



## Introducing Plant Based Health Online

### The power of nutrition to help support people with chronic illnesses including cancer

Plant Based Health Online is the UK's first online CQC regulated, lifestyle medicine service. PBHO's core values are lifestyle first, compassionate care and working together. PBHO use an evidence-based lifestyle medicine approach alongside standard cancer treatments to support patients through their cancer journey and beyond. PBHO offers expertise and advice on diet, physical activity, restorative sleep, psychological well-being and stress management. PBHO also offers expertise in the management of other chronic illnesses including high blood pressure and cholesterol, type 2 diabetes, heart disease, gut health problems and more.

PBHO has a team of practitioners that include GPs, dietitians, nutritionists and a health coach that can help you and your family achieve better health, supporting you wherever you are on your journey. PBHO keeps in regular contact with your primary or secondary care healthcare team to all work together.

*"PBHO uses plant based nutrition and lifestyle medicine to help support patients with common chronic illnesses, including cancer affecting people in the UK."*



## Background

In 2018, we were first made aware of the benefits of this evidence based lifestyle medicine approach through our long-standing relationship with Dr Shireen Kassam, Consultant Haematologist, at King's College Hospital, London.

Dr Kassam is passionate about plant based nutrition. Since 2013, she has been immersed in the science of nutrition and health and is committed to providing education and advocacy amongst healthcare professionals and the public alike.

In January this year, Dr Kassam and Dr Laura Freeman co-founded and launched this CQC registered, online, multi-disciplinary, plant based lifestyle medicine healthcare service - the first of its kind in the UK. Dr Freeman, Medical Director, of PBHO, turned to **lifestyle medicine** after her own diagnosis of cancer and discovered first hand, the benefit of a plant based lifestyle



**Dr Shireen Kassam**  
MBBS, FRCPATH, PHD, DiplBLM  
Co-founder



**Dr Laura Freeman**  
MBChB, MRCP, DRCOG CCFP, Dip  
IBLM/BSLM  
Medical Director and Co-founder

*“The Chartwell Charities whole heartedly supports this fantastic initiative and will be working with PBHO to help promote a healthier future.”*

You can find out more information from the website <https://plantbasedhealthonline.com>  
Contact via email at [info@plantbasedhealthonline.com](mailto:info@plantbasedhealthonline.com)