

A close-up portrait of a man with a beard and mustache, smiling warmly. He is resting his chin on his hand. The background is dark.

Forbes

MONACO

EDUARDO
GREGGI

HOW THE KUSNACHT PRACTICE
IS PAVING THE WAY FOR
SUSTAINABLE LIFE CHANGES

FIVE-STAR TREATMENT COMBINED
WITH SWISS MEDICAL EXCELLENCE

BrandVoice®

Swiss Medical Excellence Combined With 5-Star Hospitality

How The Kusnacht Practice—the world’s most exclusive treatment center—combines medical care and rehabilitation for UHNWIs struggling with both psychological and addiction disorders in Switzerland.

HEALTH AND WELL-BEING are precious and irreplaceable foundations for quality of life. In order to restore the fragile balance between body, mind and soul, the world-renowned The Kusnacht Practice delivers truly bespoke, individual tailor-made treatment programs. The highly modern, owner-managed center for mental health and addiction treatment provides therapies for a variety of psychological, eating and addiction disorders in completely private, discreet and luxurious surroundings on the banks of Lake Zurich and also in Geneva.

Eduardo Greghi was appointed CEO and chairman of the Board of Directors at The Kusnacht Practice in November 2018. The entrepreneur, business leader and ambassador for his company, combines his passionate work ethic with a relaxed appearance as a smart and warm-hearted motivator who leads his team as an excellent role model.

What drives you most in your business?

Eduardo Greghi: The Kusnacht Practice was founded in 2011 and since then, our goal has been to treat the entire spectrum of mental health issues through a holistic approach. We create ‘a home away from home’ for our clients and are passionate about helping them make sustainable life changes.

Our key goal is to identify and treat the underlying cause of our clients’ disorders, not just their symptoms. This is the only way to achieve long-term improvement of health and stable healing.

In today’s fast-paced world full of stress, over-exertion and endless distractions from focusing on oneself, we see a great need for this model of care.

Ultimately, we want to achieve sustainable life changes for every client. So, as well as providing exceptional care during the treatment process, we also offer one of the best and most unique aftercare programs in the world, to ensure that every client continues their recovery and implements the healthy coping mechanisms developed during their treatment, once they return home.

What are the challenges in working with UHNWIs?

EG: Our clients come with very high expectations—but that is the very nature of our business - to provide a bespoke luxury experience, catering to their every need. We start

preparing from the moment they chose to book. From the pre-consultation to establish what they want to achieve; to discussing their personal likes and dislikes to ensure we chose the best support team; followed by the detailed health assessment we undertake the moment they arrive. All this planning ensures they have the most personalized and tailored support they need during their stay.

How does the Kusnacht Practice stand out from other clinics? How much does the treatment cost?

EG: Our clients receive a full VIP treatment from start to finish: on arrival they are collected by chauffeur from the airport and driven to their own private villa with views across Lake Zurich or Geneva, where they are met by their carefully chosen live-in counsellor who will provide support, 24/7 as required. A private BIO-R® nutrition chef is provided to prepare food in the villa according to the brief from the BIO-R® team, complemented by housekeeping professionals, a chauffeur and luxury concierge services.

Depending on the personal diagnosis, each client will receive a number of tailored sessions per day, to meet their individual needs, followed up by a personalized aftercare program at their own residence.

We employ our own in-house team of doctors, a unique combination of World Class Psychiatry, Somatic- and Orthomolecular Medicine, who work seamlessly together to achieve life changing results.

TIME is our biggest asset—as our doctors are full time employees - each individual client can receive up to 6-8 one-on-one sessions a day in the surrounding of the villa - at any given time. In effect, each client has a team of 35-40 members of staff working with them during their stay.

We also offer our own unique BIO-R® program—a ground-breaking biomolecular rejuvenation cure for body and brain—a booster to maximize physical and emotional well-being. BIO-R® is a 21st century solution to 21st century health problems, turning back the clock from the inside out which can help you live life to its fullest, have fun and feel young and attractive for many years to come. The holistic and 360-degree nature of this treatment is truly absolute - and unrivalled.

The price for our treatment starts at 103,000 Swiss Francs per week, with each treatment averaging 6-8 weeks.



How do you motivate your employees and what motivates you?

EG: What I do every day is a passion, a mission, a calling. I have a team of over 100 permanent employees—each hand-picked by me to join the practice, based on their integrity and excellence. I am hugely passionate about my work and expect my team to share my values. They are all focused on delivering life changing treatments, with absolute discretion from the first contact through treatment to discharge and subsequent aftercare of clients.

I've always had organizational talent and an entrepreneurial spirit. As a business owner and entrepreneur, I am used to taking risks – but for me, courage is the key to success.

I'm a firm believer in leading by example – so I practice what I preach. I believe that helping people to lead a healthier and happier life starts with caring for your own employees.

My advice to all my clients when they leave, is always: 'Be humble and whatever you do try to do everything slightly better than the day before.'

www.kusnachtpractice.com