

PATIENT NUMBER ONE?

**How to Take Care
of Your Most Valuable Asset.**

**Hint: It's not your practice,
patients, or team.**

**Discover the hidden secrets to
peak performance, optimal health,
and medical breakthroughs
for dentists.**

STEVE ADAMS

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**PATIENT
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INTRODUCTION

This may be the most important book you read this year. Why do I make that provocative point? Because your personal health future rests upon the decisions you make going forward from the information you will learn from the pages to come.

Your journey to dentistry was not an easy one. As you left high school to enroll in college, you had to plan your classes and how serious you would be as a student to set you up to gain acceptance in dental school. While having fun at college was an option you could choose occasionally, you knew that if you wanted to go on to dental school, you would have to approach your college experience differently than the normal student who had no idea where they were going. So, at an early age you were focused, disciplined, and had to put in long hours to achieve your goals academically.

As you moved into dental school, the stakes were raised significantly. You spent countless hours preparing for your entrance exams, you got married, and then perhaps you

faced relationship and financial pressures you had never experienced before. All of this introduced you to stress at a whole new level. This stress would come to define a core part of your life that you would experience daily for the next 20 years.

The problem with stress is that it's cumulative, and patterns of handling or not handling stress well show up later in the body. Stress comes in two forms. The first is eustress, which is a positive form of stress akin to when you need to prepare for a speech. Distress is the bad version, often toxic, and in time highly destructive to your health. The challenges you face in dentistry working in tight, dark spaces with patients who fear pain or with a difficult child add up over the years. Add to that the numerous challenges of being an entrepreneur—running a business and managing people. It's no wonder the burnout rate for dentists is so high.

As the decades pass by, this constant level stress in your life becomes the norm. It's hidden in a sense in that you don't really notice, however physically its quietly destroying your health. The link between unmanaged stress and chronic disease is clear. The science is solid: If you aren't able to change your relationship with stress, you'll likely suffer for it in the prime of your life.

For some who read this book, you may already be there. It could be in the form of steady weight gain over the decades that seems to never permanently go away, despite numerous diets and workout plans. For others, their once strong libido is now virtually gone, leaving

them frustrated and their relationship with their spouse strained. Still others simply are fatigued physically and also mentally with brain fog. Most struggle with low-grade anxiety and sleep disruptions.

One of the scariest health challenges for those who are breaking down physically is the potential for cognitive decline and disease. Alzheimer's disease is exploding and projected to afflict millions more in the coming 20-30 years. For some, the risk is elevated due to a genetic predisposition, while for others, the poor health habits, and symptoms I shared above have links to onset of memory loss, dementia, and Alzheimer's disease.

The great news is you can do something about all of this, more on that later.

The goal of this book is to create a pattern interrupt to make you stop and reflect on the way you're living your life today. Are you neglecting your most important patient, which is you? Honesty with this question is crucial, as no change will begin until you first recognize the need for change within. If you're like most, including me, you put everyone else first and yourself last. I understand—I did the same thing and I suffered for it as well. I want to help you see the cliff long before you get anywhere near going over it.

Don't count on our Western medical complex to necessarily save you if you take the attitude of "I'll just face it when it comes and hope a drug can cure me. "Western medicine, with its' focus on finding pathology and prescribing medication will not optimize your health. It's not

the hard-working and caring health professional's fault. Based on my numerous conversations with physicians I can say with a high degree of accuracy that given additional training and freedom, they would practice medicine a lot differently. However, our medical system is a payor-driven model because insurance companies dictate what the doctor will and won't do. Insurance companies simply do not pay for anything that remotely looks like preventative, root-cause driven medicine other than a basic annual physical and screenings for disease. Thus, insurance companies force doctors to triage problems instead of getting to the root cause.

For biohackers and would-be proactive health investors, pursuing elite health is a smorgasbord of would-be solutions. Just pick the answer you want to improve your health and Google will find a guru with an answer. Biohackers look for solutions that are not for specifically created for them with little to no evidence backing the solution. You wouldn't practice dentistry this way. You want for yourself the same scientifically sound, medically proven process you utilize for your patients.

Changing your health trajectory is important because if you experience life like most members of the dental profession, it's likely you may not be healthy at this stage of life. Some of the highest suicide and burnout rates among all professions are in dentistry. As I said before, it's a tough field. You spent 10 years getting educated, 10 years paying off debt, and now you are building wealth. I ask again, if in middle age—your prime years—you allow yourself to

succumb to chronic disease, what will have it all been for? Let's examine a new concept, the health/wealth tradeoff.

As you gained experience and time in business and paid off your debts you began to accumulate wealth from a cash flowing business. By the time you arrive in the middle age years, this accumulated wealth can be significant. Wealth enables you to enjoy experiences, however, your health falters, then you won't have the mobility and stamina to enjoy experiences. Effectively your wealth now is of lesser value to you personally. At this point, your wealth will be enjoyed by others prematurely if you fail to make yourself patient number one. I want you to avoid this health/wealth trade off and live an active, healthy, joyful life for as many years as possible. Remaining active and healthy enables you to better enjoy your spouse, your kids as they grow up, get married and have their own children who will be your grandchildren. I want you to build out your business vision for another decade of productive work, while empowering others and taking more time off than you've ever taken before. I want you to experience the world through travel and other adventure activities because you can. If you make the right choices, you can change your odds in favor of greater longevity and re-write the script on the next couple of decades.

This book is a call to action to dentists to change their mindsets about personal health. If you care about your patients, team, and your family, you'll start to care about yourself today.

That was me. While I'm not a dentist, I am an entrepreneur like you. For 35 years, I took care of everyone but me,

and it cost me. If you are chronically stressed, have no ability to sustain attention due to poor health, and your devices keep you constantly distracted, flow (i.e., being focused) and high-value work aren't possible. Attempts to drive this kind of growth while operating with a mindset of intense activity leads to frustration and, unfortunately for many leaders, burnout. This is where my story begins.

When I graduated from university in the mid-1980s, I was part of the exciting, yuppie generation. We were all so excited by the possibilities after the tumultuous 1960s, the economic stagnation of the 1970s, and the deep recession and high interest rates of the early 1980s. Ronald Reagan was elected president, promising it was a new day in America. A few years into his presidency, the economy began to grow rapidly, optimism in America returned, and this is where my career began.

I started at a Super Regional bank in downtown Detroit in the management trainee program. My dad worked at General Motors in manufacturing for his entire career, as did many of his family members. My mom's father was a career military man, which meant that I had no models of a white-collar banking career.

So, I dove in, full of ambition and curiosity. I loved challenges and learning, which led to embarking on a ferocious reading habit that fed more curiosity and growth. I learned about how to change my psychology, to employ good habits, to manage my time, and to negotiate, sell, and out-work my competition. This led to a successful run for a decade at the bank. In the mid-1990s, I made a major change and left my

secure job managing a corporate banking lending group for the unknown adventure of entrepreneurship.

Our family of four—my understanding wife, an almost three-year-old, and one-year old—with no economic safety net, moved to Wisconsin so I could begin a new franchised retail business. Over the next 21 years, it grew into a large company employing hundreds. In the early phase of growth, I partnered with a couple of outstanding people, who along with solid leadership in the field, led me to a great run of growing a successful business that continues today. In 2017, I sold my interest in the company.

For 31 years, I bought into all the success literature of casting a vision, building a plan to see it through, managing time aggressively, developing leaders to accelerate growth, and managing my psychology. However, I completely ignored my physiology. While I embraced the psychology of performance, I failed to appreciate the physiology of performance.

As the years went by, my stress levels grew, especially through some tough times during the financial crisis years. Unbeknownst to me, my neurobiology and stress response system were working against me, not for me. Year after year of stress stacked, leading to what I now recognize as a full-blown case of burnout. According to the Maslach Burnout Survey, the gold-standard in evaluating and diagnosing burnout, I was in bad shape.

Burnout led to poor decision-making, judgement errors, irritability, and a loss of positive emotions. I felt continuously pressed for time and I lost the ability to focus my

attention for any length of time. All of this led to a decline in the quality of my work.

I was physically and emotionally exhausted, I was growing more negative and agitated, which took a toll on my marriage and relationship with my business partners. It also disconnected me from my faith. I left the business and took a year off to repair my most important relationships and recover. While I personally own the consequences of my choices, I needed to understand a fundamental question: How did I get here? The answer to that question, in part, was rooted in the brain, in my physiology.

A year prior to me leaving the business, I had begun a program to help me better manage stress, but it was late in the process of me being chronically stressed and burned out—I needed a full reset. During the year after I sold my business shares, I did a deep dive into the science of performance as well as my faith to try to understand why I ran off the road.

What I learned led to my full recovery and a new company, Tiger Medical Institute. Our team's vision at Tiger Medical is to restore your full vigor and optimize health and performance. Our goal is to help individuals move from doing superficial work to elite-level performance, enabling them to increase the amount of time they have now through flow and expand the amount of time they have later through optimized health. We want to help our clients meet the exponential challenges of the 21st century.

So, my challenge to you is read on. The next chapter is about Tiger Neuroscience's 7 Pillars of Elite Health. Tiger

integrates advanced genetic and lab testing with lifestyle modification, including these seven major health habits to empower you to transform how you feel and work. You'll protect your brain health, you'll stack the odds in your favor for greater longevity, and you'll do the impossible. Let's get started.

One more thing...if you are already so intrigued and want to get an informational connection call on the books with us while you continue reading go to:

www.tigermi.com/freesession

CHAPTER 1:

7 PILLARS OF ELITE HEALTH

PILLAR 1: HRV AND STRESS MITIGATION

“The great thing, then, in all education, is to make our nervous system our ally instead of our enemy.”

– WILLIAM JAMES,
America's first psychologist

The Autonomic Nervous System – Why Dogs Don't Get Ulcers but People Do

Have you ever wondered why your dog can just shake off the stress of someone knocking at your door and fall back asleep but the argument you had with your spouse keeps you up at night? It has to do with the fact animals are instinctual and one with their environment. They respond to the stress, deal with it, then return to their recovery or resting state.

As humans we have the unique feature of consciousness. Not only can we assess a threat and deal with it, but we can also filter the stress and put a label on it, regardless of whether it's accurate or not. We can make the choice to hold on or move on; we can decide to worry about the future and create anticipatory stress. This ability to create a story in our mind is a subject that you really want to understand in order to know how to implement changes in your life. Failure to learn how to manage your stress leads to chronic disease, which works against your desire and ability to perform at an elite level.

The beginning of your journey to decoding performance starts with understanding the role of the Autonomic Nervous System (ANS). This is critical because extensive research has validated the notion that an imbalanced ANS leads to chronic disease, impaired cognitive function, and suppressed immune response. In other words, an imbalance ANS is interference that prevents the performance you desire.

The ANS is a network of cells that controls the body's internal state. It regulates and supports many different internal processes, often outside of a person's conscious awareness, to maintain internal balance, which is referred to as homeostasis. Hence, it's your external monitoring system, measuring and sensing what you're facing in order to keep you in balance with your environment.

Let's start with some basic anatomy. Your nervous system consists of two main aspects:

- **The central nervous system:** This consists of the brain and spinal cord.

- **The peripheral nervous system:** This contains all the neurons outside of the central nervous system.

The ANS is part of the peripheral nervous system and influences the activity of many different organs, including the stomach, heart, and lungs.

Within the ANS, there are two subsystems that work in opposition to help you maintain balance:

- **The sympathetic nervous system (SNS):** The SNS prepares your body to react to something in its environment. For example, the SNS may increase heart rate to prepare you to escape from danger. It's responsible for the classic fight, flight, or fright response. Some have also used the analogy of the SNS as our gas pedal.
- **The parasympathetic nervous system (PNS):** The PNS mostly regulates your body's functions while at rest. It's responsible for how you rest, digest, and restore. The PNS is analogous to the car's breaks within our body.

Your ANS is concerned with the concept of homeostasis, or a state of balance necessary to support health. Allostasis is when you're imbalanced and your ANS is seeking to bring you back into balance by activating one of the two branches.

Here is a partial list of what homeostasis regulates:

- Body temperature
- Heart rate
- Respiration rate

- Metabolism
- Glucose levels
- Digestion
- Blood acidity levels
- Water and electrolytes

Stress

Researchers on stress found that 77% of Americans experience regular physical symptoms from stress while 73% experience psychological symptoms. Let's begin with a definition of stress that is simple to understand.

“Stress is a brain and body response aimed at promoting adaptation on the face of real or imagined threats to a person's homeostasis.” – Dr. Bruce McEwen, professor of Neuroendocrinology at Rockefeller University

Professor McEwen goes on to define stress as good, tolerable, or toxic.

Good stress (eustress) occurs when you have a job interview, a speech, or a performance. Your body adapts to meet the challenge and when the challenge is over, you return to homeostasis.

Tolerable stress comes from a loss of some sort—it could be a relationship, a death, or you lose your job. The stress response is activated, stays activated, or is turned on and off over a period of time. Tolerable stress can lead to some emotional dysregulation, immune system suppression, and damage to the body. In this case, even though you experience a loss, you have the resources to be resilient,

you resolve the loss, and minimize the psychological and physiological consequences of the stress.

Toxic stress (distress) is also characterized by something bad happening. However, the difference is that you do not have the resources and you feel like you have no control. This lack of adaptive resources leads to chronic physiological dysregulation, and when stress is ongoing or chronic, it leads to allostatic load or “overload.” This makes it so your body struggles to mount an adaptive response. Toxic stress leads to chronic disease, impaired cognitive function, immune system suppression, and impaired performance. Chronic, untreated imbalances in autonomic function can also lead to fatal outcomes.

When you face stress, your ANS prepares your body for action through the “fight or flight” response. If the body perceives a threat in the environment, the sympathetic branch of the ANS reacts by:

- Elevating the heart rate
- Expanding the airways to make breathing easier
- Releasing stored energy
- Increasing strength in the muscles
- Slowing digestion and other bodily processes that are less important

These changes prepare the body to respond appropriately to a threat in the environment. But herein lies a problem: Humans are unique in how we perceive stress because not only do we react to real stress, but we can also create it in our minds.

We can activate the sympathetic branch of our ANS from real or imagined work stress, financial concerns, or relationship problems. Our fight-or-flight response is activated every time we ruminate about the past or worry about our future.

When our stress response is chronically activated from these perceived threats, it begins to do real damage to our bodies. Chronic disease including heart disease, diabetes, and hypertension are all linked to ANS imbalances. To quote Dr. Bruce McEwen, “Allostatic adaptation has a price, and the cost of this adaptation is called allostatic load—the wear and tear on the body and brain.”

How we filter stressful events and manage daily stress has a significant impact on the “price” we pay for said stress. The stress response is meant to be an adaptive or healthy mechanism to protect you, but when you fail to manage stress properly long term, this protective mechanism then turns into a maladaptive or destructive force in your life.

If your ANS is chronically imbalanced, it will hinder you from becoming an elite performer. Imbalances in your ANS will war against your ability to concentrate because it lowers your cognitive function, preventing you from absorbing added information and applying it in novel ways.

Given the evidence that failing to manage stress will kill you, learning the tools in this book to balance your ANS is a core skill of an elite performer. To decode your own performance, learning to balance your ANS on demand will enable you to reduce interference and enter the zone more frequently.

Great visions take time. Focused work requires years of consistent learning, effective use of time, and your ability to achieve flow and produce preeminent work. When you can operate with clarity, focus on your central organizing idea, and stack days,' weeks,' months,' and years' worth of productive work, you can do the impossible. The key to seeing your vision through is not dying prematurely or being compromised in your ability to exert energy toward your goals.

Chronic disease, impaired cognitive function, and low energy are your enemies. Balance your ANS so it works for you rather than against you. In so doing, you set yourself up for better health, stack the odds in your favor for greater longevity, and avoid the scourge of chronic disease that will force unwanted tradeoffs in the lifestyle you've worked so hard to achieve.

The next piece of the puzzle then is learning how to manage and mitigate stress on demand. No one can eliminate stress, but we can change our relationship with stress. The key is learning and applying something called heart rate variability.

Heart Rate Variability

“Have you ever wondered what the health impact of a stressful day was? Will you perform well during your long run tomorrow morning? Is there anything you can do today that would improve your ability to have a better day moving forward? Heart rate variability may be the best answer.”

– DR. MARCELLO CAMPOS, M.D.,
and author of the *Harvard Health Blog*

One of my good friends, Dr. Tim Royer, is a psychologist who has a great analogy to start the conversation of heart rate variability (HRV). When I was under his care to overcome burnout, he explained the value of HRV in terms I could understand.

He said, “HRV is like a rubber band; when a person has poor or low HRV, it’s like an old, brittle rubber band—any stress exerted on it causes it to snap easily. A person with high HRV is like a new, flexible rubber band. When you stress it, it stretches a long way before it snaps. When you train up your HRV, your heart is more flexible to withstand the changing conditions you face daily, leading to better resilience.”

Medical professionals, performance coaches, and athletic training professionals are increasingly utilizing HRV as a biometric for overall health with their clients.

I already stated that homeostasis is a condition of inner balance while allostasis is when we are out of balance and the body is working to regain that balance. Stress challenges inner balance, and as Dr. McEwen explained, the concept of stress is cumulative and comes at a price.

When we become chronically imbalanced, the price we pay occurs in the form of chronic disease, mental health disorders, suppressed immune function, and emotional dysregulation. This is called allostatic load. Fortunately, we aren’t powerless in the battle to gain homeostasis or inner balance. We have a tool that we can utilize training our HRV.

HRV is the measure of the inter-beat variability between successive heart contractions. In lay terms,

which measures the change in time between successive heart beats. Why measure HRV? Our bodies are constantly adapting to changes in your environment and variability is good. Let me explain further.

Heart rate is different than HRV. Heart rate is simply the rate at which your heart beats. It's easy to think that a consistent heartbeat rhythm would be good, but it's not. In fact, a consistent heartbeat is more brittle, which means the ability of the heart to "flex" is lower, therefore, it will not perform as well as a "flexible" heart rate in the face of challenge or stress.

HRV is a research-validated and accurate measurement of the ANS and therefore overall health. HRV is a good measure of autonomic balance between the parasympathetic (recovery) and sympathetic (fight) branches. HRV also measures the input of the vagus nerve on the heart, enabling it to measure parasympathetic activity. The vagus nerve runs from the brain to the abdomen on each side of the torso and is the body's major parasympathetic nerve.

The vagus nerve is a major component of the inflammatory reflex that controls immune responses and inflammation during disease and injury. Decreased vagal tone is associated with increased levels of disease and higher mortality rates, thus when you improve your HRV, you improve vagal tone, leading to improved odds of avoiding disease.

Age, gender, health, sleep, fitness levels, and mindset all influence HRV, and a higher HRV correlates with increased fitness levels, health profile, and youthfulness.

HRV declines with age as autonomic activities, especially parasympathetic regulation, also declines with age. HRV is higher in active vs. sedentary individuals and regular physical activity can be effective in diminishing the decline in HRV, cardiovascular health, and vagal tone associated with aging.

ANS imbalances negatively impact your HRV level. Medications attempting to upregulate autonomic function work only on the symptoms, while HRV training gets to the root causes.

Health Connections to HRV

A low HRV correlates to 9 of the 10 leading causes of death in the U.S., including:

- Heart disease
- Cancer
- Chronic lower respiratory disease
- Stroke
- Alzheimer's
- Diabetes
- Influenza and pneumonia
- Nephritis
- Suicide

The only cause of death within the top 10 not correlated to low HRV are car-related deaths!

A low HRV is linked to risk factors associated with leading causes of death such as hypertension, obesity, glucose intolerance, insulin sensitivity, and stress. As Dr. McEwen

said, there is a cost to cumulative stress and that's chronic sickness and death.

When properly monitored and applied, HRV can function as an accurate and objective monitor of progression or regression of disease and health. When monitored regularly, HRV can be used for prediction or early identification of acute sickness or an impending medical issue. In the past, it required an expensive, inconvenient, and clinic-based means to measure accurately and monitor. Today, smartphones with app-based solutions provide easy-to-use technology to monitor your HRV. Tiger Neuroscience also offers an accurate and convenient solution to monitor and improve your HRV through our Tiger Medical app and technology partner that provides biofeedback easy to fit into your daily schedule.

PILLAR 2: SLEEP OPTIMIZATION

Have you ever heard someone say, "I'll sleep when I'm dead!"? I used to say this, too, and while it sounds like you're being an extra hard worker and it tends to be part of the American culture, it's completely dumb. Sleep deprivation is associated with mental health and mood problems, immune dysfunction, diabetes, cardiovascular disease, and shorter lifespans.

In a 2015 study by Dr. Bruce McEwen, of Rockefeller University, and Dr. Ilia Karatsoreos, of Washington State University, research reveals multiple negative consequences

of sleep deprivation and corresponding circadian disruption. Short-term disruptions lead to increased allostatic load (accumulated stress), appetite, caloric intake, inflammation, blood pressure, evening cortisol levels, and sympathetic nervous system tone. Short-term sleep loss also elevates blood glucose and insulin levels. Chronic sleep deprivation and circadian disruption leads to obesity, reduced volume of the temporal lobe, and impaired memory as well as an increase in anxiety, aggression, oxidative stress, free-radical damage, and your risk of Alzheimer's and cognitive decline.

In 2015 Gordon B. Feld, Ph. D at University of Tübingen in Tübingen, Germany, conducted a study titled, "Sleep Smart-Optimizing Sleep for Declarative Learning and Memory." The study found sleep is not idle time, but an active state during which the brain processes information acquired during the previous day and prepares itself for the demands of the next day. Long-term memory is formed during sleep by a process that strengthens memory traces, reorganizes them, and integrates them into established knowledge networks. These processes not only store previously acquired memories, but also renew the capacity for new learning after sleep. Feld states that improved sleeping conditions clearly have a higher impact on overall productivity over increasing the number of hours at work or at the study table.

There are also multiple studies suggesting that poor sleep precedes Alzheimer's disease. A University of Rochester study on mice showed that while in deep sleep, their brains expanded to have more fluid space between cells

and enhanced the clearance of beta amyloid, a protein that accumulates in Alzheimer's disease.

When You're Sleeping Your Body is Working

It's natural to think that when you sleep everything just quiets down, but the truth is that there are many human functions occurring as you sleep. It's during this time that your brain takes out the neuro-trash through the so-called glial lymphatic system, which is defined as the waste clearance pathway. Its role is to clear the rubbish and nourish your entire central nervous system with glucose, fats, proteins, and more. Sleep is also when your body most efficiently heals itself because it's when growth hormone peaks and there is massive cell replication.

Here's a summary of what happens when you sleep:

The Body

- Breathing and pulse slow, giving your heart and lungs a break
- Your muscles repair and grow
- Adrenal glands excrete growth hormones and testosterone to build your immune system

The Brain

- Memory preservation and consolidation as short-term memories transfer into long-term memories
- Toxins produced by neurons are flushed from the brain
- New neural pathways are formed, reinforcing connections between cells

- Remembering how to perform physical tasks, learning, and problem-solving occurs

When you sit back and review this list, which is not exhaustive, you can see why not getting enough sleep can be so damaging to your health. When you choose to sleep less, the processes above aren't happening as they should.

Final Thoughts on Sleep

I have a dear friend who suffered from sleep deprivation his entire adult life. He routinely fell asleep early in the evening only to wake up at around 2 a.m. and unable to sleep the rest of the night. This went on for decades. Today, unfortunately, my friend suffers from dementia and lives in convalescent care. He was a vibrant, entrepreneurial, and generous person who is no longer the person I once knew.

The moral of the story is to get at least 6.5 hours of actual sleep each night! If you have a sleep problem, don't ignore it; find out what's wrong and fix it—your life depends on it. At Tiger Medical we are experts at diagnosing and fixing sleep problems.

PILLAR 3: DAILY MOVEMENT TO OPTIMIZE YOUR BRAIN

One Simple Habit to Change Your Life

Thus far you have gained insights into three habits that can reduce interference and improve performance within

your life. This third habit is going to be more of a challenge. Why? It's simple, but you will have to fight against time and motivation. Making the time for daily movement is a conscious choice that you must make to get the most out of your transformation plan.

The Harvard Nurses' Health Study, which has been tracking the health behaviors of more than 200,000 women for more than three decades, clearly unearths the benefits of walking. I'll skip the long details, but the bottom line is that the study revealed that moving for 30 minutes five to six days a week has significant positive effects on your overall health. You can reduce your risk of the major preventable chronic diseases (i.e., type II diabetes, cardiovascular disease, and high blood pressure), your mood and focus will improve, and the neurobiology of your brain will improve.

If you aren't a workout ninja, (I'm not!) it's okay, and that's not the point. The Harvard study focused on the impact of brisk walking, and everyone can walk briskly, no gym required. My recommendation is to first talk to your primary care doctor to make sure that you don't have any restrictions or to understand what yours are before beginning any kind of workout program.

The Amazing Things Movement Does to Your Brain

The purpose of exercise is to stress, stretch, and gently damage the muscles, ligaments, tendons, bones, and arteries at a low level so that when they recover, they rebuild into stronger versions.

Most people do not love to move because it can be uncomfortable and it's difficult to find the motivation to actually get up and move. Motivating yourself to start is often the hardest part to any workout, however, the positives of consistent activity are so immense that you'd be crazy not to make it part of your day, every day, for the rest of your life.

Consider these facts about physical activity:

- It releases brain derived neurotrophic factor (BDNF), which is like miracle grow for your brain because it enhances neuron growth and learning.
- It catalyzes the release of insulin-like growth factor (IGF-1), vascular endothelial growth factor (VEGF), and fibroblast growth factor (FGF-2), which push through the blood-brain barrier and do some amazing work, such as promoting the formation of new neurons, improve insulin sensitivity, and heart function.
- It releases hormones for anabolic growth (testosterone and human growth hormone).
- It releases dopamine and serotonin, which motivate us and elevate feelings of well-being.
- It elevates norepinephrine, which influences attention, perception, motivation, and arousal.
- It helps relieve or lessen anxiety and depression.
- It helps manage cortisol, the hormone of fear.

All these amazing effects are from movement! When you review this list, aren't you curious as to why more people

don't move more often? Sadly, education, purpose, and tools are lacking.

Another important thing to mention is that there's no one best way to move. Never let anyone put you in a box of "how you're supposed" to workout. The key to reaping the benefits above is finding a type of movement that leads you out of "homeostasis" or a comfortable, balanced state. Your body needs some stress to work and grow stronger.

Seriously consider what it would take for you to build the lifetime habit of movement into your life. You won't be sorry when it changes your brain and your overall health profile while also improving your attention, mood, motivation, and overall mental health.

Movement Doesn't Have to Mean Hardcore Exercise

According to Dr. Thomas Frieden, former director of the Centers for Disease Control and Prevention, "Walking and other forms of regular physical activity are the closest thing we have to a wonder drug."

As you begin your movement routine, it's important to understand what qualifies as movement in order to create your own program—the one that works best for you—instead of feeling like you're forced into a canned routine. We all have various levels of fitness, schedules, and interests. It's also not good for our bodies to do high intensity training seven days a week, however, it's important that we do move every day to optimize our health.

The simplest, cheapest version of movement is something we do every day, often without a second thought—yes,

that's walking! Walking just 2½ hours a week, or 21 minutes a day, can cut your risk of heart disease by 30% and it's also been shown to reduce the risk of diabetes and cancer, lower your blood pressure and cholesterol, and keep you mentally sharp.

It gets better: A University of Utah study found that for every minute of brisk walking women did throughout the day, they lowered their risk of obesity by 5%. So, there is absolutely no way you can say you don't have time to move or that it won't help you!

Walking even boosts your mood. Studies confirm it can be as effective as medication for decreasing depression and it can help with everyday stressors by aiding in balancing your autonomic nervous system (ANS) out of stress-response mode.

Hopefully by now you are convinced that getting out and walking is too valuable of a habit for you to ignore. At Tiger Medical, our coaches can help you develop a movement plan and walk you through how to establish a new habit. We pride ourselves on being experts in behavior change.

PILLAR 4: FOOD AS MEDICINE

Nutrition Choices and the Impact on Performance and Longevity

Dr. Matthew McNamee, naturopathic MD with a specialized training in the gut/brain axis and neuroendocrinology, is

Chief Medical Officer at Tiger Medical Institute. Dr. McNamée is fond of emphasizing to our team that our everyday food choices can be thought of as medicine or poison. Healthy food choices are beneficial to your body and performance, while poor food choices lead to increased inflammation and oxidative stress.

First, let's talk about oxidative stress. Oxidative stress is an imbalance between free radical production and antioxidant defenses, and it's associated with degenerative diseases such as cancer and cardiovascular disease. Anything that leads to interference, meaning chronic and/or degenerative disease, is going to reduce your performance and longevity.

Here are the drivers of oxidative stress:

- Alcohol consumption
- Excessive saturated fats (animal fats such as meat and dairy)
- Obesity

How can you improve your oxidative stress biomarkers? By changing your nutrition habits.

Ketone diets (paleo, keto, and Mediterranean) all have solid research that suggests adopting those as a lifestyle will significantly improve your health by reducing oxidative stress and inflammation while driving performance. Even simpler, with comparable results, is a concept we will discuss later in the book called Time Restricted Eating (TRE).

What you eat impacts your longevity, day-to-day health, and how you perform at work, school, or on the field. Sadly, there are many nutrition and “diet” plans out there and it can be frustrating to know what to do. Tiger Medical wants to help you focus on simplicity and execution. You can implement a simple, phased set of changes to how and when you eat because it’s exceedingly difficult to revolutionize how you eat all at once. With this in mind, let’s learn more.

Inflammation and Your Food Choices

Inflammation is an important aspect of age-related health problems. These health problems include cardiovascular disease, type 2 diabetes, hypertension, Alzheimer’s, and many forms of cancer.

If you want to age better and be more productive into your later years, then you want to focus on your inflammation levels. One of the best ways to do this is to make better nutrition choices every day. As stated before, what we eat should be viewed as either medicine or something that’s adversely impacting our health. This idea was motivational for me as I have made poor food choices my entire life and struggled to change old habits. Now, with each meal or snack I ask myself, “Is this medicine or is it going to contribute to making me sick?”

An important concept to learn is how food impacts your glycemic index and glycemic load. Glycemic index is the propensity of a carbohydrate to increase blood glucose levels while the glycemic load is simply the cumulative effect of the volume of carbohydrates.

Our Western nutrition habits are loaded with omega-6 fatty acids from oils (not as good as omega-3s) and processed foods, which are higher in carbohydrates and lower in fiber. This combination produces a higher glycemic index and glycemic load, and studies show correlations between diets that are high in glycemic index and load and the body's overall inflammation levels.

Eating and the 80/20 Principle

One of the biggest frustrations that many people run into when attempting to improve nutrition habits is the confusion on which habits/choices are best for you. If an eating plan has a name, a book, and brand associated with it, there's a high probability that it's a fad diet. While those diets can certainly work, we encourage you to use caution when buying into a "this is the only way to do it" mindset.

One of the helpful aspects of Tiger Medical Institute's health transformation program we call Decode 2.0, is that at the front end of the program your genetics are screened. This enables the doctor to give you specific direction on nutrition plans so together you can make informed choices based on what will work best for you as well as what will work best based on your genetic makeup. With genetic information, you can eat in a way that works with rather than against how you were designed.

What You Eat Paints a Picture of Your Future

So far, you've learned about inflammation and the benefits of clean eating.

The goal of this book is that your thoughts and motivation will progress to the point where you sincerely want to make changes. Don't beat yourself up over past failures, it's ok, focus on a new beginning. The key is to change your mindset first. When you believe that food is either medicine or poison and you are choosing to make the best food decisions for the life you want, you will notice how that food starts to become medicine to your life.

Once your mind is set, you must start with tiny micro habits, such as eliminating one food that you know is unhealthy. To form a new habit, you need motivation, ability, and a prompt; think of it as a MAP (Motivation + Ability + Prompt). This is from BJ Fogg, PhD, a preeminent researcher on habit formation. Motivation comes from your "why." Why do you want to develop new habits and what will be the necessary motivational fuel to affect meaningful change in your life? The only way to succeed is to combine a good "why" with good prompts (a reminder system) and to start really small. The smaller your micro habits, the easier it will be to create a new habit.

When you become informed and start making better daily choices, then you'll see better results. You'll gain motivation and resolve as you do one simple thing successfully and then you can build on that to start eating the right foods next. Hiring a health and wellness coach can accelerate this process by keeping you accountable, aiding with motivation, and continuing your education in healthy habit creation.

PILLAR 5: TIMING YOUR EATING PATTERNS

Time Restricted Eating (TRE)

Philosophically, I've chosen to emphasize TRE over other fasting methods because of the strong science that backs TRE. Additionally, I have found TRE is far simpler to implement as a new habit than other forms of fasting. As I've delved into the research on other forms of fasting, I have found a myriad of plans, all with supporting claims, and as a busy entrepreneur who wants to implement multiple new habits at once, I put many of these alternative forms of fasting in the "too hard" pile and chose TRE to suit my personal lifestyle.

Let's start with some basics. When you eat, a lot happens in your body:

1. Depending on what you've eaten, your blood glucose (sugar) levels will rise.
2. Your pancreas produces a hormone called insulin.
3. Insulin tells your cells to fuel up on glucose as your gut breaks down your food.
4. Your body releases hormones like cholecystokinin (CCK) and leptin, which signal when you're full.

However, when you eat a lot of carbs and sugar, ignore your body's "I'm full" signals, and eat frequently without burning off all that energy, your body struggles to keep up. Your pancreas must work overtime to process everything, and any extra glucose gets stored as fat. Over time, those

factors can increase your risk of weight gain, insulin resistance, and diseases like diabetes and cancer.

A TRE plan follows the circadian clocks of the organs involved in your digestive process. There are functions that must happen during your daily eating windows and there are critical functions that need to happen during the evening and throughout the night according to a routine rhythm. When you continue eating from early morning until late at night, the restorative processes so important to your health fail to occur, leading to serious health problems. When you take a break between meals, your glucose levels remain stable, your insulin levels drop, and your body has a chance to clean up shop, all of which can support major benefits like weight loss and longevity.

Let's summarize three major areas that improve when you follow TRE:

1. Weight management. When fasting, you use up glucose and your body transitions to burning fat, a process called ketosis. This will support better overall weight management and is also good for evening out blood glucose levels, which improves insulin resistance.
2. Autophagy. This is a cellular waste removal process that happens when you fast, which results in improved cellular efficiency and body functions.
3. Healthy aging. Fasting protects your cardiovascular system and improves blood sugar management and brain cellular performance. Animal studies support anti-aging effects of TRE,

Overall, if you can build a daily TRE habit, you should experience improved cognitive function, energy levels, alertness, immune function, and reduce your long-term risk of life-threatening and shortening chronic diseases.

These benefits lead to better day-to-day performance and give you more time—for your family, friends, and to advance your goals.

Autophagy: Activate Your Anti-Aging Pathway

It seems like every day there's a new dietary recommendation to adopt with its many health promises, so it's natural if you find yourself jaded, completely confused, and unsure about what's really the best nutrition plan for you.

In many cases, though, the recommendations for dietary selection are associated with weight loss—go on a certain diet and lose a certain amount of weight. But what if we could eat in a certain way to activate our body's best anti-aging system? What if we could find a way of playing with our macronutrients by eating certain foods that truly optimized our health and longevity?

Enter autophagy. Even if you're an avid follower of the health and wellness scene, there is a good chance you might not have heard of autophagy. It wasn't until 2016 when a Nobel Prize in Physiology + Medicine was awarded to Yoshinori Ohsumi for his discoveries of the mechanisms of this biological removal and recycling pathway.

Breaking it down by parts, “auto” means “self,” and “phagy” denotes “cell-eating,” thus “autophagy” means “self-eating” in regard to the body recycling its own cells. It's a natural method of cleaning house and is a critical

component in maintaining our health at the cellular level by helping to dampen inflammation, slow the aging process, and optimize biological function.

Why is Autophagy Important?

Our cells are constantly being damaged through natural bodily processes such as energy conversion, digestion, and immunity. This happens even in healthy humans and is an important part of the cellular life cycle, which allows the regular generation of new, young cells that can perform optimally in our body.

However, with age, stress, and an increased exposure to foods and chemicals, our cells can experience free radical damage that causes them to be compromised at a faster-than-normal-rate. As a result, the body needs some way of getting rid of these damaged cells. This is where autophagy comes into play. The body employs natural mechanisms to clear out damaged and under-performing cells that linger in the tissues and organs. If these are not removed, they can trigger inflammation and prevent the body from being able to efficiently carry out normal tasks, eventually leading to the development of diseases.

The Benefits of Autophagy

While the body can do this cleanup alone and autophagy are active in all cells, there are many benefits to encouraging regular autophagy:

- Regulates cellular mitochondria, which improves energy production in the body.

- Protects the nervous system and the immune system.
- Protects against metabolic stress.
- Encourages growth of new cells, especially those in the brain and heart tissue, enhancing cognitive function and protecting against heart disease.
- Helps improve digestive function by repairing and restoring the gut lining.
- Helps to protect our genes by maintaining the integrity and stability of our DNA.
- Genetic links have emerged between autophagy defects and cancer, providing increasing support for the concept of autophagy as a bona fide tumor suppressor pathway.

Research shows that 12+ hours of fasting is a great autophagic trigger. When fasting, the levels of glucose in the body are low, which means your insulin levels are. Lower insulin triggers increased glucagon, which is the body's naturally produced hormone that helps stabilize blood sugar levels. The presence of this hormone signals the need for autophagy.

So, why do people follow TRE? Although weight management is one of the benefits, it's not really a diet. It's an eating schedule that has big payoffs over time, like regulating your insulin levels, protecting against disease, and, yes, helping you manage your weight.

This might go against what you've heard about eating frequency in the past but skipping a meal won't send your body into "starvation mode." Although there's nothing

wrong with eating breakfast, there are major benefits to giving your body an extended break between meals.

PILLAR 6: SURGICAL SUPPLEMENTATION

Supplements remain a mystery for most people. We hear in the news that vitamin D is good, so we take it, or you take a multivitamin because you think that's a good thing. For some, recommendations from friends or an article they read led to taking another supplement. After a while, you might be taking 5-6 different supplements. Those who get into biohacking can easily end up taking 20+ pills a day based on the recommendations of the latest guru. According to health food store industry research, 80% of adults in the U.S. are now taking supplements. Sadly, most are wasting money by guessing at what will be most effective for them.

The common theme in these scenarios is the person seeking better health is just guessing at what they might be accomplishing. Again, would you practice dentistry this way? Of course not. You would examine, test, and recommend a plan based on a scientifically valid diagnostic process. There is another way to finding out which supplements would work best for you and your body.

At the Tiger Medical Institute, our clinical team operates from the premise that genetics are not your destiny. Research by the John T. McArthur Foundation, led by polio

vaccine inventor Jonas Salk, discovered that only about 30% of your life expectancy and health were due to your genes. The real find was that the remaining 70% relates directly to the choices you make and the environment you live in.

This information should liberate you and cause you to excitedly grab the bull by the proverbial horns and take control of your health! At Tiger Medical, our entire approach to medicine is built on this empowered view of health engineering. Because we believe in the ability to influence how your genes express by changing your lifestyle, we test every client in our one-year medical make-over program to understand their genetic makeup. When combined with advanced testing of the blood, hormones, gut biome, and micronutrients, the data form a 3D view of the patient's health profile. From that data, we see what you are predisposed to from the genetic information and what you are dealing with now from the rest of the lab package. It gives our clinical team a tremendous view into your body's world.

From this expanded view our clinical team can then target supplementation to fit exactly your needs. For example, I learned I had genetic markers that caused sub-optimal dopamine and serotonin production. I was put on a specific supplement—not a drug—which targeted the production chain for serotonin, and it had a tremendous impact on my mood and motivation. I also learned I had a deficiency in my gut biome, which led our doctor at Tiger Medical, Dr. Matthew McNamee, NMD, to prescribe me a specific type

of probiotic that addressed that specific deficiency. I'm on a number of supplements that require a bit of an investment each month, however, I have confidence in knowing that what I'm investing in is creating a real, evidence-based return for me in the form of better health and protection from some of my genetic weaknesses. The real test is how I feel, and I can honestly say I feel the best I've felt in my entire adult life from the combination of lifestyle changes and targeted supplementation. I believe that is a powerful statement coming from a 60-year-old man who once suffered from extreme burnout!

For you there are also undiscovered threats and other facts that will point the way to your unique pathway to optimal health and performance. The great news is that you can discover your unique path by investing in the Tiger health system.

We have one more health pillar to discuss: Hydration.

PILLAR 7 - HYDRATION

Staying Hydrated is Smart

Your brain is approximately 80% water, your muscles and heart 75%, your blood 83%, your lungs 90%, and your skin 64%—no wonder your body works better when you're properly hydrated! Water is essential to good health, but our individual needs do vary by individual. How much water should you drink each day? It's a simple question with no easy answer.

Health Benefits of Water

Water is your body's principal chemical component and depends on it to survive.

Every cell, tissue, and organ in your body needs water to work properly. For example, water:

- Gets rid of wastes through urination, perspiration, and bowel movements
- Keeps your body temperature normal
- Lubricates and cushions joints
- Protects sensitive tissues

Lack of water can lead to dehydration, a condition that occurs when you don't have enough water in your body to carry out normal functions. Even mild dehydration can drain your energy and make you tired.

4 Ways Dehydration Affects Your Brain

Most health-conscious individuals are aware that staying well-hydrated is important for the body's health, but it's also critical for brain function. Research has shown that dehydration has several negative neurological and psychological effects, which should be a big reason to make proper hydration a daily priority.

1. Dehydration affects your mood

Several studies have identified a link between dehydration and mood disturbances. In a 2012 study, researchers at the University of Connecticut induced dehydration in healthy young women through either exercise or exercise

plus a diuretic and assessed the effects on their mood states. Dehydration was found to result in a measurable increase in “total mood disturbance.”

2. Dehydration reduces your cognitive and motor skills

We all know not to drive under the influence of alcohol, but according to the findings of a 2015 study conducted at Loughborough University, we should also avoid driving dehydrated. Volunteers committed a significantly greater number of errors, such as lane drifting and late braking, in a two-hour driving simulation when they were dehydrated. In fact, their performance was just as poor as that of people who complete similar tests while at the legal limit for blood alcohol content! The likely reason is that dehydration reduces concentration and reaction time.

3. Dehydration makes you more sensitive to pain

One of the more surprising mental effects of dehydration is increased pain sensitivity. This was demonstrated in a 2014 study by Japanese researchers. Volunteers immersed an arm in icy water to test their pain sensitivity while having their brains scanned and they reported a lower pain threshold (i.e., they felt pain sooner) when they performed this test in a dehydrated state. These subjective reports were accompanied by increased activity in brain areas involved in the experience of pain.

4. Dehydration affects your memory

Dehydration has also been found to negatively impact memory. In 2010, researchers at Ohio University measured

hydration status in a group of 21 older women and had them complete tests of declarative and working memory. A strong link between hydration status and memory skills was found, with the most dehydrated subjects performing poorest on the tests. This effect was partly mediated by blood pressure.

A 2015 study by David Benton and his colleagues found evidence that being dehydrated by just 2% impairs performance in tasks that require attention, psychomotor, and immediate memory and working memory tasks, as well as assessment of the subjective state.

How Much Water Do You Need?

Every day you lose water through your breath, perspiration, urine, and bowel movements. For your body to function properly, you must replenish its water supply by consuming beverages and foods that contain water.

So how much fluid does the average, healthy adult living in a temperate climate need? The National Academies of Sciences, Engineering, and Medicine determined that an adequate daily fluid intake is:

- About 15.5 cups (3.7 liters or 125 oz.) of fluids for men
- About 11.5 cups (2.7 liters or 91 oz.) of fluids a day for women

These recommendations cover fluids from water, other beverages, and food. About 20% of daily fluid intake usually comes from food and the rest from liquids, which

means that in terms of water, this would equate to approximately 100 oz. of water for men and 73 oz. for women.

So, to conclude this section, it's simple: Drink the recommended amount of water daily.

I personally struggled with this because I'm generally not a thirsty person, so I fell prey to the trap of thinking I was fine because I wasn't thirsty. To become more accountable for my water intake, I downloaded a simple habit tracker app and now each day, as I take in water, I log it and the gamification motivates me to hit my daily water goal.

If you want to perform at an elite level and do deep work that the market values, top-notch cognitive function is necessary. Drinking water is one effortless way to make sure you don't inadvertently contribute to brain fog and reduced brain function. Don't allow something as simple as being dehydrated to cause interference and prevent you from achieving elite performance.

TAKE ACTION NOW!

To schedule an informational connection call with us while you continue reading go to:
www.tigermi.com/freesession

CHAPTER 2:

THE TIGER SYSTEM

Having learned about seven pillars that can change your life—some of which I’m sure you had probably heard about—the question is now why haven’t you made these changes part of your life? Just like an addict can’t possibly change until they face reality, the same is true for you in terms of your health. The standard health screening we do at our primary care doctor each year is of value, however, it doesn’t reach into the most advanced methods available today to get to the root of any present or potential health risks unseen. Our insurance and government-based payor model does not empower physicians to do this kind of investigative work, so it’s not offered to the general public.

The clinical team at Tiger does not operate under such restrictions. We’ve structured our one-year medical make-over to empower our doctors to get to the root cause of why you feel the way you feel today. The process we employ over the one-year journey can be explained in three steps: 1) Test, 2) Distill, and 3) Implement. It’s rare that an individual can get this kind of testing and then

run with it on their own, because let's be honest: Life has a way of getting in the way, and our unhealthy habits are deeply entrenched in emotions, patterns, and weaknesses. Motivation and willpower be extremely unreliable. Our team overcomes all that with truth telling, simplification, and accountability.

Step 1: Test

The earlier mentioned McArthur Foundation study on aging discovered that less than 30% of the reason we live if we do is due to our genes. Stated differently, 70% or more of why will enjoy the health we enjoy and live if we do is due to our choices. This should be empowering to you; it is me and I've taken it to heart and made different choices. I'm living the dream of great energy, vigor, and mental clarity in my late 50's I never thought possible. So can you with a shift in how you think.

The study mentioned above by Salk and the McArthur Foundation and others ushered in the era of epigenetic medicine. This means that your genetics aren't your destiny, and that you can make lifestyle and environmental choices to prevent negative or suboptimal genes from turning on or expressing. Tiger Medical practices or employs epigenetic medicine in its clinical approach, meaning we have each patient tested for their unique genetic makeup. From this testing, our clinical team then supports a patient's sub-optimal genetic markers through targeted and specific supplementation and lifestyle change based on your unique health data and genetic makeup.

In my own experience, when I learned my unique genetic code—where I was genetically strong and where I was weak—my level of self-awareness soared. I understood that I had a predisposition to hang onto stress longer than the average person, which explained my fear-based reactions at times. I learned my brain wasn't good at producing serotonin and dopamine, which affected my mood and motivation. I also learned I didn't metabolize starch well, explaining a 25-year battle with acid reflux, a nuisance cough, and constipation.

When our clinical team and my coach worked with me to practice meditation and HRV breathing more, I understood why and complied. I also had to make different decisions on what I put into my body, so I changed my eating plan to de-emphasize starches and increase consumption of vegetables, nuts, green leafy foods, and lean, organic meats. I was astonished by the impact. Now that I was living in a way that worked with how I was designed, everything was working better. I was on targeted supplements to support my genetic weaknesses, and I was meditating, moving, and eating differently. My energy soared, my mood swings were eliminated, I no longer reacted in fear, and my GI issues were eliminated!

I also went through extensive gut biome, hormone, and blood testing to understand my current state of health, from a root-cause perspective. What many fail to understand is that your annual health screen is a disease screening or sick screening. Tiger's testing program will screen for disease markers but also screen for markers

indicating trouble in the future. The big idea is to get ahead of the trouble and work your health back from the proverbial red line.

Step 2: Distill

I have a friend from the business world who spent a lot of money at another high-end clinic specializing in functional medicine. I was in a mastermind group with him, and he approached me, knowing the work I do, with his 50+-page results booklet. He said when he went to the clinic, he met multiple doctors in a whirlwind two-day series of exams. He left with his head spinning and, sadly, no idea on how to move forward. This isn't uncommon.

If you can find a place that will investigate root causes for how you're feeling and performing, typically they try extremely hard to impress you with the credentials of their team, their facilities, the fancy machines, and all the tests they run on you. You'll meet with a lot of people in the process and, like my friend, potentially find yourself unsure of how to proceed.

After hearing his story, I invited this friend to send all his information to our Chief Medical Officer, Dr. Matthew McNamee, NMD who reviewed the information and met with him. Dr. McNamee felt it was important, based on the results to run one additional test, then he was able to create a personalized health plan for my friend. My friend has now signed on with Tiger Medical to implement the plan and create the behavioral change necessary to take advantage of the plan. All he needed was for a medical

professional to distill down which areas were going to be the most impactful areas for him to become healthier. This friend of mine is a successful entrepreneur who has no time to guess what he should do—he needs (and wants) a narrow set of goals to work on and a coach to help him build the habits through direct accountability until they become muscle memory.

The philosophy of our clinical team is “less is more.” We employ the Pareto Principle, which states that the biggest impact is the vital few and that the trivial many are to be ignored until the vital few are focused on. Another way of saying this is that in any analysis, 20% of the people, inputs, or activities generate 80% of the results. This means that 20% of a business’s products produce 80% of its profit, 20% of the sales reps generate 80% of the business’s sales, and so on. It’s the same with your health.

Each Tiger Medical client moves forward after testing and a consultation with our physician with a simplified and focused personalized health plan. From this small base of new goals and habits to do, our patients can focus all of their energy on changing behavior around those vital few focus points. The interesting thing about your health is that you are made up of multiple major systems and they are all interconnected, so when our patients make changes in a couple vital areas, they see improvement throughout their bodies. It’s exciting beyond what words can describe. When our clients act consistently on a narrow set of habit changes and make them automatic,

it's a force-multiplier in their lives, meaning they get an enormous impact out of a small number of changes.

Step 3: Implement

Tony Robbins has a saying I've taken to heart over the years and embraced mentally and with my wallet. He says, "You can turn decades into days with a mentor or coach." In 2011, a mere 11 years ago, I made this mindset shift and it led to the scaling of my last business to over \$100 million in annual revenue, my writing and publishing two books, and starting and acquiring three companies and achieving financial independence. Prior to all of that I had a negative net worth from a failed real estate development.

Investing in coaching is the fastest way to change your circumstances, and it's no different with your health. Why? When you work with a mentor and coach, you make a stronger, more visceral commitment to goals you set with them. All humans are easily distracted and lose interest in their goals. A coach holds you accountable to your goals, leading to faster goal achievement. Goal achievement builds internal motivation to continue because you are seeing results. This becomes a virtuous cycle leading to leaps in performance and results.

Under the Tiger system, your guide is our Chief Medical Officer Dr. Matthew McNamee, NM who is the truth teller in your life as it relates to the true state of your health right now. Your health coach will then help you set and holds you accountable to the results you're seeking.

Both your doctor and coach check in with you and help you see the positive changes occurring in your life. As those goals become a reality, your friends and family will notice the change. You'll be more motivated than ever to continue with positive, forward-moving habit change that leads to greater energy, mood, and performance. As you work under our doctor and coaches, investing in patient number one (you!), you'll be improving every area of your personal and professional life.

Behavior Change is Hard

Every client we work with has this concern, "Will I have the discipline to change?" It's human to fall into unhealthy habits because many of them make us feel better. A Diet Coke or afternoon coffee with creamer and several sugars, a piece of candy, or a bucket of popcorn two nights a week while watching Netflix feels comforting. But over time the unhealthy habits contribute to the way you look and feel today.

To change your habits is going to be work. It will involve reward pathways that have been chiseled into a super-highway from years of use. Dopamine spikes when you do certain old habits and it's a powerful neurotransmitter. I know from personal experience—I used to snack until 9:30pm every night after dinner. Popcorn, chips, crackers, pretzels, and diet soda, you name it. I came to associate my time each night with my wife with watching our favorite programs and snacking. It was hard-wired into my emotions and routine. At first it was brutal to change, however,

armed with the truth about what it was really doing to me, I girded the strength to persevere and over time, (not that long, I promise) the desire and the addiction of it broke and today nothing enters my mouth after 7:00pm.

How does your coach help you create behavior change? Baby steps is the short answer. We employ the researched behavior change methods of BJ Fogg, who I mentioned earlier is an expert on behavior change. Creating behavior change involves two things. If you want to change behavior, you must 1) lower the motivational bar initially and 2) create a prompt. For example, one of my clients struggled to remember to do his HRV breathing work. So, we found something he does every day: Sit in a massage chair for 15 minutes. Now, when he sits in his chair every morning and every night, he does his HRV breathing. He was already sitting in the chair, which was the prompt. Associating the breathing work with the chair worked, and he's consistently doing the breathing and gaining the benefits of that work.

Individuals who gain a high degree of self-awareness about the state of their health and what they are at risk for based on advanced, highly sophisticated testing have a motivational edge over those who are guessing or wondering what their current health state really is. The information we provide our patients is highly relevant and the truth. There is no denying the truth because it's based on hard data, not conjecture. When you combine elevated motivation with tiny habit methodology and mix in accountability, behavior change happens. Our ability to

help our clients create behavior change is a distinguishing aspect of the Tiger System. Millions attempt change, few achieve it each year. If our client engages with us, we have an outstanding record of results.

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CHAPTER 3:

THE 6 POSITIVE OUTCOMES OF THE TIGER SYSTEM

Let's say you decided to work with us, and you've done the work; you've persevered through a year of positive change and established new habits and behaviors with the help of our doctor and the health coach assigned to you. What can you expect? In our experience and based on the clinical components of our system, you can expect these six outcomes.

1. Unrelenting Stress Will be a Thing of the Past

The marvel of the autonomic nervous system (ANS) is that it not only automatically adapts your body and mind to your circumstances, but it can also be managed—by you! Therefore, stress will no longer be your master, you will master stress. Anyone who tells you stress can be eliminated as a factor in your life is lying. Stress is just part of life and always will be. The game we want to teach you to play is to mitigate your stress

on demand. In other words, you can learn to disarm it at will instead of living with it. You have more control than you think when it comes to handling stress, and you can change your future one day at a time as you build the habit of managing stress.

2. Restorative Sleep Will Become the Norm

Getting a good night's sleep (restorative sleep) will become your new norm. A poor night's sleep will be the exception, not the rule. Your immune function will be bolstered, sleep problems will no longer contribute to weight gain, and your brain will function at full capacity. Your productivity will explode as you learn how to recover, and your peak performance will become sustainable, rather than come in short spurts of brilliance followed by exhaustion. Focus, energy, and passion will all increase as you learn to restore your body, night after night.

3. Eye of the Tiger Performance

As you mitigate stress, improve your HRV, begin to consistently achieve restorative sleep, your physiology will begin to heal. As you heal, your energy will grow, your passion for learning and adapting will elevate as well. You will learn how to engineer a high flow lifestyle where productivity will soar 500%, creative problem-solving will improve by 430%, and you'll learn 490% faster! Crazy numbers, I know, but they are based on sound research by well-known organizations. Anyone can be a flash in the

pan, the proverbial “one hit wonder,” but we will teach you how to do the impossible over the long haul through learning to work and play in flow states. You won’t get that at any other medical clinic.

4. Stack Your Odds for Greater Longevity

Listen, it doesn’t take a genius to understand that if you de-stress your life on demand, increase your HRV, improve sleep quality, and address the major pathways to aging, you’re going to greatly improve your odds of living longer. It doesn’t take a rocket scientist to understand if you change how you eat to lower inflammation and your overall BMI, you’ll position yourself for a healthier and (most likely) longer life. When you stand back and understand that the Tiger system is based on sound research, evidence-based methodologies, and the best in anti-aging medicine, it becomes clear that you are doing what you can to extend your life and, at a minimum, make the life you’re already living even better.

5. Protect Your Brain from the Ravages of Disease

Every client who enters the Tiger system will be evaluated for their personal risk for neurodegenerative disease such as Alzheimer’s disease, dementia, and memory loss. If you have a family history of cognitive disease and/or your markers indicate elevated risk, our clinical team will design a prevention program that is clinically validated in excellent research. Our organization is certified by UCLA neurodegenerative disease expert and researcher Dr. Dale

Bredesen and the Bredesen protocols from Apollo Health's PreCode program.

Tiger's program addresses neurotoxicity, inflammation, oxidative stress, and other negative influences on your overall brain health. As you remove and lower these stressors on the brain, you protect your brain from neurodegenerative disease. Tiger's clinical team and coaches will help you create a lifestyle that will provide long-term protection of your brain health, therefore vastly lowering your risk of cognitive decline and disease.

6. Victory Over Symptoms You Brought to the Program

Every new client of Tiger Medical comes into our program with different health challenges and lifestyle habits that aren't serving them or their goals. Whatever you come to us with, you'll get all six of these benefits and outcomes. Tiger's approach to medicine is to get to the root causes of your health imbalances and address them through supplementation support, eating habit modifications, and other lifestyle modifications that have proven effective in addressing your underlying health problems. What we don't do at Tiger is mask symptoms with drugs that do nothing to heal you. Drugs manage your symptoms; they don't typically heal you, with obvious exceptions that include life-saving drugs to address illnesses that could prove terminal.

Our ultimate goal is for you to gain victory over the pain points that brought you into Tiger's program. We want to see all your tested markers trending in a positive direction

toward optimal. We want to bring you back from the scary threshold point with any markers our clinical team determine pose a danger to you.

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CHAPTER 4:

THE NEW YOU

Think big: What can a year from now look like for you?

First, in the morning you'll wake up refreshed, energized, and positive, expecting good things. You'll habitually do your biofeedback for stress in the morning to set your nervous system to a calm state as you begin your day. Your mind will be clear, and your goals will be set for the day, empowering you to go into a flow state as you work through your objectives. You'll compound success daily as you energetically achieve your goals. Daily success, compounded over time will lead to you achieving more than you've ever achieved.

Those problematic areas that have plagued you for years will begin to resolve, fueling your motivation and desire for more. You'll see new possibilities that you never before imagined. Your confidence will grow in what you can achieve in terms of how you feel. You'll excitedly plan for more life experiences with those you love because your energy, mobility, and endurance will grow, allowing you to enjoy more time with those most important to you.

Finally, you'll push further into the future the tradeoff of good health that triggers the point that your wealth will no longer be especially useful to you, at least in terms of what you can personally do to enjoy your hard-earned wealth like hiking in the Alps. Because you've completed a transformative medical makeover, the odds are you'll have more time to build your business, and we all know, the greatest successes come over decades. You'll be able to play the long game, compounding success and wealth for you and future generations.

It's time for the big questions: Are you ready to embrace the notion that every solution to every problem in your life lies within you? Do you possess a growth mindset that believes you can change, learn, and grow, no matter what? Are you ready to own your mess, to take on an internal locus of control and confront your inner self and accept that the state of your life and health is due to the choices you have made? Are you prepared to do whatever it takes to get the six outcomes I've listed in this book?

If you answer "yes" to each of those questions, then you have made the most crucial, the hardest, and the most crucial decision from which all future growth can flow. Now that you've made this massive decision, you are ready to begin your journey to a "New You" with Tiger Medical. This is a transformation, a complete medical makeover, worthy of the best of who you are because the stakes could not be more important.

To ensure the "New You" emerges, you will work with a coach who can help you change your behavior, educate

you on why you are learning new habits, and hold you accountable to shorten that curve to success. Because you've made this decision to own where you are, to believe the solution lies within, and to take action, you are already successful. Infamous motivational and success speaker Earl Nightingale said, "Success is the progressive realization of a worthwhile goal." Deciding you can overcome a lifetime of unhealthy habits that have left you feeling less than your best is a worthwhile goal. Becoming patient number one and transforming your health for greater life experiences are worthwhile goals, therefore if you take the next step and act on your inner decision to change, you will already have begun your success journey with Tiger.

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CHAPTER 5:

A NEW BEGINNING

Congratulations, you've finished this short book and I hope you are motivated to change. Honestly, I really hope that you are so moved by what you've read that you can't sleep tonight because you're excited about the possibilities for your health that it compels you to take action.

Ok, let me get very real and call your bluff respectfully. First, you know as a dentist that our approach to medicine is the right way because you do the same with your patients. You understand, no two patients are the same, nor is their treatment plan. A diagnostic process is required, which leads to a customized solution. That's what we do at Tiger.

Secondly, despite the fact you are highly successful and intelligent, short of facing a terrible health prognosis, you aren't going to make the changes necessary on your own to achieve the outcomes we are getting with the Tiger system. It's not an indictment of your character, I wouldn't either. So, you really have three choices, it's no more complicated than this:

1. Do nothing, fail to live as healthy as you could, regret missing this opportunity.
2. Keep putting on band-aides with the book of the month or the next fad diet.
3. *Get a customized plan with direct feedback and accountability, leading to real change.*

The third choice, to partner with Tiger, get coached, and realize real gains and changes is the path offering the most hope and success. If you really value yourself, you'll take action. Now, you must decide: Are you willing? The good news is that the things you can control, which are your actions, are the things that really matter.

If you're willing and have decided to change and do whatever it takes to achieve your desired outcome, then again, you've made the biggest decision. The solution to your every problem lies within you, not others. Only you can decide to change and then make it all reality.

However, it takes commitment— real commitment. Best-selling leadership expert and author, John Maxwell, once explained that commitment will cause you to do things you would never normally do and experience people and events you would otherwise not experience had you not made a commitment.

The best performers, the hugely successful, fully, and consistently commit to activities—some of which require them to put it all on the line. This decision you are making to transform your health for the long run, is simply more of who you already are. This decision you are making is just

another commitment, in a lengthy line of commitments you've made, in your continuing journey of success. It's who you, the successful dental professional, already are. Alternatively, unsuccessful people rarely commit to anything entirely. They are always talking about "trying." As Yoda in *Star Wars* said, "Do or do not, there is no try." One of my remarkably successful friends shared a quote while in grad school together from his mentor that makes this point very powerfully, "Do not confuse effort with results."

There is a shortage of commitment these days. Far too many individuals fail to fully commit to their visions for change and fail to see things all the way through. This isn't who you are. You do, you get results, you win. Making the commitment to reengineer your health and how you work is another commitment to your results within a long history of you making similar commitments. Therefore, you can't fail once you decide to make the commitment.

Devoting yourself to something all the way means that there's no backing out once you hit a point of adversity. Like any commitment, there is the exciting beginning, but everyone gets to the messy middle. Winners fight through the mess and finish. Losers quit in the middle and find another exciting thing to start, only to quit again when it gets messy.

Successful people see past the problems and inconveniences and can keep their focus on the promise they've made to themselves and/or others. They keep their eyes on the outcome or action the entire time. When you play the long game, problems seem like little ant hills. When

you are obsessed with the short-term, these same problems look like mountains. When I commit to ensuring success for myself, my family, a project, or my company, it means that I will do whatever is necessary to make that pledge a reality and fulfill my commitment. Commitments are not something for which you can make excuses, nor are they something you negotiate with or on which you can “give up.” Commit fully as though you are already successful and demonstrate that commitment to yourself, your family, and those you are working with. Then, journey forth, one day at a time, compounding good discipline and habits until your health vision is realized.

Building on commitment is investment. The greatest improvements I’ve experienced in life and business is when I invested significant sums, betting on myself. Getting my MBA required a significant investment of both time and money, and it paid off massively. Starting a business? Major investment. Restoring your health? Another major investment. Don’t think for a minute that your insurance company will invest for you because they won’t. Ever. Insurance is for covering the catastrophic, not an aggressive makeover for optimal health. Your body is your billion-dollar asset. If you outsource the care and maintenance of your billion-dollar asset to an uncaring insurance company only interested in the bare minimum, good luck. You are simply playing roulette with your health, waiting to become a health-care consumer rather than a proactive investor in your billion-dollar asset—your mind and body.

The dental industry worked tirelessly in the 20th century educating individuals in the value of twice annual cleanings to avoid the worst dental health conditions. Why? Proactively investing in your oral health rather than later becoming a dental health consumer led to far better outcomes overall. Additionally, the dental industry helped people understand the links between good oral care and long-term health. What I'm explaining about being a health investor is the same concept, only concerning your entire body, not just your oral health.

Think about this for a moment. Investing a larger sum for just one year to potentially get many more great years of health—what is that worth to you? What is it worth to wake up refreshed, energized, focused, ready to build your ideal life, go on a trip with your loved ones or the energy to play with grandchildren? What is it worth to your business to bring mental clarity, robust energy, and focus every day whether you are planning your growth strategy or working in a patient's mouth? Investing for a year to get all this? Sign me up, I'm ready. I made that decision in 2018 and 2019, the last two years since have been the best years of my life.

Now, because you've committed and become a health investor, you are ready to partner with a master—a coach. When the student is ready, the teacher arrives. Tiger coaches can build on your passion and commitment for change to optimize your health so you can do what you do better and for longer. Your Tiger coach helps you break down the process of change into tiny steps, slowly

compounding new habits into bigger gains until you can see transformative change occurring.

Napoleon Hill, author of *Think and Grow Rich* and *Outwitting the Devil*, teaches that definiteness of purpose combined with positive daily rhythm from habits compounded over time leads to massive success, however you define it. A coach will help you establish purpose and habit rhythm, allowing you to compound gains over time.

As you improve, you'll find changes in every area of your life. Your business improves when you improve. Your relationships improve as you get more energetic and healthier. Long term, your success compounds and multiplies as you bring the best version of yourself to the work you do day in and day out.

This moment, as you finish the book, is the very beginning of what comes next. At this moment, possibilities abound waiting to be discovered by you. What would happen if you understood the opportunity before you to change not only you but your entire family's future? It's time to believe in what is possible and take action!

So... What will your next step be? How will you transition from reading this book to real action, fanned by the flame of motivation and the conviction of commitment? If you are ready to join the few, the 1% who want to become virtuosos of excellence in their field, while optimizing their health and longevity, then take that big next step.

That next step is easy. Go to **www.tigermi.com/freesession** to meet with me or one of our health coach professionals to start the process of discovering how you can do what

99% of all others won't do and turn your health from a potential liability to a massive strength and competitive advantage. This next step leads to discovering where you are today with your health. Do you have any serious hidden health threats? We don't know today, however you will. Once you understand the baseline, a customized, just for you, hyper-personalized medical plan is next. Finally, with the help of a great coach and wearable tech, you'll have continuous feedback on your progress and accountability to make the changes you committed to. When you do, a new, better health span awaits you.

I was listening to a Robin Sharma podcast, and he told a story fitting for the end of the book. He was speaking at a conference and an attendee came up to him and told him that he had a quote for Sharma to consider: "Health is the crown on the well persons head, only the sick can see."

We take our health for granted. We work so hard chasing wealth, unnecessarily sacrificing our health in the process. It's only when we have a health scare or lose our health that we value this crown. Then we spend everything we have to gain back even a brief period of good health. Only the sick person sees the crown. This book is meant to be a wake-up call, so you see the crown and value the crown.

A Chinese proverb says, "A healthy person has a thousand dreams, a sick person has only one."

Let's work together to make sure you have a thousand dreams.

May you always have a thousand dreams.

One more time...

“I struggled with low energy, poor sleep, lowered resilience, anxiety, and achy joints, and muscles. Today, all those problems have been resolved completely. I tried methods backed by studies, but none of them worked. If you’ve tried many things and feel you aren’t improving, or you don’t want to try the “trial and error” method, which is slow and expensive, if you want to get better more reliably, then you should move forward with the Tiger program. It’s fantastic!”

—Dr. JOHN MEIS,

The Team Training Institute & Smart Choice Dentistry

“I joined the Tiger program because it’s data-driven and comprehensive. It’s been fantastic! I’ve lost 16 pounds; I no longer need my reflux medicine or CPAP machine, and my sleep is vastly improved. My stress is 70% lower. I never feel stressed as I move through my day in the clinic. I paid for the entire program in the first 90 days. It’s everything I hoped it would be and more. It’s a life-changer for me, and it will be for anyone who joins the program...if they do the work. For those who are over 40 today, you are lucky; the Tiger program exists for you to benefit from. I wished I could have done this 30 years ago.”

—Dr. WALTER HUNT,

Founder – Personal Care Dentistry

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Steve Adams

January 2022

