

### Leading the Way

Victor Gong, M.D.  
Ocean City, MD

**Dr. Victor Gong is proud to be a pioneer on the wellness frontier.** By doing so, he has gained media attention and has helped his practice to thrive.



While working as an urgent care and family practitioner in Ocean City, Maryland, Dr. Victor Gong noticed the increasing call for nutritional intervention among his patients. The only physician in the area to establish a premier weight control system, Dr. Gong also recognized the need for a quality wellness program that included supplementation and lifestyle education. That's when a colleague introduced Dr. Gong to the Body Wise products and told him how to implement them in his practice. The wellness program was an instant success.

Dr. Gong quickly enrolled several members of his staff as facilitators and brought them to attend a Body Wise Health Professionals' Seminar. His patients' results were dramatic—many enjoyed increased energy, maintained weight loss and felt greater balance in their body. As word of his new program spread, more patients came to the office inquiring about nutritional intervention. Skeptics became believers, especially other healthcare providers who had initially viewed his ideas as unconventional.

The program's success allowed Dr. Gong's practice to thrive and grow in a competitive market where the majority of physicians are employed by two local hospitals as well as managed care organizations. In contrast, his medical group continues to practice

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independently, without the restrictions of HMOs and insurance companies. Body Wise affords them greater financial freedom, which in turn enables them to offer lower fees than the other practices in the area.

"We haven't stopped there," adds Dr. Gong. "Currently our facility, in coordination with one of our physicians, has created a means of funding a nonprofit clinic. We are now able to sponsor physicians who volunteer their time at the clinic in Herndon, Virginia. This creates a 'win-win' situation for the doctor's practice and his patients alike, as well as continued funding for the clinic. This should be an impressive model for other nonprofits to utilize—a great example of capitalism *and* compassion."

Since becoming a Consultant in June of 1997, Dr. Gong has started over 350 people on the Body Wise products and/or the business. Now a Two Star Manager, he is excited about his role in pioneering wellness among his patients and health professional colleagues alike.

# Body Wise in