The Patient Care Pyramid:

A Structured Model to Improve Outcomes, Retention, and Continuity of Care



Presented by Lesli Bitel, MBA, RDN
LesliBitel.com

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MBA, RDN, LDN

Learning Objectives

1. Describe the limitations of a one-to-one care model in supporting long-term patient outcomes
2. Explain the components of a tiered care delivery model designed to improve adherence and retention
3. Identify appropriate care formats (individual, group, and ongoing support models) based on patient needs and clinical goals
4. Apply a structured framework to improve continuity of care and patient progression over time
5. Evaluate strategies to increase patient engagement and follow-through in a clinical setting

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Do These Scenarios Sound Familiar?

1. **Patients Lose Momentum**
   Limited support between visits can affect follow-through and long-term outcomes.

2. **Your Care Model Depends on You**
   Every patient interaction takes too much of your personal time and energy.

3. **Your Expertise Isn’t Reflected in Revenue**
   The results you create for patients aren’t translating into appropriate financial rewards.

4. **Patients Need Different Support**
   One-to-one visits may not meet every patient’s needs, readiness, or goals.

5. **Excellent Care Is Harder to Sustain**
   You want to serve patients well without sacrificing your financial or personal well-being.

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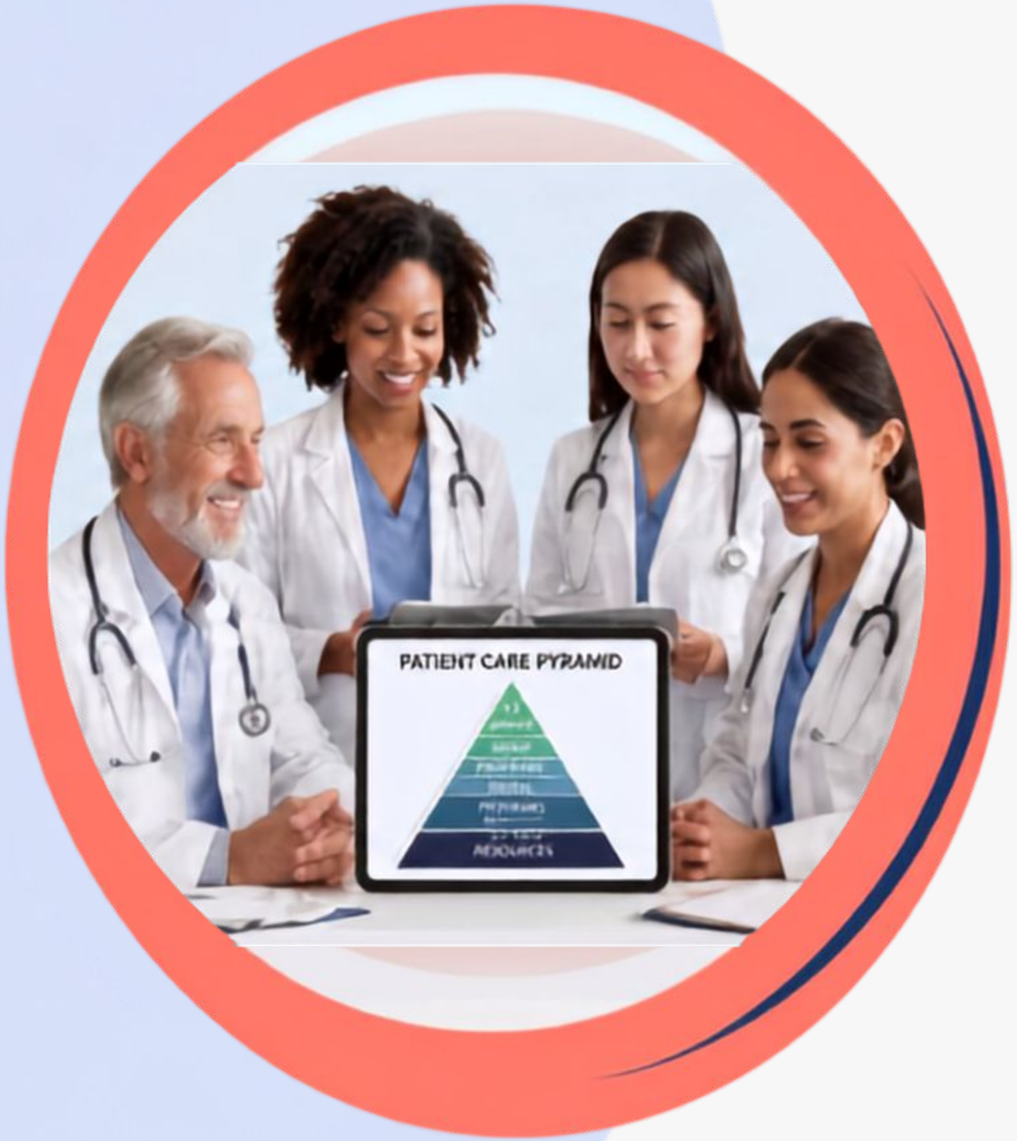
Meet Lesli Bitel, MBA, RDN, LDN

Practice Growth Strategist, Brand Consultant & Registered Dietitian

- Registered dietitian with a background in functional and integrative nutrition (neurology)
- Former pharmaceutical and diagnostics sales and marketing executive
- Has trained and mentored more than 1,000 healthcare practitioners
- Helps practitioners design structured care models that improve patient outcomes, continuity of care, and financial sustainability

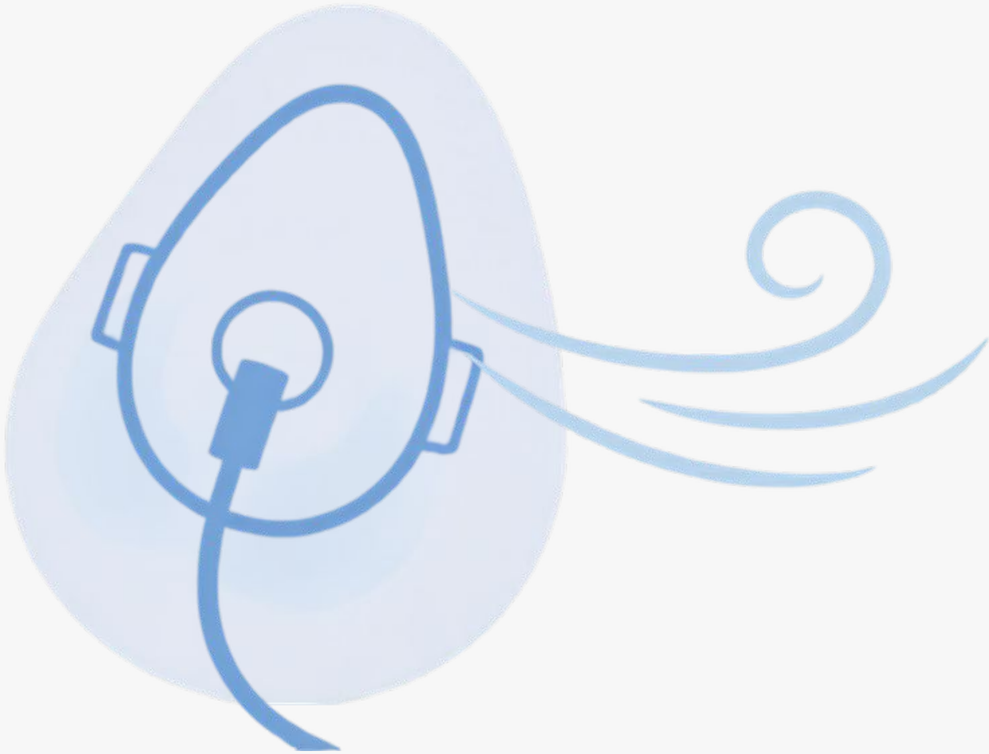




Why I’m So Passionate About This Topic

1. A full schedule and growing demand for my services
2. No room for additional appointments
3. A desire to serve more patients without adding more clinical hours, including those who could not afford high-touch one-to-one care
4. A better path forward and eventually, the Patient Care Pyramid

YOUR OXYGEN MASK MATTERS, TOO



To continue providing exceptional patient care, your practice must also support you. You deserve to be paid well for your expertise and for the brilliant results you help patients achieve.

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You Are Well Prepared To Do This Work

Advanced Clinical Training

Your extensive education and specialized training provide a strong foundation for delivering high-level patient care.

Root-Cause Care Expertise

You possess the deep understanding of functional health required to address the origins of illness, not just the symptoms.

Well Equipped to Solve Complex Health Challenges

You are equipped to solve complex health problems using targeted naturopathic interventions that produce lasting results.

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Why This Matters for Practitioners and Patients

Intentional Practice Design can help:

- Improve continuity of care
- Create more flexibility
- Reduce burnout
- Expand patient access
- Improve financial viability



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Benefits and Considerations of One-to-One Practice Model

Benefit

- Highly personalized care
- Strong practitioner-patient relationship
- Tailored recommendations
- High support, accountability, and value
- Ideal for complex or high-need cases
- Maximum access and personalization

Consideration

- Not every patient needs this level of support
- Access may be limited by availability, geography, or cost
- Patient needs can change over time
- One-to-one care can limit growth and reach
- Revenue remains tied to practitioner availability

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What if Patients Had More Than One Way to Work With You?

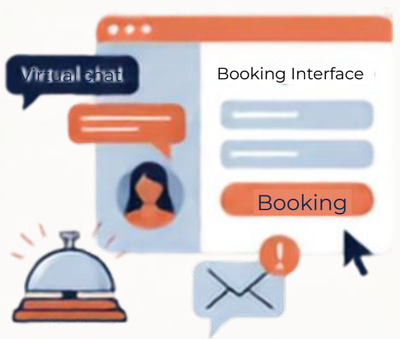
Different levels of support



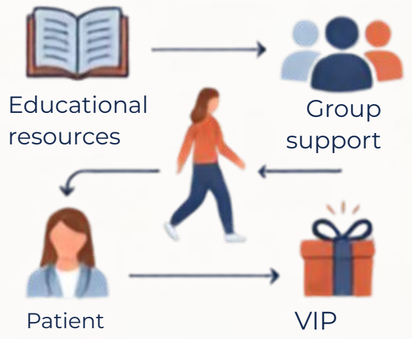
Different levels of personalization



Different levels of practitioner access



One coordinated patient journey





What if there was a framework to deliver all of these services at varying levels of support?

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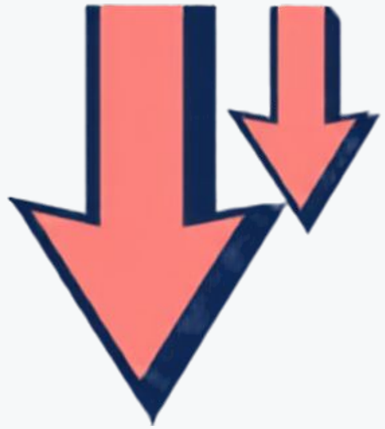
The Patient Care Pyramid

Scaling Impact Without Increasing Clinical Time

INCREASED ACCESS,
INCREASED PERSONALIZATION,
INCREASED INVESTMENT





LOWER PERSONALIZATION
AND INVESTMENT AND
ACCESS

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PATIENT CARE PYRAMID

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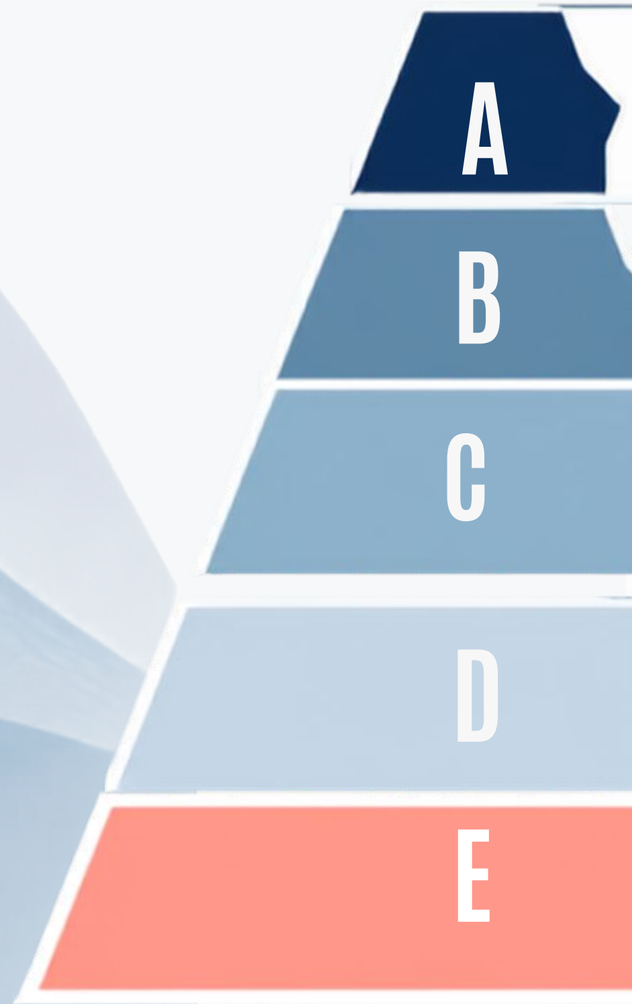

LEVEL A: PRIVATE 1:1 PATIENT CARE / PROGRAM FORMAT
Highest level of personalization & practitioner access

LEVEL B: HYBRID PROGRAMS
Group experience and pre-recorded content plus limited 1:1 support

LEVEL C: SIGNATURE GROUP PROGRAM
Your signature process / framework provided in a group format

LEVEL D: GROUPS, COURSES AND MEMBERSHIPS
Education, accountability and support delivered at scale

LEVEL E: CONNECT WITH FREE CONTENT
Build trust and attract ideal patients into your practice

Each level serves a different purpose in your practice and for your patients

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Level A: One-on-One Patient Work



- Highest level of personalization
- Greatest level of access to the practitioner
- Ideally, working in program / package format versus a la carte sessions
- Following a predetermined yet flexible signature framework to streamline efforts and improve continuity of care

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Sample Level A: 4-Month 1:1 Hashimoto's & Thyroid Health Program

- Comprehensive Health History / Assessment
- Customized Lab Testing Recommendations
- Initial Session / Report of Findings and Plan
- A certain number of Follow-Up 1:1 Sessions (i.e. 7)
- Food Journaling and Symptom Tracking
- Educational Resource Library / Meal Planning
- Accountability Support
- Personalized Supplement Plans
- Quick calls and EMR message support between sessions





Why Structured Care Programs?

- Creates a clear, condition-specific care pathway
- Allows time to address complex contributing factors
- Improves continuity, accountability and follow-through
- Makes progress easier to measure and care easier to refine
- Shifts the focus from individual visits to meaningful outcomes
- Supports a deeper level care and a more financially viable practice

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You Don’t Have to Change Your Entire Practice Overnight

Start with one patient population

- Women with menopausal symptoms
- Adults with chronic digestive concerns
- Women with Hashimoto's / thyroid disorders
- Men with metabolic syndrome
- Families navigating the autism spectrum

Specificity makes your services easier to design, explain, and deliver

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Not Ready For Packages or Programs Just Yet? At a Minimum, Create “Session Packs”

3-, 6-, 12-session packages

Improves commitment, follow-through & continuity of care

Better patient engagement & outcomes

Signature programs integrating your framework are ideal but session packs are a good starting point

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Level E: Connect

Lowest level of personalization and practitioner access



- Free or low-cost content (“taste”)
- Goal: build “know, like, and trust” / relationship building
- Attract “right-fit” patients
- Typically, the beginning of your sales funnel

CONTENT EXAMPLES

- Community talks, webinars, multi-day online challenges
- Free guides, quizzes, and resources
- Blogs, podcasts, YouTube, social media

Level E: Connect Examples Leading to Paid Program (PCOS Niche)



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Level D: Memberships, Group Programs & Community

Level D can serve as either an entry point into your practice or a step-down level of support following higher-touch services



Front Door (entry point)

- First paid experience with you
- Builds trust/credibility
- Opportunity to enroll in higher-level programs

Step Down / Continuation Program

- Supports graduates of one-on-one care
- Maintains accountability and momentum
- Provides education, community and ongoing support

CHARACTERISTICS

- Minimal personalization
- One-to-many delivery
- Community / accountability driven
- Affordable and accessible

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EXAMPLE MEMBERSHIP PROGRAM / Level “D”

Metabolic Reboot Circle

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A clear audience, a supportive model, and a compelling outcome

WHO IT’S FOR

For women 45+ struggling with:

- Blood sugar imbalance
- Cravings
- Weight loss resistance
- Brain fog
- Low energy
- NEW to my approach

SUPPORT MODEL

- Monthly group coaching
- Educational workshops
- Community accountability
- Resource library

DESIRED OUTCOME

- Improve metabolic health
- Establish sustainable habits
- Increase energy & confidence

A marketable promise

✓ **Key Takeaway / Specificity Matters**

A clearly defined audience + a clearly defined outcome = a more compelling and marketable program

PCOS Reset: 6-Weeks to Balance Hormones, Restore Metabolism & Take Control of Your Health

SAMPLE LEVEL “D” / 6-WEEK GROUP PROGRAM / LIVE

Week 1 (Live)
Understanding PCOS & Your Unique Body

Week 2 (Live)
Mastering Blood Sugar & Insulin Resistance

Week 3 (Live)
Nutrition for Hormonal Balance & Gut Health Optimization

Week 4 (Live)
Exercise & Lifestyle Strategies for PCOS

Week 5 (Live)
Managing Hormonal Symptoms Naturally

Week 6 (Live)
Long-Term Success & Your Personalized PCOS Plan

⭐Upsell > Personalized Care + Practitioner Access ⭐

BONUS: Transcripts and Recordings, Special 60-Minute Laser Coaching and Q&A Call + First 15 Enrollees Get 25-Minute Planning Session with Practitioner

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Key Takeaways (Level D): Memberships and Live Group Courses



Membership

- Memberships create recurring revenue while extending continuity of care
- Great as a first paid offer or next step after 11 care
- Very accessible for clients due to low price point
- Missed opportunity in most practices
- Pricing is generally $27 - $97 + per month

Group Courses

- Live group programs are one of the easiest ways to begin leveraging your expertise
- Splinter off one pillar of your framework and take a deep dive
- Later can repurpose into evergreen content
- Match the personalization with the investment level

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Level C: Signature Group Program



Goal:

- To deliver your proven signature process in a scalable, structured group format (versus 1:1)

Typically Includes:

- Defined curriculum and methodology
- Cohort-based experience
- Group coaching and accountability
- Community support
- Clear beginning and end

Key Advantage: Highly scalable while still delivering significant client transformation

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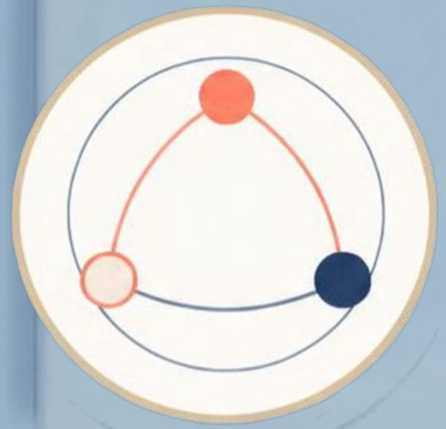
Example Signature Group Program (Level C)

Menopause Metabolic Reset

Who It's For

Menopausal Women with:

- Body composition changes
- Unwanted weight gain (midsection)
- Sleep disturbances, brain fog
- Fatigue and low energy
- Hormonal fluctuations
- Gut Issues



Program Structure

- 5-month cohort experience
- Monthly education and implementation sessions
- Group coaching and Q&A
- Community support and accountability

Desired Outcome: Improve metabolic health, regain energy, optimize sleep, and confidently navigate the menopausal transition

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“PCOS METABOLIC RESET: 4-MONTH PATH TO LASTING HORMONE BALANCE AND HEALTHY METABOLISM”

Sample Level “C” Group Signature Program

Kick Off

Initial Assessment, Goal Setting, Group Cohesion Exercise

Month 1

2 Unique Content Trainings + Q&A/Coaching Session

Month 2

2 Unique Content Trainings + Q&A/Coaching Session

Month 3

2 Unique Content Trainings + Q&A/Coaching Session

Month 4

2 Unique Content Trainings + Q&A/Coaching Session

⭐ **Celebration / New Goals Upsell or Downsell**

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Level B: Small Group Hybrid Programs



Goal:

- To deliver a high-touch, personalized program following your signature framework in a group format

Typically Includes:

- Group experience, prerecorded educational content blended with limited 1:1 sessions
- Q&A and group coaching
- Labs and personalized recommendations

Higher level investment group program with increased level of personalization and practitioner access

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Level B Example: Hybrid Group Program

Metabolic Reboot for Women 45+ Seeking Personalized Support in a Group Format

- Monthly 1:1 Sessions / Check-Ins
- Monthly Group Education Session
- Monthly Group Q&A and Coaching
- Labs, Personalized Recommendations and Protocols
- Community and Accountability
- Direct Access Between Sessions
- Exclusive Online Community
- Optional: Access to prerecorded educational content (ie signature course)







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PCOS PRECISION: 5-MONTH PERSONALIZED ROADMAP TO HORMONE HARMONY & METABOLIC HEALTH

Higher Level of Personalization > Includes 1:1, Labs, Evergreen Educational Content +
Group LEVEL B / HYBRID



Kickoff

Order Labs + Orientation

Assessment, Intros,
3 group calls
Including 2 content +
1 Q&A + LABS



Month 1

Initial 1:1 > Lab Review + Goal Setting

3 Group calls (2 content + 1 Q&A)



Month 2

Check-Ins

3 Group calls (2 content + 1 Q&A)



Month 3

Optional Live Retreat

3 Group calls (2 content + 1 Q&A)



Month 4

Second 1:1 > Progress Review + Plan Continuation of Care

3 Group calls (2 content + 1 Q&A)



Month 5

Next Steps

3 Group calls (2 content + 1 Q&A)

⭐ Upsell or Downsell

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Additional Revenue & Patient Support Opportunities

Supplement and Lab Dispensaries

- Growing **consumer demand** for quality supplements
- Create **supplement protocols** based on key challenges for specific patient types
  - ✔ Menopause Patient
  - ✔ Sleep, metabolic, gut, mental clarity, etc.
- Create **lab bundles** with consult fee included
- Share protocol links
  - ✔ Website, blogs, newsletters
  - ✔ Social media



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The Patient Care Pyramid



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Signature Framework / The Metabolic Reset Method

A Simple 5-Step Framework to Stabilize Blood Sugar, Restore Energy, and Create Lasting Health Results

STEP 1

Stabilize blood sugar and reduce cravings

STEP 2

Calm inflammation and support metabolic healing

STEP 3

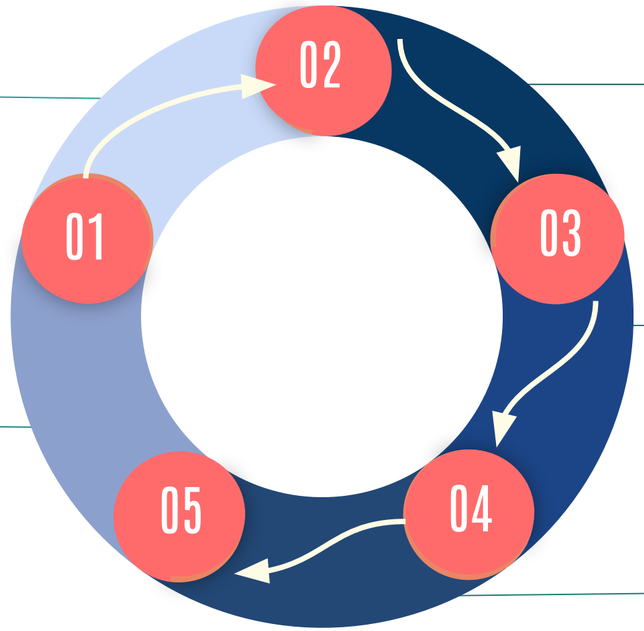
Rebuild energy and balance key hormones

STEP 4

Restore metabolic flexibility and fat burning

STEP 5

Create a long-term lifestyle strategy



This framework becomes the backbone of every offer you create in your practice

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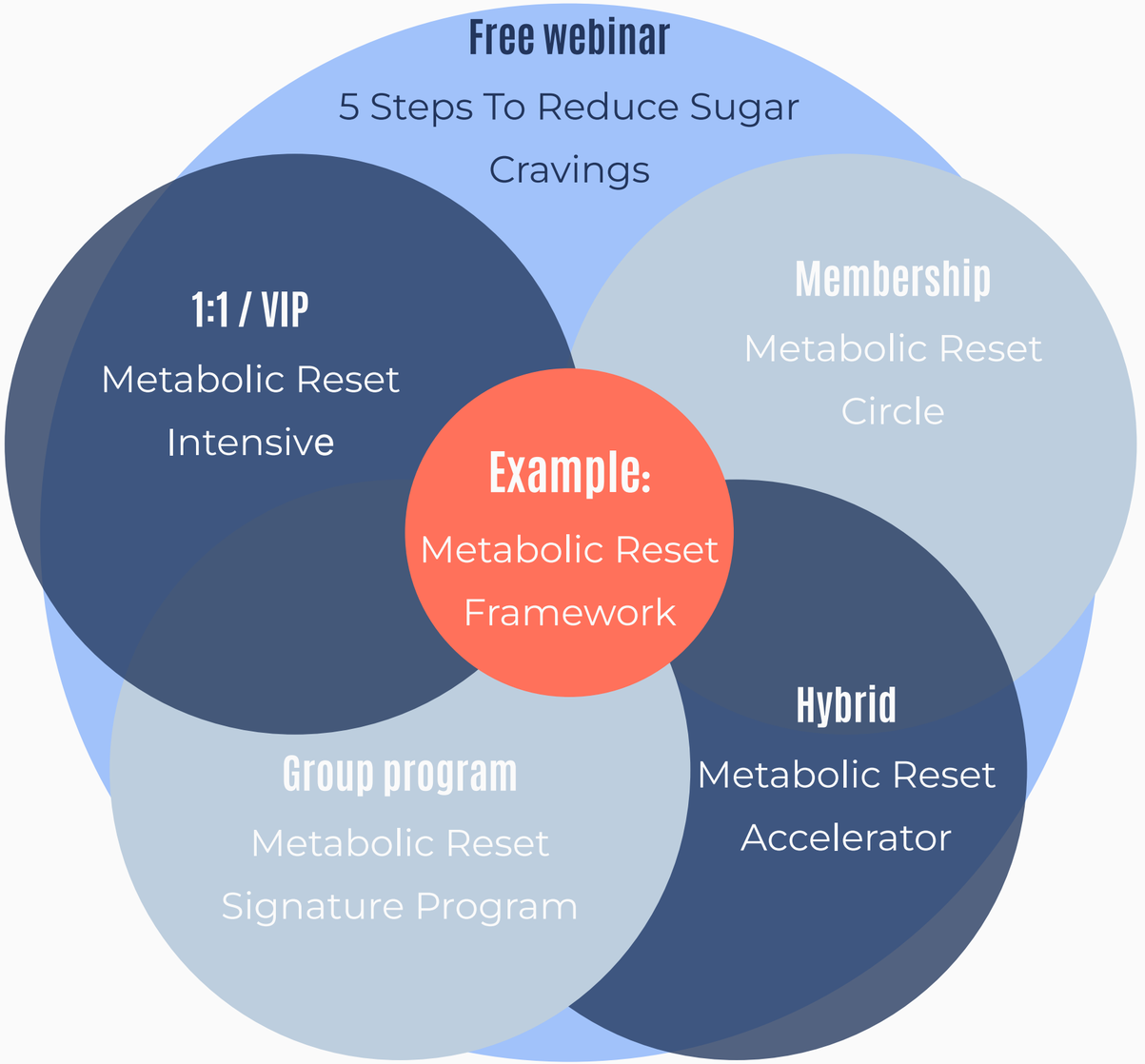
Turn Your Framework Into Multiple Offers



Remember, multiple offers do not require multiple methodologies

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Patient Journeys Are not Always Linear

Patients Enter at Different Points in Your Care Pyramid



Clients can enter your practice at different levels and move between them as their needs evolve

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A Well-Designed Practice Creates a Continuum of Care

Strategically connected offers create a clear pathway for every patient

The Result:

- ✓ Improved client outcomes
- ✓ Clearer pathways for support
- ✓ Greater continuity of care
- ✓ A more sustainable practice model



Your clinical framework remains consistent, while the level of support changes

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How the Patient Care Pyramid Reduces Practitioner Burnout

A layered practice structure allows you to:

1. • Reduce reliance on back-to-back client appointments
2. • Support clients at different levels of care
3. • Create more predictable income streams
4. • Protect time for strategy, learning, and life outside the clinic



The right business structure protects the practitioner and increases continuity of care for the patient

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My Own Practice Experience: How Clients Moved Through the Patient Care Pyramid

01

Hosted a free educational talk (level E)

Overview of the “8 Core Tenets of Mindful Eating”

02

Level D: Mindful Eating Workshop Series

8-week group program

$497 Investment

12 people enrolled > $6,000

03

4/12 participants upgraded to Level A program for personalized support

Investment = $1497

Produced an additional $5,988

Total revenue per cycle = $12,000

04

Level D Ongoing Support Membership

Step down support program (after 1:1 work)

Past clients exclusivity

$79 / month x 6 months = $474 each

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1 Know What Your Audience Desperately NEEDS and WANTS



What Do People Need Solved NOW within your Niche?

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2 Make Sure Your Free Content Delivers Value and Attracts the Right People



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3



Start Before You Feel Ready

Do Not Let Fear or Perfectionism Get In Your Way!

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My 3-Step Sequence for Filling Your Programs and Offers

1. **SERVE** your audience through No-Cost Resources (Reports, Webinars, Online Challenges, YouTube Educational Content, Etc.)

2. Invite to a **Complimentary Consultation**

3. And then invite them to the **LOGICAL NEXT STEP** (Paid Program)



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Reinventing Marketing

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Rather than “Yucky” and “A Necessary Evil”, try this on:

Marketing is just my sharing my enthusiasm and the

“good news” that people do not have to be stuck --

and that I’m simply honored to be a part of bringing

people this life-changing solution



The Foundation of Ethical Marketing

01 Understand your client’s pain and frustration

02 Understand the cost of staying stuck

03 Help clients see the possibility of transformation

04 Position your expertise as the bridge to that outcome



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Which Level of Support is Right For Sara?

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Meet Sara:

- 45 years old
- Prediabetes
- Busy professional and mom of two
- Motivated to improve her health
- Overwhelmed by conflicting advice

Question:

Based on our discussion today, which level of support do you recommend?

Many options:

1. ✓ DIY Education > Membership
2. ✓ Community
3. ✓ Signature Group program
4. ✓ Hybrid support
5. ✓ Personalized, 1:1 Care



The Future of Naturopathic Medicine Practice



Increased Revenue & Less Burnout

Greater Practitioner Impact

Ongoing Care Options

Better Adherence & Accountability

Increased Access Regardless of Budget

Thoughtful practice design supports the future of naturopathic medicine

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One Thing You Can Do Tomorrow:

Start with one step

Choose:

- One patient population
- One additional level of support
- One repeatable framework
- One next step for patients

Remember:

✔ Start small

✔ Build intentionally

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Could We Be a Good Fit?

A Business Acceleration Session may be right for you if you're ready to:

- Build programs, packages, and hybrid offers
- Add memberships or recurring revenue
- Improve patient continuity
- Create multiple revenue streams
- Increase your visibility in the market





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My Invitation to You:

Your Fee-waived,
1:1 Business Accelerator
Session
with me!

LESLIBITEL.COM/BIZ-SESSION



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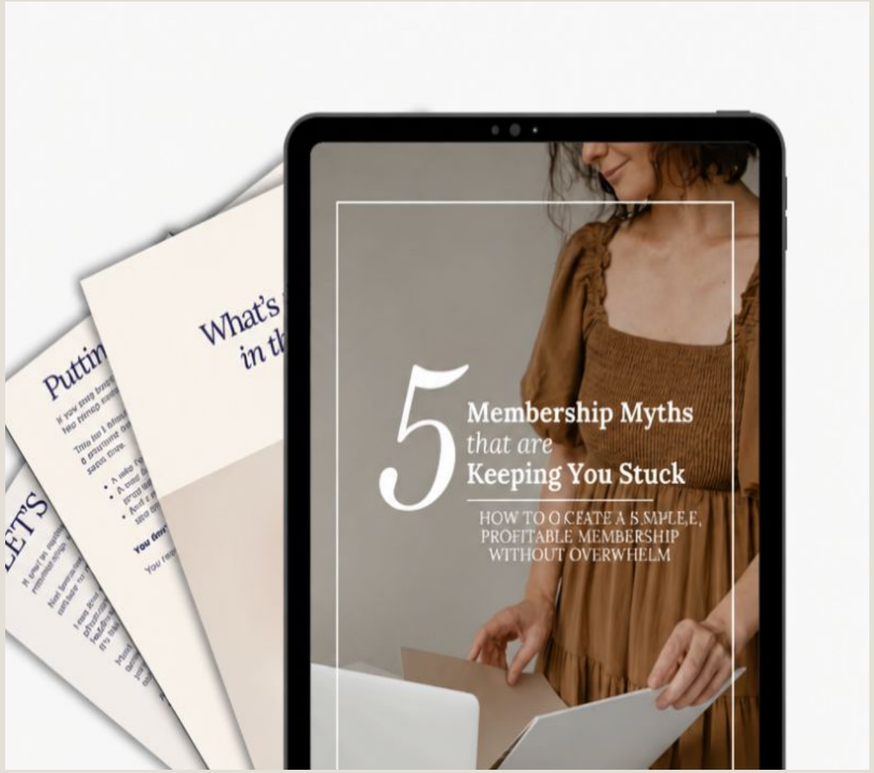
FREE GUIDE

5 Membership Myths That Are Keeping You Stuck

LesliBitel.com/5-myths

A practical guide for dietitians, functional medicine practitioners, and health professionals who want to create consistent monthly revenue without adding more one-to-one work

SCAN TO GET IT



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Q&A TIME

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Business Strategist for Integrative and Functional Health Professionals

Download the free guide:

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