

# St. Petersburg Health & Wellness

## **New Patient Information Packet**

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**ST. PETERSBURG HEALTH & WELLNESS**

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## Health, Wellness and Personal Responsibility

By Shaily Shah, DO & Les Cole, MD

Our current medical system is based in the business of “caring for” sickness & disease. It is not designed to maintain your health & wellness. This system developed to fill a need and did so for many years to ease the pain & suffering of individuals and even occasionally cure them when they became ill. This was particularly true in the “antibiotic and vaccination era,” which is currently being challenged. There is still a great need for this type of health care for acute and palliative health issues.

The problem, however, is that this system has not supported or championed those steps necessary to promote health & wellness. What they have done is simply waited until you are sick or ill and then treated with a pharmaceutical that has improved your symptoms but rarely corrected the underlying problem or stopped the ongoing damage to your body. Unfortunately, the pharmaceuticals often cause other health problems. It may surprise or shock you, but a study conducted by the Ethics Department at the Harvard Medical School found that pharmaceuticals are tied with stroke as the fourth leading cause of death.

Health & Wellness, on the other hand requires an understanding of how the body works down to the biocellular & biochemical level. “*Why is this important?*” you ask. Because, this is where the abnormalities or imbalances begin that lead to symptoms and ultimately disease.

**So, what is the biggest contributor to your health & wellness? Personal responsibility, a desire to “Live Well” and then the actions to make it so!** There is no-one who will ever have a greater ability to contribute to your health than you! Once you understand this, then it’s time to get to work. As with anything else, the place to start is education. There are many places you can obtain this education and having a guide can be very helpful. And, as with all endeavors, implementing what you learn is critical to your success.

**What are the major contributors to your health & wellness?** They are: 1) What you eat, 2) How much you exercise, 3) What toxins you expose yourself to and how often you detox, 4) Your hormonal balance and 5) Your genetics. The CDC has determined that, in any disease state, your lifestyle and environment provides an 85% contribution and your genetics contribute only 15%. *This also means that your lifestyle and environment provides an 85% and your genetics only 15% to your health! This is an amazing amount of control and influence you have over your own health!*

Of the 5 important contributors above, it is clear that you have control over what you eat and how much you exercise. Many people eat the Standard American Diet (SAD) and it is estimated that over 90% of people have one or more micronutrient deficiencies. Education about a healthy diet and exercise are important. Many people are unaware of healthy choices. **What**

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**about toxin exposure?** Again, education is important. The more educated you are about toxins and where and how you are exposed, the more control you have. A great place to start that education is Environmental Working Group ([ewg.org](http://ewg.org)). The most effective step of detoxification is toxin avoidance and, because we are becoming awash in toxins, regular detoxification is extremely valuable.

**How about hormones? “I don’t have any control over them, do I?”** Well, actually yes you do! Much more than you think. Let’s talk about a few.

- With the exception of Type 1 Diabetes, insulin is totally controlled by what you eat. If you eat sugar and processed carbohydrates (bread, pasta, cereal, crackers, cake, etc.) you stimulate the greatest amount of insulin release in your body, which not only pushes sugar into your muscle cells, but also into your liver to make fat and the fat into your fat cells causing weight gain. Your insulin also keeps fat in your fat cells making it difficult to lose weight. When you eat protein, you also stimulate insulin release, which in this case causes you to build muscle. And finally, eating fat does not stimulate insulin release, but if you eat it with sugar and processed carbs, the increased insulin will push that fat into fat cells also. Put together, eating low sugar, low processed carbs, whole foods, free range and grass fed has the greatest effect on staying healthy by controlling insulin release.
- Testosterone and Growth Hormone are both greatly increased by exercise, so every time you exercise you increase both these hormones, which are very important to maintaining healthy muscles and heart in both men and women.
- Cortisol and Adrenalin are both increased with stress. When elevated, both lead to a number of unhealthy states – depression, hypertension, anxiety, etc. You can profoundly decrease both these levels through meditation, personal growth and other methods.

So it is clear that you can profoundly control your hormones when you know how through education.

**“OK, but there is no way you can control your genes! Right!?”** Well, actually you can to a great extent! Your genes do only 1 thing – they code for protein. Your proteins then go out and do all the work of your body. *And while it is true you can’t change the structure of your genes – you can turn your genes on and off.* For example:

- If you eat certain foods – cruciferous vegetables, colored fruits & vegetables, polyphenols in coffee & teas, etc. – you can turn on your antioxidant genes and turn off your inflammatory genes.
- If you exercise, you turn on over 400 healthy genes.
- If you calorie restrict, you turn on genes that make you healthy and live longer
- If you eat a low sugar and low processed carb diet, you turn on anti-inflammatory genes, and weight reduction genes.

If you have genetic mutations then the proteins they code for don’t work as well or get as much work done in their specific job. *You can also circumvent genetic mutations by increasing the molecules the proteins work on or the cofactors that help the proteins do their job.* For example:

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- Your MTHFR genes code for a protein that takes a methyl group from B12 and sticks it on folic acid making methyl-folic acid. The C/C genes are normal, the mutated T/T genes decrease your ability to make methyl-folic acid by 80%. This process can essentially be returned to near normal by giving a supplement that has B12, B6, B2, methyl-folic acid and betaine in it.
- There is a genetic mutation of a protein that transports zinc into the heart muscle that leads to heart failure. You can increase zinc intake to overcome (improve) this transporter “weakness”

So, you have a greater than 85% ability to control to improve and maintain your own health. To do this well takes education, requiring interest, curiosity and motivation to seek it out. What are the best sources? It is good to have a mentor. Functional Medicine doctors and nutritionists are a good place to start. We also find that most results you can access via search engine are reliable when referenced by scientific research.

Secondly, it is important to understand that any symptoms, illnesses, or disease states occur as a result of multiple imbalances – genetic, nutritional, toxic, exertional and hormonal – and that they all interact. Each person has different imbalances which develop/accumulate slowly over time. And then one more imbalance tips the scale and leads to symptoms. If left unbalanced eventually structural changes begin and ultimately tissue and organ damage become irreversible. So, to maintain health, maintaining healthy balances is critical. Once you have developed symptoms, illness, or disease, rebalancing all imbalances is important. Optimization is the goal. This takes time and patience. You didn’t get out of balance overnight, it took years. Rebalancing ultimately requires consistent and persistent lifestyle change. This often takes years, through small sustainable incremental change. IV nutrition, supplements, intravenous light therapy, Hyperbaric Oxygen Therapy, acupuncture, detoxification, chelation, stress management, mental health therapy, etc. are often necessary to begin the balancing process and overcome multiple or large imbalances to speed the process, however, ultimately it is your job to correct your lifestyle to rebalance and maintain.

You are the person in charge of your health and you can be or become healthy through education and taking action on what you learn. Remember, greater than 85% of your health is lifestyle and environment, both of which you can control.

**What to Expect During Your First Visit**

Dear Patient,

Welcome. We look forward to meeting you. You can count on attentive, quality care here at St. Petersburg Health & Wellness. Thank you for choosing us and choosing to Live Well!

- Providing quality healthcare takes time. Your entire visit at our office will last 2 – 2 1/2 hours, so please plan accordingly
- Please arrive 10 minutes before your appointment time or 30 minutes if you have not completed the information below.
- ADMINISTRATION OFFICE—Check In (10-30 minutes)
- Complete/Update personal forms
- Sign consent forms
- Picture for medical chart
- Registration
- MD CONSULTATION: Les Cole, MD (1 hour New Patient)
- Medical Assessment & Initial Treatment Plan
- LABS/TESTING: Review of lab orders, test descriptions and test prices (for specialty labs)
- Specialty lab testing instructions
- Nutrition Assessment & Initial Nutrition Plan
- REVIEW of Testing and Treatment Plan (30 minutes)
- ADMINISTRATIVE OFFICE—Check Out (20 minutes)
- Schedule follow-up appointment. Please make sure you schedule your follow up appointment before you leave to guarantee you a slot. This appointment can always be rescheduled if needed.

Live Well,  
Les Cole, MD  
Shaily Shah, DO

## ST. PETERSBURG HEALTH & WELLNESS

### **Practice Policies For Patients**

Our goal at St. Pete Health & Wellness is to provide you with the highest level of personalized care. We are committed to helping you achieve optimal health. It is important to read all the enclosed information carefully and **email, mail or fax all attached forms to our office at least 3 days prior to your appointment.** This will allow us to help solve your problems more efficiently and enhance the quality of your care. **If your patient packet is late, it may take up to 30 minutes of your appointment time to review your records.** While we are aware that we asked for a lot of information... just remember that the more information you provide us, the more tools we have to correctly diagnosis and treat you.

### **Medical Records**

In order to provide an optimal evaluation, **we request a copy of your previous medical records pertaining to your current complaint.** Medical records can only be released with your authorization. **A medical records release form is enclosed for your use.** If you are unable to bring your records with you we will be happy to assist you in requesting these records. Your records can be mailed or faxed to:

St. Petersburg Health & Wellness  
222 2<sup>nd</sup> St. N.  
St. Petersburg, FL 33701  
Fax: 727-202-6896

Records to include if available:

#### **Women**

Last Pap smear results  
Last Mammogram results  
Bone density results  
Recent labs such as blood, hormone or -  
stool)  
specialty testing (i.e. Allergy, toxicity, stool)

#### **Men**

Last PSA level  
Date Last digital rectal exam  
Recent labs such as blood, hormone or -  
specialty testing (i.e. Allergy, toxicity,

### **Consultations**

Your initial visit will include up to a 60 minute medical consultation and a 30 minute nutrition/medication review. Nutritional therapy and laboratory/diagnostic testing are integral components of your treatment plan. Test results are used to design your personal health care program as well as to provide optimal wellness and uncover any underlying medical conditions. Nutritional supplements are often recommended and we will help you select and find the highest quality products.

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### **Fee Schedule\***

**Comprehensive Office Visit** - (60 minutes + 15-20 minutes with Clinical Staff) - \$350

The initial visit includes a 15-20 minute consultation with Clinical Staff to assess additional history, confirm medication list, allergies, current symptoms, and vital signs. In addition, an hour is allotted for detailed consultation and physical examination by Dr. Cole or Shah.

**Extended Office Visit** - (45 minutes + 15 minutes with Clinical Staff) - \$275

**Intermediate Office Visit** - (30 minutes + 15 minutes with Clinical Staff) - \$175

**Limited Visit** - (15 minutes + 15 minutes with Clinical Staff) - \$75

\*The above fee schedule reflects time spent with the physician for Office Visits, Skype consults, and/or phone consults.

Blood draw \$25 for all insurance patients. Fee is waived for cash pay lab work, i.e. LabCorp Cash.

Specialty Lab Kits, such as saliva hormone, GI Effects, etc, have a separate processing fee of \$30. Some specialty labs do NOT take insurance and pricing will be discussed with you prior to ordering.

Compound pharmaceutical cost will vary based on product and dosage. Additional shipping charge will apply to all orders.

Supplement costs will vary. There is an additional shipping charge that will apply to all orders. Both the supplements and the cost will be discussed with you prior to ordering.

IV Nutritional Therapy. See our menu for pricing. If a package is recommended, necessity and cost will be discussed with you before proceeding.

### **Payment Options**

Our office accepts cash, checks or credit cards (MasterCard, Visa, Discover, American Express) for services rendered. All payments are due at the time services are rendered. We do not accept insurance nor do we file claims. We will provide a superbill upon request so that you may file for reimbursement with your insurance. We do not guarantee reimbursement and would be considered an out of network physician.

## **Scheduling Fees, Rescheduling and Cancellations – 48 Hour Policy**

### **New Patient Appointments**

Due to an increase in “no-shows” and late cancellations, we are implementing the following scheduling fees:

- There will be a one-time scheduling fee of \$150.00, which *will be applied to your first visit*.
- If you *call 48 hours or more before your appointment*:
  - To reschedule – your scheduling fee will be applied to your newly scheduled visit.
  - To cancel, you will not be charged the scheduling fee.
- If you call *within 48 hours* of your appointment:
  - A rescheduling fee of \$75.00 will be deducted from your scheduling fee and \$75.00 will be applied towards your rescheduled appointment.
  - To cancel, you will be charged the entire scheduling fee unless another patient requests that same appointment time, in which case you will not be charged.
- If you *no-show*, you will be charged the entire \$150.00 amount.

### **Follow-Up Appointments**

- If you *call to reschedule, please give us at least a 48-hour notice*.
- If a consistent pattern of cancellations or rescheduling occurs within 48 hours of your appointments, we will begin to charge a scheduling fee for Follow-Up appointments.
- This scheduling fee of \$75.00 that will be applied to your follow-up visit.
- If you no-call or no-show for a follow-up appointment, you will be charged this amount.

## **Rescheduling And Cancellation Of Appointments**

All rescheduling or cancellation must be done during business hours and by phone.

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## Medicare

We do not accept Medicare. Dr. Cole has opted out of Medicare because they do not cover many of our services. Therefore, to be seen at St. Petersburg Health & Wellness, Medicare requires you to sign a contract with us guaranteeing you will not submit any of our charges to Medicare. For that reason, we will not provide you with a superbill but will provide you a receipt with services rendered upon request.

## Medical Insurance

We do not accept insurance as payment for services provided at St. Petersburg Health & Wellness. Your insurance will, however, pay all or a portion of your labs and it is important we have a copy of your most recent medical insurance card as we will supply this information when submitting your labs. If you do not provide us with the correct information, you will be responsible for all lab costs.

Please notify us when you change medical insurance.

- We use this to help cover the costs of your labs.
- If it is not up to date, you may incur significant lab costs.
- It is your responsibility to please keep us updated with all new information to keep records up to date.
- An administrative fee will be charged for correcting this retroactively with the lab or your insurance, if that is possible.

## Phone Calls, Messages & Faxes

1. If you have a medical emergency CALL **911**.
2. Hours for calls, message & faxes:
  - a. Monday through Friday 8 am to 5 pm
  - b. Saturday 10am to 4pm
3. To reach St. Petersburg Health & Wellness, please call (727) 202-6807.
4. Our fax number is (727) 202-6896.
5. When leaving a message, please be brief and include the following information:
  - a. Full name, spell your last name, and date of birth
  - b. Reason for call
  - c. Phone number(s) or contact information

## Contact Information

Phone number: **(727) 202-6807**

Fax number: **(727) 202-6896**