

Have you ever wondered what “reduced fat” or “light” really means? What is truly organic? What should you pay attention to when reading a nutrition label? Do artificial sweeteners actually help you lose weight?

At POTENTRx, our certified, licensed nutritionists can answer these questions for you, and assist you with food choices that support your medical needs, as well as your exercise and lifestyle activities. In a one-hour consultation, we identify your baseline nutritional status, dietary calorie and nutrient levels, and how your lifestyle influences your food choices. Our nutritionists will counsel you regarding supplements, food allergies, meal planning, shopping, eating out, and managing your weight by developing a healthy dietary pattern.

Our goal is to help you find more foods that you can eat, not to tell you what you can't eat. Our nutritionist will help you structure your diet so that you can keep eating the things that you love. The focus of the nutritional consultation is to address your dietary needs, as well as help you be well-informed about what you are eating and how much you should eat. Our nutritionist will help you keep up with the latest nutrition and dietary news.

At POTENTRx, we offer a multidisciplinary approach to your health and fitness. Our doctor, Dr. Sarah M. Speck, and exercise physiologists communicate with the nutritionist to create a cohesive plan for improving your wellness.

The following provides an overview of a nutritional consultation:

## Nutritional Consultation: \$230

- PREPARATION

Before your arrival, you will be asked to complete and submit a 3-day food log via myfitnesspal. (<https://www.myfitnesspal.com>). This will be reviewed and analyzed to create a report displaying macro (proteins, fats, and carbohydrate) and micronutrient intake ratios.

- CONSULTATION AND ASSESSMENT (1 HOUR)

At your appointment, the nutritionist will review your food log and macro and micronutrient reports with you, discuss your food preferences and eating habits, discuss daily caloric intake, and help you establish dietary goals.

- FOLLOW-UP

Approximately one week after your appointment, our office will send you a written version of the recommendations discussed during the consultation from the nutritionist to help you achieve your goal.

- ONGOING CONSULTATION (OPTIONAL)

If you are interested in meeting with the nutritionist after your initial appointment for further monitoring and advice, each session is \$125. These sessions do not include food log review.



## Supplementary Services

- **PERSONAL TRAINING (\$80 PER SESSION)**

Personal training at POTENTRx is conducted by staff who have completed a degree in exercise physiology and/or has been certified by one of several major governing bodies including the American Society of Exercise Physiologists (ASEP), the American College of Sports Medicine (ACSM), and the American Council on Exercise (ACE) to develop individualized exercise prescriptions to increase physical fitness and/or athletic performance. The staff creates a training prescription designed for a specified purpose and supervises training to ensure proper movement techniques, specific workloads (intensity), number and duration of training sessions (frequency), nature and schedule of adjustments across time (periodization and progressive overload), and precautions.

- **EXPONENTIAL HEALTH (\$1299-2299)**

The Exponential Health Program is grounded in scientifically proven techniques to help you achieve your health, diet, exercise and lifestyle goals based on your unique biological makeup that we can assess in our office. Our program is designed to scientifically and precisely measure your nutrition, exercise, and mental outlook on life to help you live a strong, disease free life at your fullest potential. The program starts with a thorough assessment of your current lifestyle, fitness and health. Your team then analyzes your results to craft and deliver a highly personalized plan. Every week, your program will focus on a different area of wellness through education and actionable lifestyle changes, providing you with the tools for a lifetime of health and disease prevention. You will focus on all aspects of a healthy lifestyle, from sleep and stress, to diet and exercise, and more in order to optimize your health.

- **LIFESTYLE COACHING (\$385 for length of program)**

Personal coaching is a method of directing, instructing and training a person with the aim to achieve some goal, develop specific skills, or change a specific behavior. The relationship is designed and defined between you and the coach and is based on your expressed interests, goals, and objectives related to weight loss. Personal coaching is a way to help you manage chronic illnesses, address personal stress, adhere to exercise, stop smoking, lose weight or achieve any desired behavioral change. The certified personal health coach observes, gives objective feedback, helps develop a plan of action and holds you accountable for your commitments and actions through expertise and encouragement to bring about the weight loss or desired objective.

- **PERSONALIZED EXERCISE EDUCATION (\$80-220)**

The personalized exercise program ranges from a one-on-one educational session to a detailed and personalized day-by-day training prescription. The exercise education is used to design a personalized resistance training program that matches your goal. The exercise physiologist will teach proper exercise technique, ensure correct workout intensity, and inform when and how to adjust your workout across time. With a Level 3, you will receive a 16 week, day-by-day personalized training prescription designed to help you train for your specified purpose. We will provide daily specific workloads (intensity), duration of training sessions (frequency), nature and schedule of adjustments across time (periodization and progressive overload), and precautions related to overtraining, age, and health conditions. All of this is tailored to fit your schedule's demands and time allowances to maximize your training time and prepare to reach your performance or health goal.

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## POTENTRx Founders

Sarah Speck, MD, is a cardiologist and medical director of the Swedish Heart & Vascular Institute Cardiac Wellness Program. With her help, the Institute has become a national leader in the early detection and prevention of heart disease, disease-reversal and disease management techniques.

Dan G. Tripps, PhD, recently concluded his academic career, leaving the position as Director of Center for the Study of Sport and Exercise at Seattle University. His research and clinical practice focus on attributes of high performance. Dr. Tripps has coached world-class athletes, served as Executive Director of the Olympic Scientific Congress during the 1984 Olympic Games, and has published 12 books on achievement and performance.

## POTENTRx Affiliates

American Council on Exercise (ACE) • Bainbridge Fire Department • Club ZUM • Pocock Rowing Foundation • Precor • Rainier Vista Boys & Girls Club • Seattle Fire Department • Seattle Sockeye • Seattle Thunderbirds • Seattle University • Skillshow • Snohomish Fire Department • Technogym USA • USA Rowing • USA Rugby • Vicon • Washington Athletic Club • Waypoint Outdoor • YMCA of Greater Seattle