plant-Based Diet: Eating for Happiness and Health”** at Rochester General Hospital This 6-week course is accredited through the University of Rochester School of Medicine and Dentistry for 12 hours of Continuing Medical Education credit. See details above.
- 11/10/2015 **“Taking Control of Your Health with Plant-Based Nutrition”** To be presented to the Strong Employee Assistance Program, University of Rochester Medical Center, Rochester, NY
- 11/14/2015 **“Whole-Food Plant-Based Nutrition”** 4 hour workshop for yoga instructors at Grounded by Yoga, East Bloomfield, NY.
- 4/9/2016 **“Whole-Food Plant-Based Nutrition”** 4 hour workshop for yoga instructors at Grounded by Yoga, East Bloomfield, NY.
- 5/20/2016 **“An Example of a Scaleable Resource for Reaching out to the Community: The CHIP Curriculum”** presented at **3rd Annual National Plant-Based Prevention of Disease (P-POD) Conference**, Raleigh, NC
- 4/19- 5/24/16 **“A Plant-Based Diet: Eating for Happiness and Health”** at Highland Hospital. This 6-week course is accredited through the University of Rochester School of Medicine and Dentistry for 12 hours of Continuing Medical Education credit. See details above.
- 9/28-11/16/16 **“A Plant-Based Diet: Eating for Happiness and Health”** at Rochester General Hospital. This 6-week course is accredited through the University of Rochester School of Medicine and Dentistry for 12 hours of Continuing Medical Education credit. See details above.
- 11/5/2016 **“Whole-Food Plant-Based Nutrition”** 4 hour workshop for yoga instructors at Grounded by Yoga, East Bloomfield, NY.
- 1/3-2/7/17 **“A Plant-Based Diet: Eating for Happiness and Health”** at the JCC of Greater Rochester. This 6-week course is accredited through the University of Rochester School of Medicine and Dentistry for 12 hours of Continuing Medical Education credit. See details above.

- 2/22-4/12/17 **“A Plant-Based Diet: Eating for Happiness and Health”** at Highland Hospital. This 6-week course is accredited through the University of Rochester School of Medicine and Dentistry for 12 hours of Continuing Medical Education credit. See details above.
- 2/11/2017 **“Whole-Food Plant-Based Nutrition”** 4 hour workshop for yoga instructors at Grounded by Yoga, East Bloomfield, NY.
- 5/10/2017 **Blue Zones Luncheon and presentation by Tony Buettner** at the Rochester Academy of Medicine. Sponsored by Rochester Lifestyle Medicine, PLLC and attended by over 130 Rochester area leaders.
- 9/5-11/14/17 **“A Plant-Based Diet: Eating for Happiness and Health”** at the JCC of Greater Rochester. This 6-week course is accredited through the University of Rochester School of Medicine and Dentistry for 12 hours of Continuing Medical Education credit. Including the current students, over 600 people have taken the course. See details above.
- 10/7-10/8/2017 **“A Plant-Based Diet: Eating for Happiness and Health”** given as a weekend workshop at the office of Rochester Lifestyle Medicine. Accredited through the University of Rochester School of Medicine and Dentistry for 12 hours of Continuing Medical Education credit. Including the current students, over 620 people have taken the course. See details above.
- 3/5-4/9/2018 **“A Plant-Based Diet: Eating for Happiness and Health”** at the Monroe County Medical Society. This 6-week course is accredited through the University of Rochester School of Medicine and Dentistry for 12 hours of Continuing Medical Education credit. Including the current students, over 670 people have taken the course. See details above.
- 5/9/2018 **“Plant-Based Nutrition and Evolving Medical Paradigms”** Noon/Lunch Conference at Excellus Blue Cross/Blue Shield headquarters, Rochester, NY
- 5/9/2018 **“Plant-Based Nutrition and Evolving Medical Paradigms”** Noon/Lunch Conference at SUNY Upstate Medical School to 25 first year Medical Students. Syracuse, NY.
- 5/9/2018 **“Plant-Based Nutrition and Evolving Medical Paradigms”** Evening presentation to 95 members of the general public. Onondaga Free Library, Syracuse, NY

Lifestyle as Medicine Lecture series at the Rochester Academy of Medicine:

[Organized through Rochester Lifestyle Medicine Institute and, until May 2017, accredited for 1 CME per lecture by the Rochester Academy of Medicine. An optional meet-and-greet WFPBD dinner attended by 80 to 100 people accompanies the lectures. The lectures themselves were/are attended by 120 to 450 people per speaker—often in two seatings. I introduce the speakers and moderate the Q&A]

- 3/14/2016 **Michael Greger, MD** “The Role of Diet in Preventing, Arresting, and Reversing the Leading Causes of Death
- 4/11/2016 **Neal Barnard, MD** “The New Nutritional Approach to Type 2 Diabetes”
- 5/31/2016 **Caldwell Esselstyn, MD** “Reversing Heart Disease with Lifestyle Changes”
- 6/13/2016 **Tom Campbell, MD** “Diet and Cancer: Does Nutrition Matter?”
- 9/19/2016 **Chad Teeters, MD** (Chief of Cardiology at Highland Hospital who became vegan and lost 87 pounds after taking our plant-based nutrition course) “‘But Nobody Will Do That!’: Treating Heart Disease With Plant-Based Nutrition”
- 10/17/2016 **Michael Klaper, MD** “Plant-Based Nutrition in Primary Care: Report From the Front Lines.”
- 11/14/2016 **Joel Kahn, MD** “2016: The End of Heart Attacks”
- 5/22/2017 **Colin Campbell, PhD** “Nutritionism vs. Wholism: The Case for a New Medical Paradigm”
- 3/22/2018 **Caroline Trapp, DNP** “From Macedonia to the Navajo Nation: Treating a Worldwide Diabetes Epidemic with Plant-Based Nutrition”

5/21/2018 **Robert Ostfeld, MD** “Transforming the World of Cardiology with Plant-Based Nutrition: Confessions of a Reformed Cardiologist”

6/18/2018 **James Loomis, MD, MBA** “Beets and Cleats: Plant-Based Rx from a Pro Team Doctor”

Recently attended Conferences and completed online courses on Nutrition and lifestyle:

(Total CME credits = 156.5 since 2011, **149.5** since 2013)

- 1/22/2011 **Nutritional Considerations in the Prevention and Management of Disease**, 5th Annual Jeffrey K. Harris, MD Memorial Integrative Health Care Conference, Rochester General Hospital, Rochester, NY (7 CME credits)
- 3/23/2013 Unity Hospital 5th Annual Diabetes Symposium – **The Diabetes Effect – Unique Considerations for Vascular & Cardiac Care** (4 CME credits)
- 7/19-/7/20/13 **International Conference on Nutrition and the Brain**, Washington, DC (PCRM, 12 CME credits)
- 10/23/2013 Completed 6-week **Plant-Based Nutrition** online course of the **T. Colin Campbell Foundation** through **eCornell**. (30 CME credits)
- 10/24-10/26/13 **North American Plant-Based Nutrition Health Care Conference**, Naples Florida (Plantrician Project, 13 CME credits)
- 3/22/2014 **Women’s Health and Well-Being Through Integrative Medicine**, 7th Annual Jeffrey K. Harris, MD Memorial Integrative Health Care Conference, Rochester General Hospital, Rochester, NY Rochester General Hospital, Rochester, NY (6 CME credits).
- 9/17-9/20/14 **International Plant-Based Nutrition Healthcare Conference**, San Diego, CA (Plantrician Project, 20 CME credits)
- 7/31-/8/2/15 **International Conference on Nutrition in Medicine: Cardiovascular**, Washington, DC (PCRM, 13 CME credits)
- 9/11-9/13/2015 **2nd Annual National Plant-Based Prevention of Disease (P-POD) Conference**, Durham, NC (12.5 CME credits)
- 9/30-10/3/2015 **International Plant-Based Nutrition Healthcare Conference**, Anaheim, CA (Plantrician Project, 24 CME credits)
- 5/19-5/22/2016 **3rd Annual National Plant-Based Prevention of Disease (P-POD) Conference**, Raleigh, NC (23.75 CME credits)
- 7/29-/7/30/2016 **International Conference on Nutrition in Medicine**, Washington, DC (PCRM, 15 CME credits)
- 9/21-9/24/2016 **International Plant-Based Nutrition Healthcare Conference**, Anaheim, CA (Plantrician Project, 24 CME credits)
- 10/22-10/26/16 **American College of Lifestyle Medicine Annual Conference**, Naples, FL (19.25 CME credits)
- 7/28-7/29/2017 **International Conference on Nutrition in Medicine**, Washington, DC (PCRM, 15 CME credits)
- 9/24-9/27/17 **International Plant-Based Nutrition Healthcare Conference**, Anaheim, CA (Plantrician Project, 24 CME credits)
- 10/21-10/25/17 **American College of Lifestyle Medicine Annual Conference**, Tucson, AZ (19.25 CME credits)

Additional Training in Nutrition Counseling:

- 10/26/2007 Trained with **Caldwell Esselstyn, Jr.**, MD during a 6-hour plant-based nutrition cardiac patient counseling session at Dr. Esselstyn’s home, Pepper Pike, OH.
- 2/13/2015 Trained with **Caldwell Esselstyn, Jr.**, MD during a 6-hour plant-based nutrition counseling session with multiple out-of-town cardiac patients at Cleveland Clinic Wellness Institute, Lyndhurst, OH.

Employment:

- 6/86-Present Diagnostic and Interventional Radiologist; Partner Borg and Ide Imaging, P.C. (Formerly Ide Radiology), Rochester, New York
(Previous Hospital appointments included Genesee Hospital, Highland Hospital, Park Ridge (now Unity) Hospital, Geneva General Hospital, Soldiers and Sailors Hospital, F.F. Thompson Hospital, and Clifton Springs Hospital)
- 1990-2006 Chief of Diagnostic Imaging F.F. Thompson Hospital, Canandaigua, NY
- 2015-Present Founder and CEO of Rochester Lifestyle Medicine, PLLC, Rochester, NY
- 2017-Present Founding President and Board Chair of Rochester Lifestyle Medicine Institute, Inc. Rochester, NY

APPENDIX

My path into Lifestyle Medicine:

In 1991, after reading Dr. Dean Ornish's seminal article on reversing heart disease with diet and lifestyle, my wife and I became vegan. We raised our three children as vegans. They are now 25, 29, and 31, still vegan—and incredibly healthy! In 1995, my wife and I took over as the co-coordinators of the Rochester Area Vegan Society and have been in charge ever since.

As a board-certified Diagnostic and Interventional Radiologist for over 3 decades, while being an advocate for Lifestyle Medicine for nearly that long (and board-certified since November 2017), I straddle the high-tech and low-tech worlds, the invasive and non-invasive worlds, and the high-cost and low-cost worlds. I have performed thousands of angioplasties and stent placements for narrowed and blocked blood vessels and for hemodialysis graft/fistula repair and maintenance. I have also performed thousands of biopsies of tumors in the lung, liver, breast, lymph nodes and other internal organs. Many of the patients I have worked with had contributed heavily to their own illnesses by smoking, eating a poor diet, and/or being sedentary. I have spent many hours with patients before and after performing their procedures, discussing ways that they could improve their eating habits, quit smoking, and begin exercising.

Publicly, I am referred to as the “high-tech doctor with low-tech solutions.” The vast majority of the expensive procedures I perform would not be necessary if the patients had made different lifestyle choices to begin with. It is interesting that, even after a lifetime of bad habits, many patients can still avoid modern medical interventions if they are willing to make significant lifestyle changes. Even better would be to produce a generation of children who never started down the path of bad habits. Sadly, it is predicted that $\frac{1}{3}$ of the children born after the year 2000 will develop Type 2 Diabetes. The prediction is even worse for African American, Native American, and Hispanic children—half of whom are predicted to develop Type 2 Diabetes. I am hoping that, by teaching the adults in our community better habits, their children and grandchildren will receive the message and benefit as well.

I believe that all physicians—especially those who perform procedures—should spend at least part of each day trying to put themselves out of business. For me, trying to put myself out of business means reaching as many people as possible with the message to pursue a whole-food plant-based diet and become physically active. To this end, I am now spending more time helping people to avoid disease through nutritional and life-style counseling, and less time diagnosing and treating disease.

I have spent a tremendous amount of time and effort working toward the goal of changing dietary habits in the Rochester (NY) community. One of the tools I have developed is a 6-week, 12 CME plant-based nutrition course which is accredited through the University of Rochester Medical Center. I have taught the course 15 times to over 670 people, including over 50 physicians (about 15% have been professionals receiving credit). While the course has been very useful, it is really directed toward health professionals and more scientifically-oriented lay people. Because I am the only one who can teach this course, it would be difficult to reach all the people in the Rochester Area who could benefit (several hundred thousand people). Because it is far more scalable than my course I decided to bring the Complete Health Improvement Program (CHIP) to the Rochester area and, in the fall of 2015, I formed Rochester Lifestyle Medicine, PLLC (RLM) for that purpose. We are also working on shorter plant-based programs that are scalable.

Our most recent push toward reaching our goal has involved installing a sophisticated EHR (MEDENT) with an on-site server and the engagement of a team of consultants to help us solve the practical problems of scalability and integration into the local healthcare system.

I believe that high-quality research is very important to bringing Lifestyle Medicine into the mainstream of modern healthcare and for insuring adequate reimbursement. To this end, I have teamed up with Susan Friedman, MD, MPH, (RLMI Director of Clinical Research and RLMG Medical Director), who joined us in late 2015. It has been a great learning experience and an incredible honor working with Dr. Friedman. She has already completed several research projects based on work that we have accomplished. One of the reasons I founded Rochester Lifestyle Medicine Institute (RLMI) in May of 2017 was to give a home to our research efforts.

I look forward to doing my part to help Lifestyle Medicine become the standard of care!