

# BRIAN RUDMAN, MD

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## The Mission

At Formula Wellness, we deliver state-of-the-art wellness and aesthetic services that empower patients to optimize their health, appearance and longevity through personalized, first-class care. By addressing root causes rather than merely treating symptoms, we help people live longer, healthier lives. Our patients are seeking comprehensive, science-based solutions that go beyond conventional healthcare standards, and we're here to meet that demand with innovation and a concierge-level approach to care. I believe in guiding our patients and providers toward a shared goal: meaningfully optimizing health and aesthetics. I empower my team to innovate and build trust with clients, creating a culture where personalized, patient-first care is at the forefront of everything we do.

## The Challenge

As a leader in the wellness revolution, Formula Wellness faces the challenge of shifting mindsets. Early on, our emphasis on nutrition, hormone balance and holistic care was met with skepticism. Redefining aesthetic care to encompass a full spectrum of services, from skin health to biostimulators, required changing long-held industry norms. The biggest challenge has been raising the bar on what truly comprehensive, results-driven care looks like.

## The Pivot

We remained unwavering in our commitment to quality and consistency, building a team that shares our vision. Our innovative membership model transformed the patient experience, driving ongoing engagement and results that evolve with our patients' needs. By creating a culture focused on education, collaboration and patient outcomes, we've overcome skepticism and solidified our place as a leader in both wellness and aesthetics.

## The Victory

Through collaboration and a patient-centered approach, we've built a multi-disciplinary team that delivers transformative results. My leadership has fostered a culture of innovation, empowering our team to deliver personalized care that sets us apart. Formula Wellness is now positioned to expand our offerings, setting new standards in longevity science and aesthetics while helping individuals fully embrace their wellness journey.

