

# Healthy Lifestyle

# Healthy Business

**COSMETIC SURGEON MICHAEL H. FREEDLAND** CHANGED HIS DIET, STARTED A TRAINING REGIMEN, AND SHED EXTRA POUNDS ...

... WHILE HE AND DENTIST **ALAN R. GRODIN** STARTED A SUCCESSFUL MEDICAL REFERRAL BUSINESS CALLED **BODY & SMILE** BY R.J. KING

**EARLY YEARS** "I was the fat kid in high school, and my nickname was 'The Blob.' I had a big Afro and a big waistline — like, 42 inches. I got my weight down in college, but then it went back up again during my residency. About four years ago, a fellow doctor got me interested in triathlons."

**TRAINING** "There are four levels to a triathlon: sprint, olympic, 'half iron man,' and 'iron man.' A sprint is 12 miles on a bike, a three-mile run, and a one-third-of-a-mile swim. You double that for an olympic triathlon, and so on with half iron man and iron man. I do half iron man triathlons now."

**ZONE DIET** "To complement my training, I'd been trying various ways to lose weight, and a patient bought me a book called *The Zone*. The principle of The Zone diet is to eat all foods in a 40:30:30 ratio. That is, you should eat 40 percent carbohydrate, 30 percent protein, and 30 percent fat. Everyone is different, so you need to do some research."

**CARBOHYDRATES** "Simple carbohydrates result in the release of insulin, which forces these carbohydrates into the body's cells and results in further hunger. To avoid this cycle, you should eat carbohydrates bound to fiber. Thus, vegetables and raw fruit will keep you full longer."

**PROTEIN AND FAT** "[Proteins] that freeze well after being cooked are salmon, sea bass, scallops, shrimp, boneless thigh chicken, and flank steak. For fat, most of the dips I purchase [from Costco] contain five units of fat in two ounces. Jalapeño artichoke dip, spinach dip, or hummus all contain a meal's worth of fat in two ounces." —MHF

**SPA TREATMENT** "I set up my offices like a spa, and each patient room is designed after a living room, so when I show up for an examination, I'm entering the patient's living room. I also have a small fountain, light music, and I perform all of my surgeries in a hospital because it's safer." —MHF

**GOOD LOOKS** "I got interested in the *Extreme Makeover* television show and got the idea to offer people a complete makeover. I was looking for a plastic surgeon to refer people to and, as it turned out, a mutual friend introduced me to Dr. Freedland, who was looking for the same thing. I came up with the Body & Smile name." —ARG

**RELAXATION** "I'm always asking myself why things are done a certain way, even the whole premise that a doctor should wear a lab coat. I never wear a lab coat because I don't need it. Years ago, when you might be in a small town and have to do a surgery on the spot, it was needed. We found our patients are more comfortable and relaxed without the traditional white jacket." —MHF

**MARKETING 101** "We do our share of advertising, but we also have a lot of cross-marketing literature at our respective offices. You'd be amazed at how many people get their teeth done, for instance, and then want their smile improved or the lines around their eyes removed. Since we started in January, my business is up around \$100,000 for the first half of the year. It's been great." —ARG

**PRESCRIPTIONS** "I give prescriptions to my patients ahead of time; that way they're not waiting in line after their surgery. I also give my patients my pager number. I'm not worried that they'll call me at 3 a.m. They don't want to call me as much as I don't want to call my own doctor." —MHF



JEFF WHITE