

FROM REELS TO REAL OUTCOMES

**Redefining Quality Through Lifestyle Medicine
Beyond Prescriptions**

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THE UNEXPECTED BEGINNING

→ A Rejected Video That **Changed Everything**

→ Created a **COVID awareness video** with humor for a US NGO

→ Rejected for being "not professional enough"

→ Became my first viral video

This is where I realized... impact doesn't always come packaged the way we expect

WHEN INFORMATION BECAME INTERVENTION

"Social Media as a Public Health Tool"

01

COVID era confusion
around vaccines

02

Took a clear,
personal stand:

"I am taking it. You should too."

03

Millions reached.
Real behavior influenced.

Lives were saved beyond clinic walls

***This was my first experience of scaling trust,
not just information***

THE TURNING POINT



"From Doctor to Example"

01

Post-COVID talk:

Audience asked about my weight loss journey

02

Overwhelming response and curiosity

03

Realization:

- Patients don't just want prescriptions
- They want proof, relatability, and guidance

This question changed my trajectory more than any medical conference ever did.

THE PROBLEM WE ARE IGNORING



"The Global Obesity Crisis Needs a New Model"

01

Rising obesity, diabetes,
metabolic disease

02

Medication-first
approach is reactive

03

Root causes remain
unaddressed

We are managing disease, not reversing it

PERSONAL CRISIS TO PROFESSIONAL SHIFT

 **"My Heart Attack Was My Wake-Up Call"**

01

**Faced my own
health crisis**

02

Rebuilt health using:

01. Nutrition 03. Sleep
02. Movement 04. Stress regulation

03

**Self-learned
principles became
the NewME Method**

***I stopped being just a doctor.
I became a student of lifestyle medicine.***

THE FOUNDATION OF HEALTH



"Gut is the Foundation. Food is the First Medicine."

01

**Gut health drives
systemic health**

02

Food habits > food fads

03

**Sustainable lifestyle >
temporary diets**

Every chronic disease begins with lifestyle disruption

THE POWER OF RELATABILITY

*"Humor Builds Trust Faster
Than Authority"*

Experimented with formats:

- Stand-up
- Sketches
- Family-based storytelling
- Created PCU (Pal Cinematic Universe)
→ People didn't just watch... they related

**| When patients laugh with you,
| they listen to you.**

SCALING IMPACT

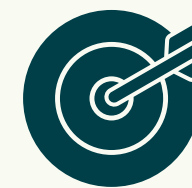
"From One Clinic to Millions of Lives"



Grew to **3M** →
now **6M+** across all
Social media platforms



Continued clinical
practice in **California**



Parallel mission: public
health education at scale



Shift from 1:1 care
→ **1:Million impact**

FORMALIZING THE SHIFT

"From Content to Clinical Model"



**Became a Diplomate in
Lifestyle Medicine**



**Built a structured
care approach**



**Launched NewME
Virtual Clinic**

THE NEW CARE MODEL

 "Healthcare Beyond the Doctor Alone"

70+ Clinical Health Coaches

1

Psychologists & Psychiatrists

2

Mindfulness experts

3

Nutritionists

4

Fitness & Sleep specialists

5

90-day structured transformation program

6

5000+

Patients treated

~1000

Patients/month

REAL OUTCOMES

"Proof Beyond Engagement Metrics"

Significant improvements in:

- Weight
- Metabolic markers
- Mental health
- From reels → measurable clinical outcomes

PURPOSE OVER PRACTICE

"Finding Meaning in Medicine Again"

1 Lifestyle medicine revealed
root-cause healing

2 Renewed purpose
as a physician

3 Expanding with physical
clinic in **Chennai**

| This is my way of **giving back.**

TWO WORLDS, ONE MISSION

"Bridging Systems of Care"

1 Clinical Gastroenterology
in the US

2 Lifestyle Medicine
in India

| Dual approach, singular goal:
| **better patient outcomes**

RETHINKING QUALITY IN HEALTHCARE

*"Are We Truly Delivering
Quality Care?"*

A Real Story :

- 28-year-old, newly married, 1-year-old baby
- Diagnosed early: fatty liver + high cholesterol

We had a plan. Insurance didn't work!

- Follow-up didn't happen
- 9 months later → ICU. Massive heart attack.
- Heart failure
- On a ventilator. Fighting for life
- We pulled everything → even ECMO support

He survives !

RETHINKING QUALITY IN HEALTHCARE

*"Are We Truly Delivering
Quality Care?"*

A Real Story :



Waiting room
offers surprises.....

Family crying... hoping...
praying..... ***then celebrating!***



Are we healers...
or **mechanics?**

| This is uncomfortable,
| **but necessary.**

THE FUTURE OF PRESCRIPTIONS

"Lifestyle First. Medication Next."

1 Current model:
Drug → Advice

2 Proposed model:
Lifestyle Prescription

3 **Then Pharmacology**

| Every prescription must
| **begin with lifestyle**

CALL TO ACTION

*"Integrate Lifestyle Medicine
Into Your System"*

- 1** **Build** *Preventive Care* departments
- 2** **Integrate** a team of health coaches
- 3** **Create** structured programs
- 4** **Measure** outcomes beyond prescriptions

My goal is to help hospitals move from episodic care to ->continuous health outcomes.

COLLABORATION INVITATION

"Let's Build This Together"

- 1 Open to **guiding institutions**
- 2 **Co-develop** a Lifestyle Medicine program design for your organisation
- 3 **Integrate** NewME Health coaches into your team

| This is a movement. **Join me**

COLLABORATION INVITATION

"Let's Build This Together"

| **This is a movement. Join me**

For Partnerships & Institutional Enquiries:

info@drpalsnewme.com



Know more :

www.drpalsnewme.com

HEALTH IS A JOURNEY, NOT A DESTINATION

**It's about the habits patients
follow every day**

- 1** Meal by meal
- 2** Night by night
- 3** Choice by choice

"FROM REELS TO REAL OUTCOMES"

1

We have the
knowledge

2

We have
the **tools**

3

Now we need the
will to change

May **Gut** Bless you

