The Patient Pyramid Workbook

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



Lesli Bitel
MBA, RDN, LDN

Welcome!

Thank you for joining me for The Patient Care Pyramid: A Structured Model to Improve Outcomes, Retention, and Continuity of Care.

My hope is that today's presentation gave you a new way to think about the structure of your practice, not simply as a business model, but as a way to better support your patients throughout their care journey.

When your services are intentionally designed to meet patients at different stages of need, you can improve continuity of care, create better outcomes, and build a practice that is both sustainable and financially viable.

I encourage you to use this workbook as a planning tool, not something you simply read through once. As you work through the Patient Care Pyramid, consider:

- What do I already have in place?
- Where are the biggest gaps in my current model?
- What is the next logical step for my patients?
- Where could I improve continuity of care?
- What is one change I can realistically make in the next 90 days?

You do not need to redesign your entire practice overnight.
Start with one patient population, one opportunity, or one thoughtful change. Then continue building from there.

My goal is for this workbook to help you translate what we discussed today into practical next steps that support both the patients you serve and the practice you want to build.

All the best,

Lesli

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PATIENT CARE PYRAMID

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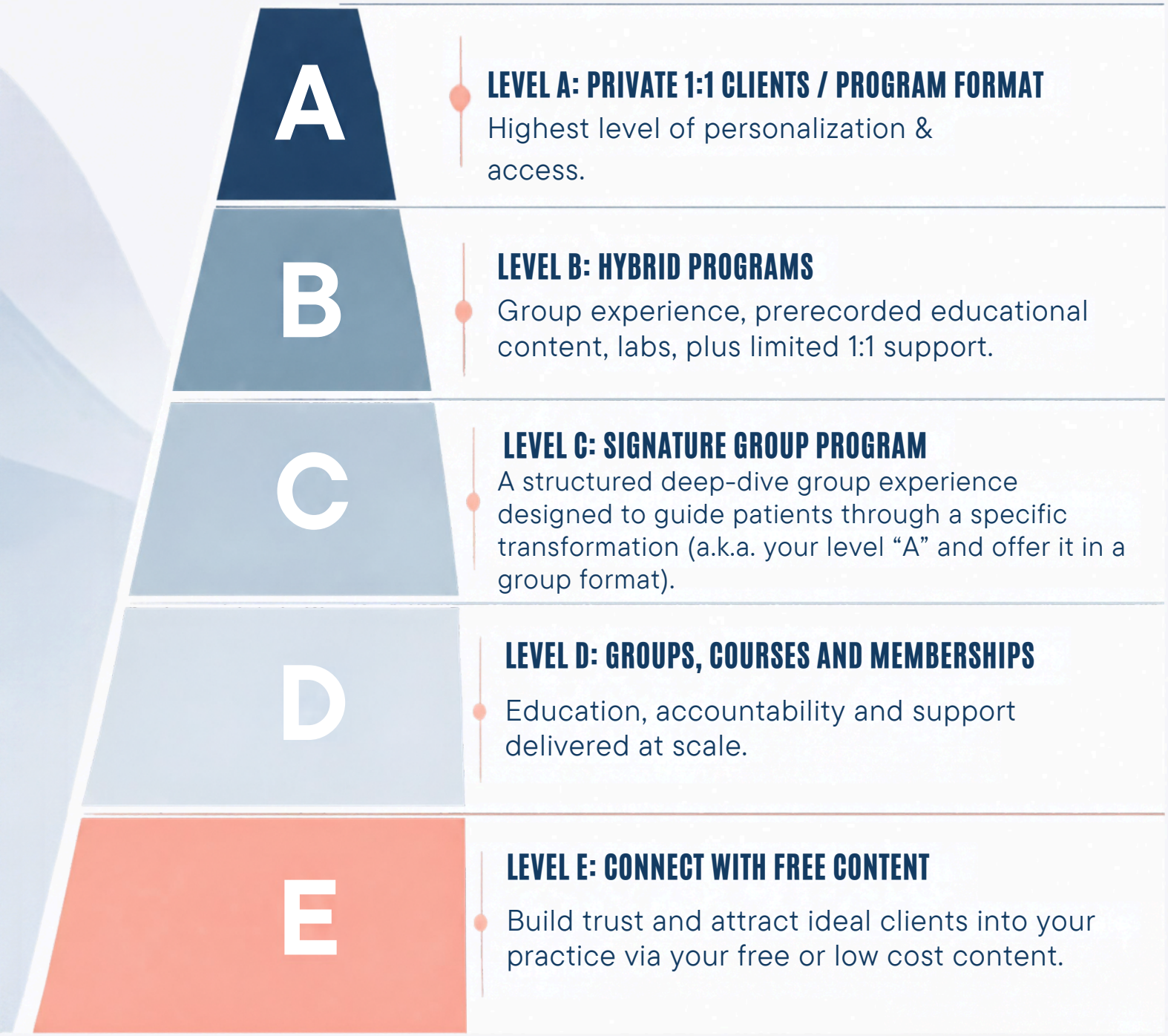

LEVEL A: PRIVATE 1:1 CLIENTS / PROGRAM FORMAT

Highest level of personalization & access.

LEVEL B: HYBRID PROGRAMS

Group experience, prerecorded educational content, labs, plus limited 1:1 support.

LEVEL C: SIGNATURE GROUP PROGRAM

A structured deep-dive group experience designed to guide patients through a specific transformation (a.k.a. your level “A” and offer it 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 clients into your practice via your free or low cost content.

Each level serves a different purpose for you and your patients.

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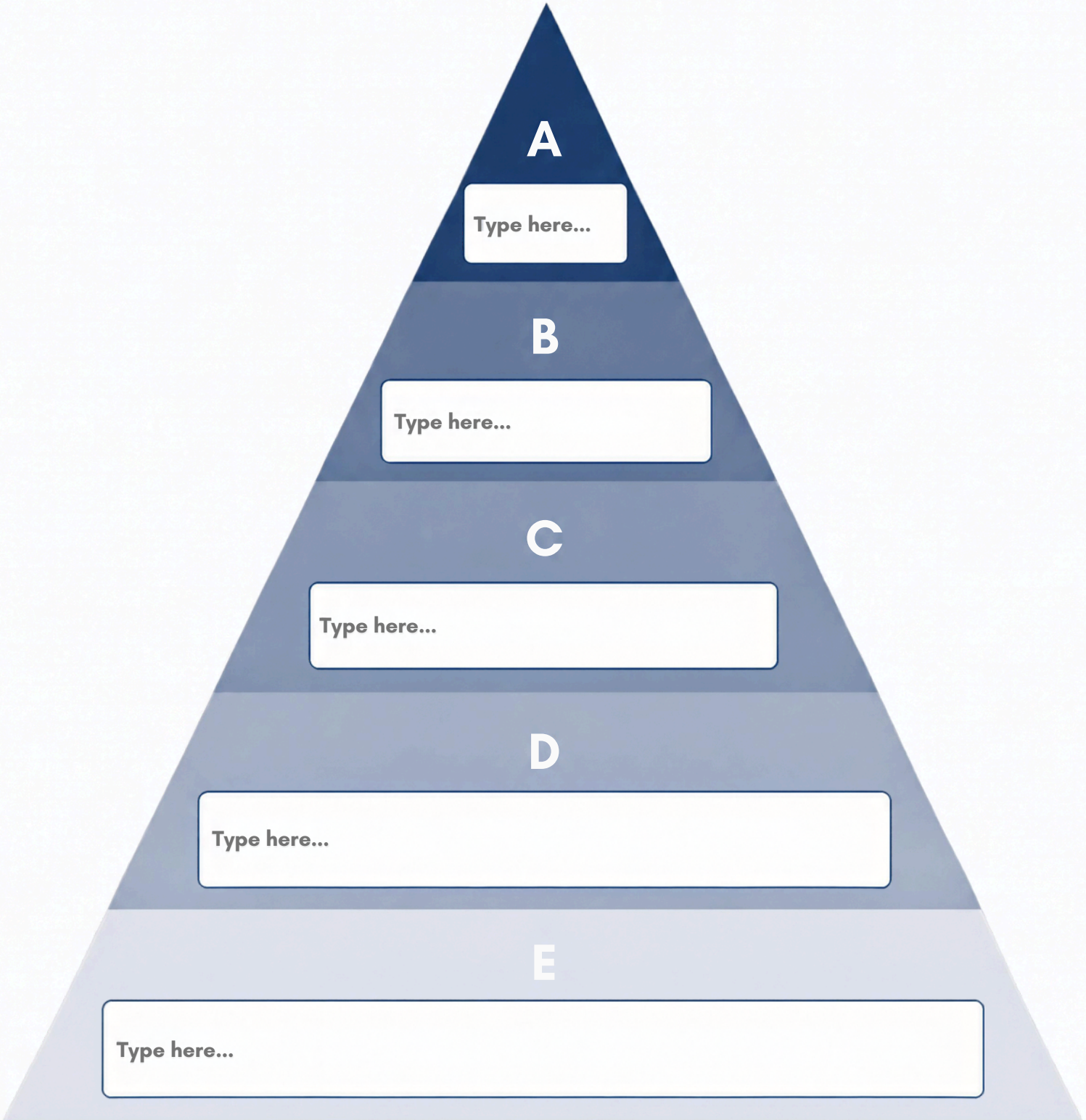
Let's Plan Your Patient Care Pyramid



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About Lesli



Lesli Bitel, MBA, RDN, LDN, is a business strategist, Registered Dietitian, former private practice owner, and founder of Lesli Bitel International.

For more than 12 years, she has helped hundreds of integrative and functional health and nutrition professionals build sustainable, financially viable practices with clearer positioning, stronger offers, signature programs, memberships, and multiple revenue streams.

Her work focuses on helping practitioners create businesses that support both meaningful client impact and long-term professional and financial sustainability.

For more practical business-building strategies, subscribe to Lesli's YouTube channel at YouTube.com/@LesliBiteIInternational, visit LesliBiteL.com, or follow her on Instagram at @LesliBiteI.

For speaking, consulting, or partnership inquiries, contact Lesli at Lesli@LesliBiteI.com

Lesli Bitel
MBA, RDN, LDN

WHAT'S NEXT?



📘 FREE RESOURCE

5 Membership Myths That Are Keeping Health Professionals Stuck

If today's presentation sparked ideas about creating memberships or recurring revenue, this guide is the perfect next step. I'll walk you through the five biggest misconceptions that keep practitioners from creating successful membership programs and show you how a well-designed membership can improve patient continuity, create predictable recurring revenue, and become one of the most valuable assets in your practice.
👉 Click below to get it!

DOWNLOAD MY COMPLIMENTARY GUIDE

🚀 INCOME ACCELERATOR MASTERMIND

If you're looking for practical business coaching, accountability, and ongoing support without the investment of private consulting, I'd love to welcome you into the Income Accelerator Mastermind.

INCOME Accelerator

A COMMITTED COLLECTIVE FOR WELLNESS PROFESSIONALS

Twice each month, we meet live to work through the real challenges of building a sustainable, financially viable practice.

Whether you're developing a signature program, launching a membership, refining your offers, strengthening your marketing, or simply trying to stay focused and follow through on your goals, you'll receive practical guidance, personalized feedback, and accountability to keep moving forward.

You'll also become part of a supportive community of nutrition and integrative and functional health professionals who are committed to building stronger businesses while making a meaningful impact through their work.

If you want consistent business mentorship, practical support, and accountability to help you keep moving forward, the Income Accelerator Mastermind is a powerful way to continue building momentum.

Ready for ongoing support as you build your practice?
👉 Learn more about the Income Accelerator Mastermind here:

LEARN MORE ABOUT THE INCOME ACCELERATOR MASTERMIND

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🤝 COMPLIMENTARY 1:1 BUSINESS ACCELERATION SESSION



If you'd like personalized guidance on what to do next in your practice, I invite you to apply for a Complimentary 1:1 Business Acceleration Session.

During this private strategy session, we'll take a close look at your current business model, identify your biggest opportunities for growth, and map out practical next steps for building a more sustainable, financially viable practice.

Whether you're developing your first signature program, adding recurring revenue, improving patient continuity, refining your offers, or applying the Profit Pyramid to your own business, you'll walk away with greater clarity and a focused action plan.

If it feels like we're a good fit to continue working together, I'll share what that could look like. If not, you'll still leave with practical ideas you can begin implementing right away.
👉 Apply for your Complimentary Business Acceleration Session: **LesliBitel.com/biz-session.**

APPLY FOR A COMPLIMENTARY BUSINESS ACCELERATION SESSION

Thank you for allowing me to be part of your business-building journey. I hope the Patient Pyramid becomes a resource you return to as your practice evolves, helping you build a business that delivers better outcomes for your patients while supporting the income, flexibility, and life you want.

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