



The Future of Prevention and Functional Medicine

Why medicine is changing direction right now, and what it means for your practice

For therapists, doctors, naturopathic practitioners (Heilpraktiker) and coaches

EVER

Why this booklet

A quick look at what this is about, and why the next few pages are worth your time.

I spent more than twenty years building technology in Silicon Valley, including at Yahoo, and along the way I learned how to structure complex systems and keep them manageable. At some point I applied the same way of thinking to the most fascinating system of all: the human body. EVER grew out of this combination of technology, health and prevention.

Over the past few years I have spoken with many therapists, doctors, naturopaths and coaches. One thing strikes me again and again: demand for real prevention and functional medicine is growing fast. At the same time, the complexity behind it is growing at least as quickly. Diagnostics, genetics, microbiome, nutrient therapy: anyone who wants to do this work properly has more data, more options and more responsibility today than ever before.

That is exactly what this booklet is about. First, it describes the big shift that is happening right now: away from a system that only treats disease, towards a real health system. Then we take an honest look at the challenges this new way of working brings with it. Only at the very end will I show you how we solve these challenges at EVER.

So if you work with patients or clients and sense that your field is changing, this booklet is for you. My goal is simple: that you recognise yourself in these pages and come away seeing more clearly where things are heading and how you can be at the forefront.

Enjoy reading.

**Yours,
Reiner**

Reiner Kraft, Ph.D., Co-Founder EVER Health GmbH



We have a sick-care system, not a health system

Our healthcare system does an outstanding job when it comes to acute medicine. With chronic complaints and real prevention, it reaches its limits.

What conventional medicine can do is beyond question

There is no doubt that modern medicine saves lives every day. Emergency medicine, surgery, the treatment of infections: in these areas our system is strong, and nobody should play that down. Medication has its place too, and it is often the decisive building block of a treatment.

The real problem lies in the logic of the system

Our system is designed to treat disease, not to promote health. What gets paid for is the diagnosis, the prescription, the procedure. The conversation that really gets to the bottom of the causes is often left with only a few minutes in everyday practice. You know the result: a symptom is identified, a medication is prescribed, the symptom improves. The cause behind it often remains untouched.

This is not a criticism of the people who work in this system. The vast majority of them give their best every day. It is the logic of the system itself that misses chronic illness. And it is precisely these chronic conditions, from metabolic disorders to exhaustion to autoimmune diseases, that now make up the largest share of the burden of disease.

More and more people feel this gap

Patients notice that 'your results are normal' and 'you are healthy' can be two different things. They feel exhausted, sleep badly, put on weight, and still only hear that everything is fine. These people are looking for answers. And they are looking for therapists who take the time to look more closely.

What if we promoted health as systematically as we treat disease? That is exactly the question driving an entire movement right now.



From biohacking to longevity: the counter-movement is already here

What was dismissed as a niche more than fifteen years ago is now one of the biggest trends in health. At its core lies something very simple: prevention.

The first biohackers started measuring and deliberately optimising their own health more than ten or fifteen years ago: sleep, nutrition, cold, light, supplements, wearables. Much of it seemed exotic at the time. Today we know that this community asked questions the conventional system did not ask. How do I stay at my best? How do I prevent disease before it develops?

Out of this niche came longevity, a huge trend with its own research, its own clinics, its own conferences and billions in investment. Prominent scientists and entrepreneurs have carried the topic into the mainstream. But once you strip away the hype, a very solid core remains: it is not simply about getting older. It is about staying healthy for longer. Healthspan, not just lifespan.

**Longevity is not a lifestyle trend.
It is prevention with modern tools.**

What this means for your practice

This movement is changing what your patients and clients expect. They use wearables, listen to podcasts, read their own lab results and come into the practice with specific questions: What does my HRV tell me? Why is my ferritin low even though 'everything is fine'? Which supplements are right for me?

More and more therapists and doctors are responding by realigning their work: towards finding root causes, individual diagnostics and holistic treatment plans. This approach has a name, and it is the real engine behind the whole movement: functional medicine.



Functional medicine: back to the root causes

Functional medicine means taking the time to get to the bottom of the causes: at the level of cellular metabolism, the mitochondria, the microbiome and lifestyle.

The basic idea is simple: a symptom is rarely the actual problem. It is the visible tip of processes that lie deeper. Exhaustion can have its cause in nutrient status, in mitochondrial function, in the gut, in sleep or in chronic stress, often in several areas at once. Functional medicine tries to make these connections visible and to intervene where the problems actually arise.

The treatment plan changes fundamentally

Anyone who works this way soon notices that treatment plans need fewer and fewer medications. Medication keeps its place, especially for acute and serious illness. Modern therapists, however, are increasingly turning to other tools:



Targeted nutrient therapy

Micronutrients that work exactly where diagnostics show a need: from minerals and fatty acids to complex formulations.



Interventions

Oxygen therapies, infusions, cold and light applications and other methods that specifically support regeneration and cell function.



Lifestyle as therapy

Nutrition, exercise, sleep and stress regulation, used in a structured way and supported over time, not just as a piece of good advice at the end of the consultation.

At first this sounds like less effort than pharmacology. In reality it is the opposite: if you want to treat causes, you need far more information about the individual person. And that brings us to the foundation of every good functional therapy: diagnostics.

The blueprint: why your genes have a say

DNA is the body's blueprint. If you are serious about prevention, there is no way around genetics.

Two people, the same complaints, the same lab results, and yet they need different therapies. Why? Because their blueprints are different. Genetic variations influence how well someone absorbs and metabolises nutrients, how efficiently detoxification processes run, and how the body responds to stress, caffeine or certain fats.



For prevention, this is worth its weight in gold. If you know your genetic predispositions, you can tailor lifestyle and nutrient intake to them, years before a predisposition turns into a problem. That is exactly why DNA analysis is increasingly becoming part of the standard toolkit in functional medicine.

Why the basic blood count is no longer enough

And this is where an uncomfortable truth comes to light: the standard routine check, the basic or full blood count, was never designed for this kind of depth. It is a screening tool, developed to detect obvious abnormalities. For real root-cause work, it simply does not tell you enough.

Anyone who wants to understand what is happening at the level of cellular metabolism needs more: micronutrient status, inflammatory markers, hormone profiles, fatty acid status, mitochondrial markers and more. Add to that the genetic level and, ideally, a look at the microbiome. Only this complete picture shows where a therapy should really start.

But more depth automatically means more data. And this is exactly where a challenge begins that we need to talk about honestly.

Functional diagnostics: more depth, more data, more complexity

Thorough functional diagnostics quickly produce amounts of data that are hard to keep track of with conventional means.

Let's honestly add up what can come together for a single patient:



50 to 100 or more lab values

Functional panels go far beyond the blood count: micronutrients, fatty acids, amino acids, hormones, inflammatory and metabolic markers, each with its own reference and optimal ranges.



30 to 50 genes and their variations

Lifestyle-relevant gene variants that influence metabolism, nutrient requirements and regeneration, and that only show their real significance in combination with each other and with the lab values.



Microbiome, case history and progress data

On top of that, a microbiome analysis, a detailed case history, possibly wearable data on sleep and HRV, and with every follow-up appointment the data keeps growing.

Each of these sources is valuable. Taken together, however, they create a level of complexity that can no longer be processed in your head alone, not even by very experienced therapists. Which values should be tackled first? Which patterns are connected? What explains the complaints, and what is a side issue?

**The decisive question in functional medicine today is no longer: How do I get the data?
It is: What do I do with it?**

The supplement boom: a huge opportunity, a new responsibility

The market for food supplements is booming, with several billion euros in turnover in Germany alone. For therapy, this opens up possibilities that have never existed before.

Just a few years ago, a nutrient recommendation often consisted of standard products in standard doses. Today the market looks completely different. Many new manufacturers have emerged, including quite a few with genuine premium standards: clean raw materials, bioavailable forms, transparent labelling.

Above all, though, our understanding has moved on: nutrients do not work in isolation, but in synergy. That is why high-quality manufacturers, such as NatuGena or Tisso, are increasingly turning to complex formulations in which several nutrients are matched to each other. This reflects the reality of cellular metabolism far better than the old 'one nutrient, one product' thinking.

What a modern nutrient plan means

A typical nutrient protocol in functional practice today easily includes ten to fifteen different products, often from different manufacturers: the basic supply, plus targeted products for each individual issue, matched to times of day, meals and therapy phases.

Set up properly, a protocol like this is a powerful therapeutic tool. But let's not fool ourselves: as the toolbox grows, so does the responsibility. Anyone who wants to build a coherent, safe plan from thousands of products and dozens of data points faces a real professional task.

Right here, between the mountain of data and the nutrient plan, is where the quality of modern therapy is decided. Let's look at the three biggest challenges in detail.

Challenge 1: creating a really good protocol

It is a long way from raw data to a coherent nutrient protocol, and it is easy to make mistakes along the way.

Picture the concrete situation: the lab results are in, the gene report is there, the case history is done. Now a protocol needs to come out of it. Here is everything that has to be considered at the same time:

Recognising and using synergies

Nutrients influence each other, both in absorption and in effect. A good protocol combines them so that the building blocks reinforce rather than hinder each other. That takes knowledge that goes far beyond individual substances.

Keeping an eye on interactions and side effects

Many patients take medication. Some nutrients change how these drugs work, and some drugs in turn significantly increase the need for certain nutrients. Overlook this and you dose too low, too high or combine badly. Mistakes like these happen quickly, especially under time pressure, and they are avoidable.

Turning the flood of data into decisions

Fifty lab values, thirty genes, a microbiome analysis: all of it tells you what makes sense and what does not. But the data is scattered across PDFs, portals and notes. Bringing it together into one complete picture takes hours if you do it by hand.

This is where AI can help, on one condition

This kind of complexity is exactly where artificial intelligence plays to its strengths: recognising patterns, checking interactions, making options visible. This is not science fiction, it works today. The condition, however, is that the data is structured and the professional judgement stays with the therapist. An AI looking at loose PDFs and half-knowledge is guessing. An AI working on clean context is a real support.

But creating the protocol is only half the battle. The other half is decided in everyday practice.

Challenge 2: everyday practice, where time is money

Even the best protocol is of little use if creating and maintaining it costs an unaffordable amount of time. And that is exactly the reality in most practices today.

Time is, and remains, the scarcest resource

Building a careful nutrient protocol by hand takes hours: reviewing findings, transferring values, researching products, checking doses, documenting everything. And it continues with every follow-up appointment: new values, adjustments, more documentation. Hardly anyone can bill for all of this time. It comes out of the time that really belongs to the patient, or out of your evenings.

The existing systems are not built for this

Practice management, calendar, billing, documentation: there is established software for all of these. But for the therapeutic core of functional work, that is, building nutrient protocols, maintaining them and steering them over time, the conventional system simply offers nothing. So makeshift solutions appear: Word templates, Excel spreadsheets, PDFs, handwritten plans. Each one its own little silo.

And then there is data protection

We are talking about health data here, the most sensitive category of data there is. Lab results, gene reports, case histories: who wants this data scattered across random servers somewhere in the world, in tools that were never meant for it?

Especially sensitive: AI chats and medical confidentiality

One point deserves particular attention, because it is happening on a massive scale right now. Many doctors and therapists are experimenting with freely available AI chats such as ChatGPT and uploading their patients' lab reports there. Understandable, because the results are impressive. What is often overlooked, however: along with the report, personal data travels to servers abroad, outside your own control and without a proper legal basis.

This does not just breach the GDPR. For doctors, and depending on the profession for therapists too, medical confidentiality is at stake. That is not a legally sound basis for your work, and the issue is considerably bigger than many are willing to admit in their day-to-day work. Professional work needs professional answers here: clear responsibilities, GDPR-compliant processing, security from the very start. AI, yes, absolutely. But on a foundation that holds.

That leaves the third challenge, and in the end it decides everything: implementation by the patients themselves.



Challenge 3: daily implementation by the patient

The effect of a therapy does not happen in the practice. It happens at home, every single day, over weeks and months.

Put yourself in your patient's shoes for a moment. They leave the practice with a plan of ten to fifteen products. What do I take in the morning, what in the evening? What on an empty stomach, what with food? What goes together, what does not? What was the dose again, and where do I reorder when the first tub is empty? With products from different manufacturers, that quickly means several shops, several accounts, several baskets.

Without clear structure, even the best protocol quickly becomes overwhelming in everyday life. The result is always the same: intake becomes irregular, individual products get dropped, and at some point the routine fizzles out. And with it, the effect.

Then there are the questions between appointments. Can I take this with my new medication? Should I carry on even though I have a cold? Each of these questions lands in the practice as a call or a message, or it goes unanswered and the patient decides alone.



Adherence is not a question of character

It is tempting to blame poor implementation on the patient. The more honest view: adherence is above all a question of the structure we give people. A clear daily plan, understandable explanations, easy reordering, a place for questions: these are the things that turn a plan on paper into a routine people actually live.

The best treatment plan in the world has no effect if it is not followed. It is that simple.

Why isolated solutions and workarounds are not enough

Of course, you can try to piece all of this together yourself. Many are doing just that right now. But this path has a built-in limit.

The typical practice working functionally looks something like this today: lab reports as PDFs in the email inbox, an Excel spreadsheet for nutrient plans, Word templates for patients, a messenger for questions, perhaps a ChatGPT window for research. Each tool is useful on its own. Together they form a system of islands, between which everything has to be carried back and forth by hand.

The problem is not the start, it is the growth

With five patients, a setup like this somehow works. With twenty, it gets tiring. With fifty, it collapses. Every manual transfer is a source of error, every island a place where information goes out of date. At some point a patient's progress over months is scattered across dozens of files, and nobody has the full picture any more.

And quality suffers quietly

The tricky part: you do not notice it straight away. The interaction that gets lost in row 47 of the spreadsheet. The lab value that was never read together with the gene report. The adjustment told to the patient verbally but never written down anywhere. None of these little things feels dramatic. Added up, they decide the quality of the therapy.

Don't get me wrong: if you work with workarounds today, you are not doing anything wrong. Until now there simply was no better option. But it is worth saying honestly that this way of working cannot be the future, neither for quality nor for your own nerves.

So the real question is not whether this way of working will change. It is who will be at the forefront when it does.



The learning curve that pays off

Functional medicine with modern diagnostics and structured protocols is a skill. If you build it now, you gain a head start that will carry you a long way.

Let's be honest: you do not learn this way of working over a weekend. It is a learning curve. You need to understand how to build protocols sensibly, how to interpret biomarkers and gene variants, and how to integrate software smartly into your own workflows. That is a real investment of time and energy.

But look at what lies on the other side of the scales. Demand for real prevention is growing year after year. Patients are specifically looking for therapists who work this way, and they are willing to pay for this quality. Those who have built this skill are well positioned for the future: professionally, financially and against the competition. Those who do not will find things considerably harder in a few years. That is the honest truth.

**The therapists who get to grips with this now
are the ones who will set the standard tomorrow.**

Complement, not replace

One point matters here, and it often comes as a relief: this is not about turning your practice upside down. Your patient management, your documentation, your calendar, all of that stays. What is missing is the therapeutic working layer in between: the place where diagnostics, analysis, protocols and patient support come together. That is the gap to close, no more and no less.

And of course this working layer needs the right tool. One that makes complexity manageable instead of adding to it. That is exactly why we built the EVER Workspace.

The EVER Workspace: the future of functional medicine

Everything we have discussed in this booklet has gone into one system: the EVER Workspace, developed in Germany, for therapists and their patients.

1

All the context in one place

Case history, lab values, gene reports, microbiome, protocols and progress come together in a structured way. Findings are uploaded and automatically captured as biomarkers, instead of lying dormant in PDFs.

2

AI support with a professional foundation

The AI analyses on the basis of the structured context: it prioritises topics, suggests protocols and flags possible interactions with medication. The decision stays with you.

3

Protocols in minutes, not hours

From the analysis and the protocol library, a clean nutrient protocol is ready in a short time: products, doses, intake times, documented in a way you can follow.

4

Implementation that reaches the patient

Your patient receives their plan in the EVER App: a daily intake schedule, clear explanations, easy reordering. The plan on paper becomes a routine they actually live.

5

One shop instead of many affiliate programmes

More than twenty premium manufacturers are partners in the EVER Shop. Your patient buys everything conveniently in one basket, with up to ten per cent off. And if you wish, you earn from your recommendations without having to set up your own shop.

6

AI use that is legally sound

No patient data in third-party AI chats on servers somewhere abroad: in the Workspace, the AI works in compliance with the GDPR, and medical confidentiality is preserved. The very issue on which so many isolated solutions fail is solved here.

The Workspace deliberately does not replace any existing practice systems. It closes the gap we talked about: the therapeutic working layer between diagnostics and everyday life, from the lab report to the shopping basket.

In summary, and what happens next

The key ideas of this booklet at a glance.

- » Our system treats disease instead of promoting health. Biohacking, longevity and functional medicine are the answer to this gap, and at their core lies prevention.
- » Root-cause work needs depth: functional diagnostics, genetics, microbiome. This creates amounts of data and nutrient protocols that can no longer be managed safely with isolated solutions.
- » The three big challenges: creating protocols on a sound professional basis, keeping time and data protection under control in everyday practice (think AI and medical confidentiality), and securing daily implementation by the patient.
- » If you build this skill now, you are well positioned for the future. The EVER Workspace is the tool for it: context, GDPR-compliant AI analysis, protocols, shop and patient app in one system.

The next step: you set the pace

If you have recognised yourself in these pages, there are two simple ways forward.

Want to see it in action first? Then join the EVER Praxis Session (held in German): once a month, live with both of us co-founders. We show the software in action, from the lab report to the finished nutrient protocol, and answer your questions. A no-obligation information format, not a sales pitch.

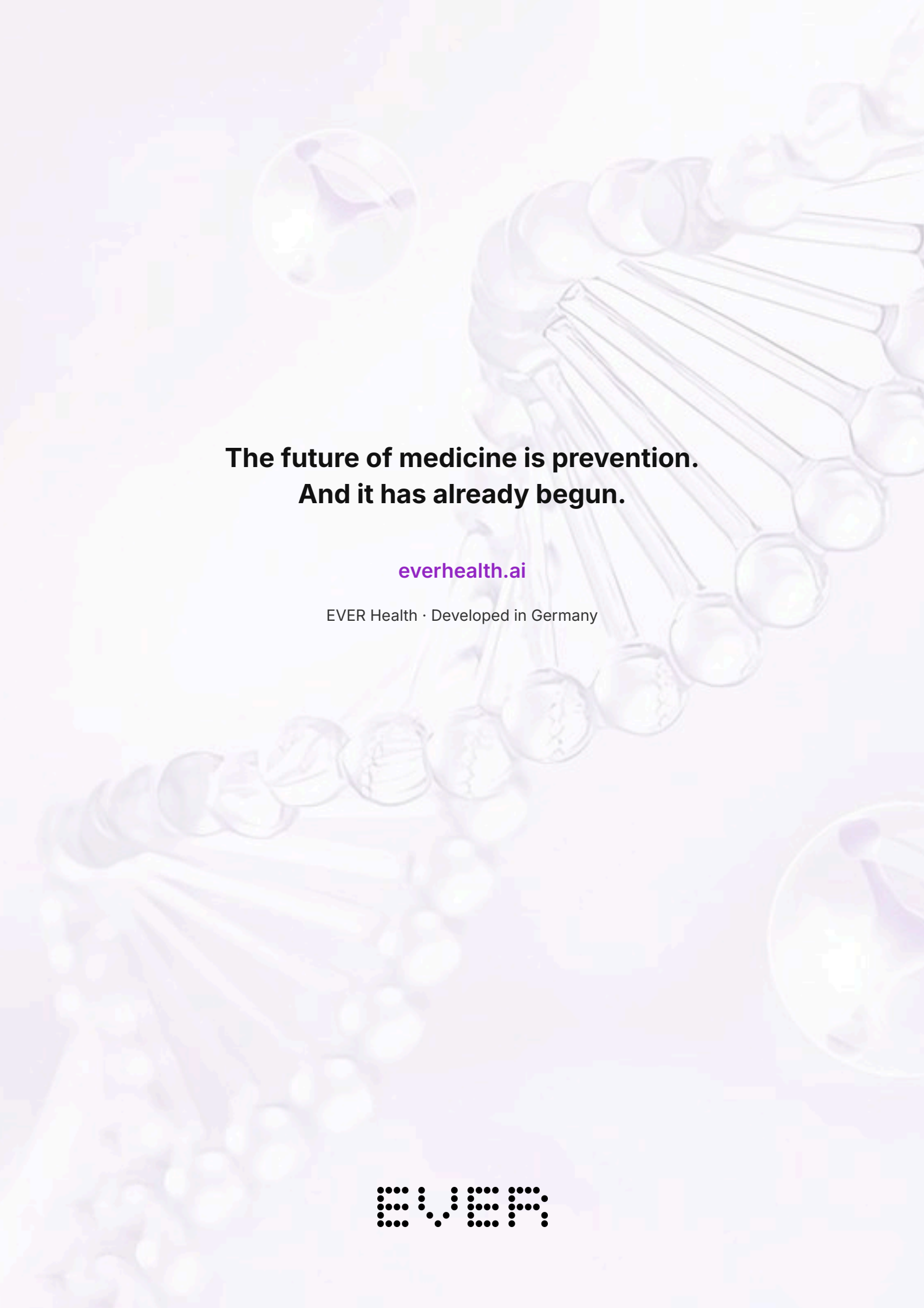
Want to get started straight away? Then book a personal onboarding call. Together we look at the way you work and set up your EVER Workspace with you.

You will find both on our website: <https://everhealth.ai/en>

I look forward to getting to know you.

**Yours,
Reiner**

Reiner Kraft, Ph.D., Co-Founder EVER Health GmbH



**The future of medicine is prevention.
And it has already begun.**

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