



## A TOUR WITH:

# GEORGE HADDAD

**CHIEF MEDICAL OFFICER AT THE P4  
MEDICINE INSTITUTE**

WATCH  
GEORGE'S  
VIDEO AT  
[bit.ly/STIS\\_gh](https://bit.ly/STIS_gh)

### Which habits of a systems thinker do you use?

#### #2: Consider the Wholes and Parts

The P4 Medicine Institute does a multitude of tests to cover different areas of the body in order to determine the best plan for the health of the whole person.

#### #8: Differentiate and Quantify Elements

The P4 Medicine Institute uses a variety of machines in order to measure different levels of health in separate parts of the body. These tests give quantifiable analysis of the health of different areas.

#### #4: Predict Future System Behavior

The goal of the P4 Medicine Institute is to predict health issues before they arise so that serious health complications can be avoided.

#### 1. What is your role within the STEM community?

I am the medical director at the P4 Medicine Institute (P4MI). At P4MI we are dedicated to promoting a different kind of medicine, what we call 21st century medicine. We want medicine to move into the world of prediction, prevention, personalization and participation.

#### 2. What is the patient experience like at the P4 Medicine Institute?

At the P4 Medicine Institute, we have patient suites. Normally, when you go to a doctor's office you have a waiting room and then you have an examination room. Here, we decided not to have waiting rooms. Instead, we welcome patients immediately to their own personal suite. The idea behind this is that we want to give patients a safe area where it is comfortable and private. We even provide breakfast, lunch and a shower.

#### 3. What tests are done at the P4 Medicine Institute?

During an appointment, we do blood work, imaging, functional testing and glucose monitoring. In our imaging suit, we do "21st century physical examinations" by using POCUS, which is a point of care ultrasound. With this tool, we look at the thyroid, carotid artery, heart, lungs, kidney, aorta and bladder. This gives us a lot more information than traditional examinations. We also measure body fat, lean muscle and visceral abdominal fat.

#### 4. What makes the P4 Medicine Institute different from other doctor's offices?

The multitude of tests that we do throughout the day of care for each patient give us a holistic picture of the patient; far beyond what you would normally get at a doctor's office. We also have an exercise physiology lab on site. Here, we conduct evaluations and are able to give each patient a personalized exercise prescription. We also have a metabolic cart that allows us to do a metabolic assessment. This allows us to give patients a personalized sense of their physical challenges and how they can improve with exercise.

#### 5. What are your goals for the P4 Medicine Institute?

We hope that this is the clinic model of the future. We hope that in the future, clinics are designed to not just react to disease instances but to take preventative medicine seriously.



## P4 MEDICAL INSTITUTE

SEATTLE, WA

### PATIENT SUITE

At the P4 Medicine Institute, each patient is given their own private suite where they spend the day. These rooms are designed to be private, comfortable and inviting.



### IMAGING SUITE

Throughout the day at the P4 Medicine Institute, the patients are given many tests to determine their overall health. In this image, a patient is receiving a POCUS ultrasound test to look at their internal organs and other parts of their body.



### EXERCISE PHYSIOLOGY LAB

The P4 Medicine Institute includes an exercise physiology lab where an evaluation is conducted in order to provide patients with a personalized exercise program. After this evaluation, patients are able to relax by taking a shower in a luxurious bathroom and eating lunch.

