



# Tony Orlando, Founder of DEXA Plus, Unveils Blueprint for DEXA-Based Business Success at AMMG Spring Conference

ROMEO, MI, UNITED STATES, May 1, 2025 /EINPresswire.com/ -- Physicians

attending the Age Management Medicine Group ([AMMG](#)) Spring Conference in Miami got a front-row seat to the future of practice growth this weekend as Tony Orlando, Founder of [DEXA Plus](#), presented "Building a DEXA-Based Business" — a roadmap for blending cutting-edge diagnostics with smart business strategies.

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The health optimization market is no longer a trend—it's a movement. Clinicians across the country are expanding beyond traditional care to meet growing patient demand for data-driven solutions.”

*Tony Orlando, Founder of  
DEXA+*

Speaking to an audience of clinicians eager to improve patient outcomes while boosting revenue, Orlando outlined how implementing DEXA body composition technology can transform traditional practices into thriving, cash-based wellness hubs. His message was clear: Physicians can generate higher ROI, work fewer hours, and spend more meaningful time with patients — all without relying on insurance-driven models.

"DEXA technology provides more than numbers — it delivers the foundation for a more efficient, profitable, and

patient-centered practice," Orlando said. He emphasized that by leveraging DEXA's clinical power, practices can offer high-demand services like metabolic assessments, longevity programs, and personalized wellness strategies.

Throughout the session, Orlando highlighted real-world examples of practices that have used DEXA-based programs to differentiate themselves in a competitive market, all while enhancing patient engagement and loyalty. With a rising demand for proactive healthcare and optimization services, Orlando's blueprint struck a chord with conference attendees looking for sustainable ways to future-proof their practices.

For more information about building a DEXA-based business, visit [DEXA Plus](#) or to learn more about the value of a DEXA SCAN, RMR or VO2 test for longevity visit [DEXASCAN.COM](#). Or Join the next DEXA Based Business Conference, Friday, Sep 19, 2025 in Fort Lauderdale, FL.

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DEXA Plus is a leading provider of advanced health optimization solutions, specializing in DEXA (Dual-Energy X-ray Absorptiometry) technology. DEXA Plus offers state-of-the-art equipment and comprehensive support to healthcare providers and wellness centers.

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