

Title: **The "30,000" Foot View: Technology – Behavior Science - Lifestyle Medicine - Personalized Care.**

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A predictive, preventive, and personalized medical approach can empower patients and practitioners to collaborate on a path of optimal health. In the quest to remain at the cutting-edge, practitioners must recognize and properly incorporate technologies that fit best into the personalized medical model. Therefore, to effectively leverage technology for the enhancement of patient health, one must gain an understanding of the big picture overview. This "30,000 foot" view offers the practitioner an understanding of where we are now, what trends we can expect, and where we are going in the future as we embrace the powerful contribution of technology in a predictive, preventive, and personalized medical approach.

Biography

For over 25 years, Dr. Feyrer-Melk has developed a unique and practical background in Lifestyle Medicine, allowing him to effectively leverage technology and behavioral science to enhance personalized care. His extensive work with healthcare professionals and patients is grounded in proven health and lifestyle medicine principles, making him a thought-leader in the field.
Dr. Feyrer-Melk serves as the Director of Lifestyle Medicine at the Optimal Heart Attack & Stroke Prevention Center, the Chief Science Officer for a Med-Tech company (Nudge, LLC) and is a valued consultant and speaker. He received his Ph.D. in Exercise Science & Wellness at Arizona State University under the direct guidance of Dr. Charles Corbin, and his M.Ed. in Human Performance at Bowling Green State University under Dr. Richard Bowers.

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