

Dr. Terry Shintani

MD · JD · MPH (Harvard) · Hawaii Health Foundation · creator of the Waianae Diet

Thirty-five years of medical credibility. Nearly one million followers. A clinically validated program cited 137 times. And almost none of the plumbing that turns any of it into revenue, patients, or a Google presence.

This report inventories that credibility, measures the gap, and lays out a 90-day plan that needs about 8 hours of your time — everything else is done for you.

981,958

real followers across 7 platforms
(verified June 11, 2026)

99%

of that audience lives outside Hawaii
— and is offered nothing to buy

\$0

recurring-revenue infrastructure: no
membership, no course, no GBP

DR 3.5

authority score of drshintani.com —
currently serving database errors

#6

where his own website ranks when
you Google "Terry Shintani"

0

Google reviews, anywhere — no
Google Business Profile exists

PREPARED FOR

Dr. Terry Shintani · Hawaii Health Foundation · Honolulu, HI

PREPARED BY

BlitzMetrics — research, analysis, charts, and layout produced end-to-end by an AI agent
in a single working session · June 11, 2026

blitzmetrics.com

The verdict in one page

Dr. Shintani is one of the most credentialed health communicators in the Pacific: a Harvard-trained MD-JD-MPH, board-certified in preventive medicine, a Living Treasure of Hawai'i, author of 14 books including a Simon & Schuster national release, and creator of a clinically validated dietary program whose flagship study has been cited 137 times. He also holds an audience of roughly 982,000 followers. We verified every claim in this report against primary sources on June 11, 2026.

The problem is not credibility and it is not reach. It is that the infrastructure layer between them — website, Google Business Profile, Knowledge Panel, email list, and paid offers — is broken, abandoned, or was never built. Attention arrives daily and has nowhere to go.

Brand asset scorecard

Asset	Grade	What we found
Credibility vault	A+	Verified credentials, awards, science, mass-market wins (pages 3–5)
Audience reach	A–	981,958 followers; daily YouTube output; but 55% locked in an abandoned TikTok
Entity home (drshintani.com)	F	Intermittent HTTP 500 database errors; content frozen at ©2019; no schema markup
Google Business Profile	F	Does not exist. Zero Google reviews. Invisible on Maps for every local search
Knowledge Panel readiness	B+	Wikipedia + Wikidata + Google entity all exist — unclaimed, plus a duplicate entity
Directory hygiene	D	Healthgrades/Vitals/WebMD all unclaimed; two conflicting addresses and phone numbers
Email list ownership	D+	Three separate capture funnels on three domains; no consolidated list or sequence
Monetization infrastructure	F	No membership, no course, no audiobooks, split Amazon author pages, \$0 recurring

The gap in one sentence

Terry spent 35 years building credibility and a million-person audience, but never built the plumbing that converts attention into revenue or patients. Peers with equal or lesser credentials (Hyman, Attia, Fuhrman) convert the same audience size into \$150K–\$700K+ per year of mostly evergreen income. At standard industry conversion rates, Terry's existing audience supports roughly \$1.0M/year in the moderate case — with about 8 hours of his time over 90 days. The plan starts on page 9.

The credentials nobody in wellness can match

Most health influencers have an audience or credentials. Terry has both, plus a third thing almost nobody has: legislative and institutional impact. Every item below is verified against a primary source (full source list, page 15).

Education & licensure

- **MD** — University of Hawaii John A. Burns School of Medicine, 1985
- **MPH, Nutrition** — Harvard School of Public Health, 1986–87
- **JD** — UH Richardson School of Law, 1979; Hawaii State Bar
- **Board-certified** — American Board of Preventive Medicine
- Hawaii medical licenses active through 2026 / 2028
- Training: Harvard Preventive Medicine residency; UH Internal Medicine; Kushi Institute (macrobiotics)

Institutional roles

- Professor & Associate Chair, Dept. of Complementary & Alternative Medicine, UH School of Medicine (2004–2019)
- Founder, Integrative Medicine Center at Waianae Coast Comprehensive Health Center; 18 years on the Waianae Coast
- Founding President, Hawaii Health Foundation (501(c)(3), est. 1995–96); board has included Medtronic founder Earl Bakken
- Co-host, 'Healing and You' health radio show

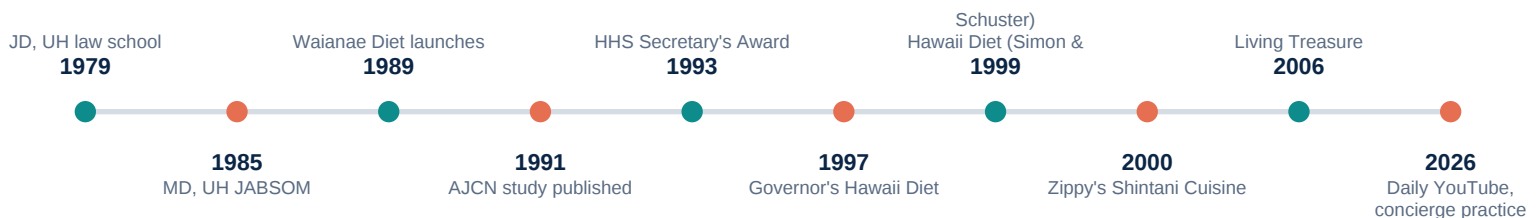
Verified honors

- **U.S. Secretary of Health & Human Services Award for Excellence** (1993) — for the Waianae Diet Program
- Living Treasure of Hawai'i (2006), Honpa Hongwanji Mission
- UH Distinguished Alumnus (1999)
- Integrative Medicine Award, Hawaii Wellness Institute (2004)
- Credited by the Honolulu Advertiser as instrumental in legalizing Native Hawaiian healing practices (HRS §453-2(c), Act 162 of 1998)

Why this matters now

Wellness is drowning in self-appointed gurus. Terry's stack — federal award, state law, university chair, peer-reviewed results — is exactly the evidence layer Google's Knowledge Graph and AI assistants reward. It is currently sitting in PDFs, dead links, and his own memory instead of on his website, his Wikipedia citations, and his Google profiles.

Four decades in one line



The published proof: science and books

Peer-reviewed science (PubMed-verified)

- **Flagship** — 'Obesity and cardiovascular risk intervention through the ad libitum feeding of traditional Hawaiian diet,' American Journal of Clinical Nutrition, 1991 — 137 citations. Average 17.1 lbs lost in 3 weeks eating unlimited traditional food.
- **10+ indexed publications** — including the Waianae Diet long-term follow-up (1999), the Hawaii Diet study (2001), Pacific diets & coronary disease (1994), and diabetes-supplement RCT work (2012, 2018).
- **Federal recognition** — the program is featured on the National Library of Medicine's 'Native Voices' historical timeline.

Books: 14 works, two national publishers

Title	Year	Publisher	Amazon today
Dr. Shintani's Eat More, Weigh Less Diet	1993	Halpax	4.4★ (18 ratings)
The Hawaii Diet	1999	Pocket Books / Simon & Schuster	4.5★ (51 ratings)
The Good Carbohydrate Revolution	2002	Pocket Books / Simon & Schuster	in print
The Peace Diet	2015	Halpax	4.2★ (136 ratings)
The Peace Diet Cookbook	2016	Halpax	4.3★ (67 ratings)

Mass-market reach (verified)

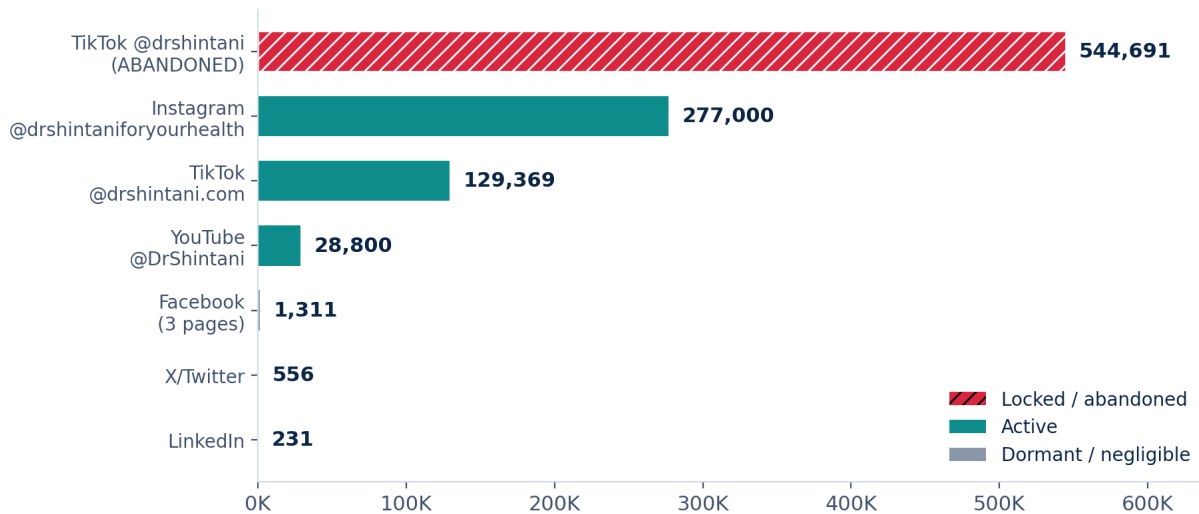
- **Zippy's 'Shintani Cuisine'** — his recipes ran as a menu line across Hawaii's biggest restaurant chain, royalties donated to charity; several hundred thousand meals served (Star-Bulletin).
- **The 1997 Governor's program** — Governor Ben Cayetano and his cabinet publicly did the Hawaii Diet; statewide and national press followed.
- UH Mānoa taught a course on the 'Shintani Diet' through its Counseling & Student Development Center.

The proof ledger: verified vs. self-reported — and why it matters

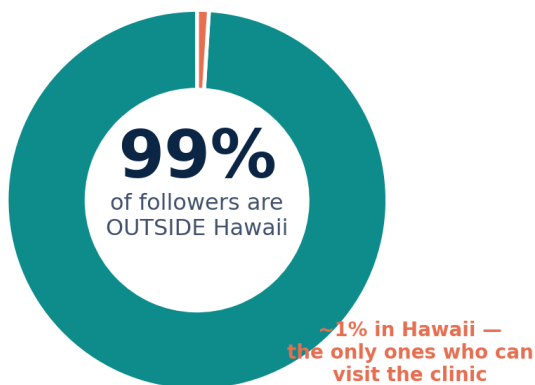
Verified by independent sources: HHS award, Living Treasure, AJCN study + citations, NYT 2003 mention, Honolulu Advertiser & Star-Bulletin features, MidWeek 1992 cover, Zippy's line, the 1998 healing-practices law. Self-reported only (no archive found): CNN, Dateline NBC, CBS This Morning, Newsweek, Britannica '95 Health Annual, '450,000 books sold.' Recommendation: lead all marketing with the verified column — Google's Knowledge Graph and AI assistants reward citations, not bios. The self-reported items aren't lost; they need archive footage or clippings scanned and published to become usable proof.

The audience: 982K real followers, badly plumbed

981,958 total followers — but 55% sit in an account he can no longer post from



The audience-clinic mismatch



What the numbers say

- **He is prolific** — 1,416 YouTube videos with uploads every single day; 1,169 Instagram posts.
- **The 'million followers' is real** — 981,958 across platforms — but 544,691 of them (55%) sit in TikTok @drshintani, which now shows a reset username and no owner activity: an account recovery, not a content problem.
- **His name out-searches his category** — 'dr shintani' gets ~100 US searches/mo vs ~0 for 'concierge doctor honolulu.' People look for HIM and land on directories and a broken site.
- **Only ~1% of followers can ever become local patients.** The other 99% other 99% can buy books, courses, memberships, retreats — none of which exist today.

The web layer: broken, squatted, and abandoned

Property	Status	Detail
drshintani.com (entity home)	LIVE-BROKEN	Intermittent HTTP 500 'Database Error' printed on page; content ©2019; zero schema markup; excluded from Wayback
eatmoreweighless.com	SQUATTED	His flagship book brand — owned by HugeDomains, listed for sale
hawaiihealth.org	LOST	Redirects to an unrelated 'Maui Health' content site
hawaiihealthfoundation.org	DEAD	Parked at registrar; no website responds
drshintani10.com ('10-Day Program')	DEAD	No DNS — yet still indexed in Google as a live offer
amdiet.com	BROKEN	Cited as his site on his own Wikipedia article; resolves to an error page
peacediet.org	LIVE	Lead-capture funnel (3 opt-in forms) — but set to noindex, invisible to Google
webhealthforyou.com	LIVE	Webinar registration funnel ('Let Food Be Thy Medicine')
askdrshintani.com / eatlim.org	REDIRECTS	Point to YouTube and Amazon respectively

Search authority (Ahrefs, June 11, 2026)

- **Domain Rating 3.5 / 100** — drshintani.com has effectively no search authority; 11 ranking keywords; ~56 visits/month.
- **He ranks #6 for his own name** — Wikipedia, Doximity, Healthgrades, and Instagram all outrank his own website for 'terry shintani.'
- **Every funnel page is invisible** — the one page collecting emails (peacediet.org) is set to noindex.

Directory layer: unclaimed and contradicting itself

Healthgrades 4.2★ (5 ratings) — UNCLAIMED, with a hostile top review. Vitals 4.0★ — wrong address (shows Kaiser Moanalua, where he isn't). WebMD — 0 ratings, same wrong address. Two phone numbers circulate. Amazon — his books are split across two separate author identities. Each of these is a 15–30 minute fix that compounds: consistent name-address-phone is the foundation Google uses to trust everything else.

The Google layer: eligible for everything, claimed nothing

Knowledge Panel: the door is already unlocked

Google's Knowledge Graph already contains a Terry Shintani entity — typed 'Physician and nutritionist' (machine ID /m/065yr6s) — plus entities for three of his books, a Wikipedia article, and a Wikidata record. This is the infrastructure most people spend years trying to earn. Three issues keep it from working for him:

- **Unclaimed** — nobody has verified ownership of the panel, so nobody controls the photo, links, or corrections.
- **Duplicate entity** — a second 'Terry Shintani' topic entity (/g/11rqcp0xmv) splits his identity signal in Google's graph.
- **Weak citations** — Wikidata describes him only as 'American academic'; his Wikipedia article cites a dead website (amdiet.com) and a 'fad diet' characterization sits unrebutted by better sources.

Google Business Profile: does not exist

We found no GBP for his practice, his wellness center, or the Hawaii Health Foundation — and zero Google reviews anywhere. For a physician with a physical Honolulu office (600 Queen St., Suite C-2) this is the single highest-leverage gap in his entire digital presence:

- **Local searches he's invisible for** — 'integrative medicine honolulu' (40/mo), 'functional medicine honolulu' (60/mo), 'wellness retreat hawaii' (200/mo).
- **Brand searches with no map result** — ~100 people/month Google his name; a claimed GBP would give them his face, phone, reviews, and booking link instantly.
- **Honolulu concierge supply is scarce** — only 3 of 11 listed concierge practices are accepting new patients. A Living Treasure with reviews would fill his small panel from brand searches alone.

Why this matters more in 2026 than it did in 2019

Google's results and AI assistants (ChatGPT, Claude, Gemini, voice search) now answer health questions by reading the entity layer: Knowledge Graph + Wikipedia + structured data + reviews. When that layer is broken or blank, the machines quote directories and strangers instead of him. Fixing the entity layer doesn't just fix Google — it fixes what every AI in the world says when someone asks 'Who is Dr. Terry Shintani?'

What Terry wants vs. what exists today

Terry's stated goals are modest: set up his Google Business Profile, add a few concierge patients (not a flood), serve the 99% of followers who will never visit Hawaii, and monetize his audience without giving up semi-retirement. Here is each goal against present reality:

Goal	Reality today	Fix (page)
Be findable on Google / Maps	No GBP, 0 Google reviews, site ranks #6 for his own name and serves errors	GBP plan — p. 9
A few more concierge patients	No booking path, no reviews, conflicting addresses on directories	GBP + entity home — pp. 9–10
Control his Google identity	KP eligible but unclaimed; duplicate entity; 'American academic' label	Entity plan — p. 10
Serve + monetize the 99%	Nothing to buy: no membership, no course, no audiobook, fragmented funnels	Monetization — pp. 11–12
Stay semi-retired	Daily content treadmill with zero compounding assets behind it	Roadmap — p. 13

The leaky-bucket picture

Every day, Terry pours fresh attention into the bucket: a new YouTube video, new TikTok and Instagram posts reaching hundreds of thousands. And every day it leaks out through a broken website, funnels nobody can find, an abandoned half-million-follower account, and offers that don't exist. The work of creating attention — the hard part, the part requiring his face and four decades of authority — is already being done daily. What's missing is purely mechanical, and machines can now do the mechanical part.

What changed in 2026: the mechanical part is now nearly free

Everything in the 'missing' column — rebuilding the site, writing schema, claiming and correcting directories, consolidating email capture, drafting the GBP, assembling a course from his published books, producing the audiobook pipeline, clipping his archive — is exactly the category of work AI agents now do end-to-end. This report itself is the demonstration: researched, verified, charted, and laid out by an agent in one session. The same agent can execute the plan on the following pages with roughly 8 hours of Terry's involvement over 90 days.

Google Business Profile: the 2-hour fix he asked for

This is delegable to any associate with a Google account — Terry never touches it. Agent drafts every word; associate clicks and verifies. Total hands-on time: about 2 hours plus Google's verification wait.

Step	What to do	Who / time
1. Create	business.google.com → 'Terry Shintani, MD — Integrative & Preventive Medicine' at 600 Queen St., Suite C-2, Honolulu, HI 96813 · (808) 566-6922	Associate · 15 min
2. Verify	Choose video verification (fastest for medical offices): walk-through showing signage, suite number, equipment	Associate · 20 min
3. Categories	Primary: Doctor. Secondary: Nutritionist · Holistic medicine practitioner · Wellness center	Associate · 5 min
4. Profile copy	750-char description leading with verified proof (HHS award, Living Treasure, Waianae Diet); services list: concierge preventive medicine, nutrition counseling, longevity consults	Agent drafts · associate pastes
5. Photos	15+ photos: Terry, office exterior/interior, book covers, awards. Geo-tagged	Associate · 30 min
6. Booking link	Point 'Appointments' to the rebuilt drshintani.com contact page (p. 10)	Agent
7. Reviews engine	QR card at checkout + 2 asks/week from happy patients; agent writes the ask script and replies to every review	Associate asks · agent replies

NAP cleanup (same week)

- **One identity everywhere** — Name: 'Terry Shintani, MD' · Address: 600 Queen St., Suite C-2 · Phone: (808) 566-6922.
- **Claim and correct** — Healthgrades (unclaimed, hostile review on top), Vitals (wrong Kaiser address), WebMD (wrong address), Yelp, Sharecare. Agent pre-fills every form; associate authenticates.
- **Result in 90 days** — 20–25 Google reviews at 4.8★+ would make him the most-reviewed concierge physician on Oahu, where only 3 of 11 practices even accept new patients.

Why reviews are the whole ballgame locally

His Healthgrades shows 5 ratings; competitors' GBPs show dozens. Google ranks local results on relevance, distance, and prominence — and prominence is mostly review velocity. Two asks a week is the entire strategy.

One home for the brand, one identity for the machines

Rebuild drshintani.com as the entity home (agent does 100%)

- **Repair, then rebuild** — fix the database error immediately (day 1), then ship a clean six-page WordPress build: Home · About (the proof ledger, p. 4) · Books · Programs · Media · Contact/Booking.
- **Person + Physician schema** — structured data declaring his credentials, awards, books, and sameAs links to every verified profile (Wikipedia, Wikidata, YouTube, Instagram, TikTok, LinkedIn, Amazon, Doximity, Healthgrades). This is how Google and AI assistants confirm identity.
- **Consolidate the funnel sprawl** — 301-redirect amdiet.com, askdrshintani.com, eatSlim.org, ehealthandyou.com into drshintani.com; one email list, one welcome sequence, one offer path. Register eatmoreweighless.org (~\$12) since the .com is squatted.
- **Publish the media vault** — scan clippings (MidWeek 1992 cover, Star-Bulletin full-pager, Advertiser features); digitize any CNN/Dateline footage to convert 'self-reported' into 'verified.'

Claim and clean the Knowledge Panel

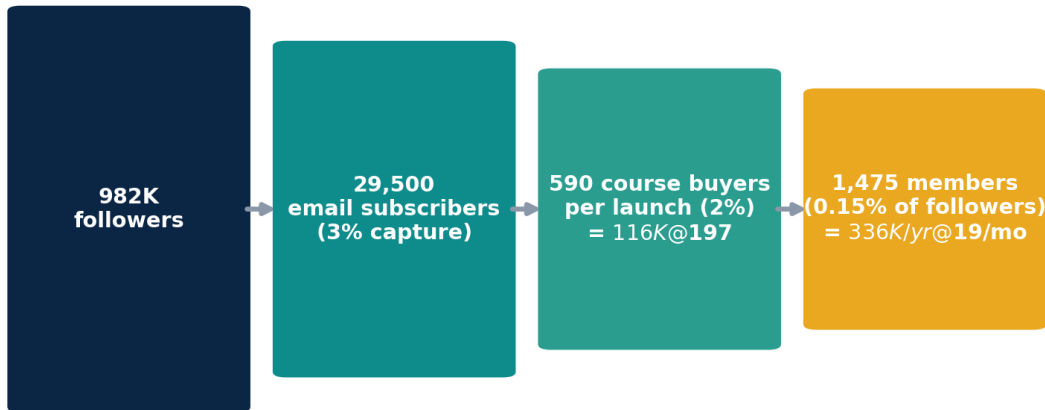
- **Claim it** — via his verified YouTube channel (Google's 'claim this knowledge panel' flow); then he controls the featured image and suggested edits.
- **Kill the duplicate** — submit feedback to merge the stray topic entity (/g/11rqcp0xmv) into the primary entity (/m/065yr6s).
- **Upgrade Wikidata** — from 'American academic' to 'American physician, attorney, and nutrition author'; add official website, occupations, awards with references.
- **Repair Wikipedia citations** — replace the dead amdiet.com external link; add the strongest independent sources (HHS award coverage, AJCN study, NLM Native Voices) so the article leads with verified achievement.
- **Fix third-party errors** — EESystem's team page misspells him 'Dr. Terri Shintani'; one email fixes a wrong-name citation Google may be reading.

Rescue the 544,691-follower TikTok (highest-value 30 minutes of the quarter)

More than half his audience sits in TikTok @drshintani — an account showing a reset username, meaning lost access, not lost followers. File TikTok account recovery with proof of identity (old emails/phones, government ID, press coverage). If recovery fails, run a pinned-video migration campaign from @drshintani.com (129K) pointing to the new handle and email list. Either path beats leaving 55% of the audience orphaned.

Serving the 99%: the Hyman blueprint at Shintani scale

Industry-benchmark funnel applied to Terry's existing audience (no new followers needed)



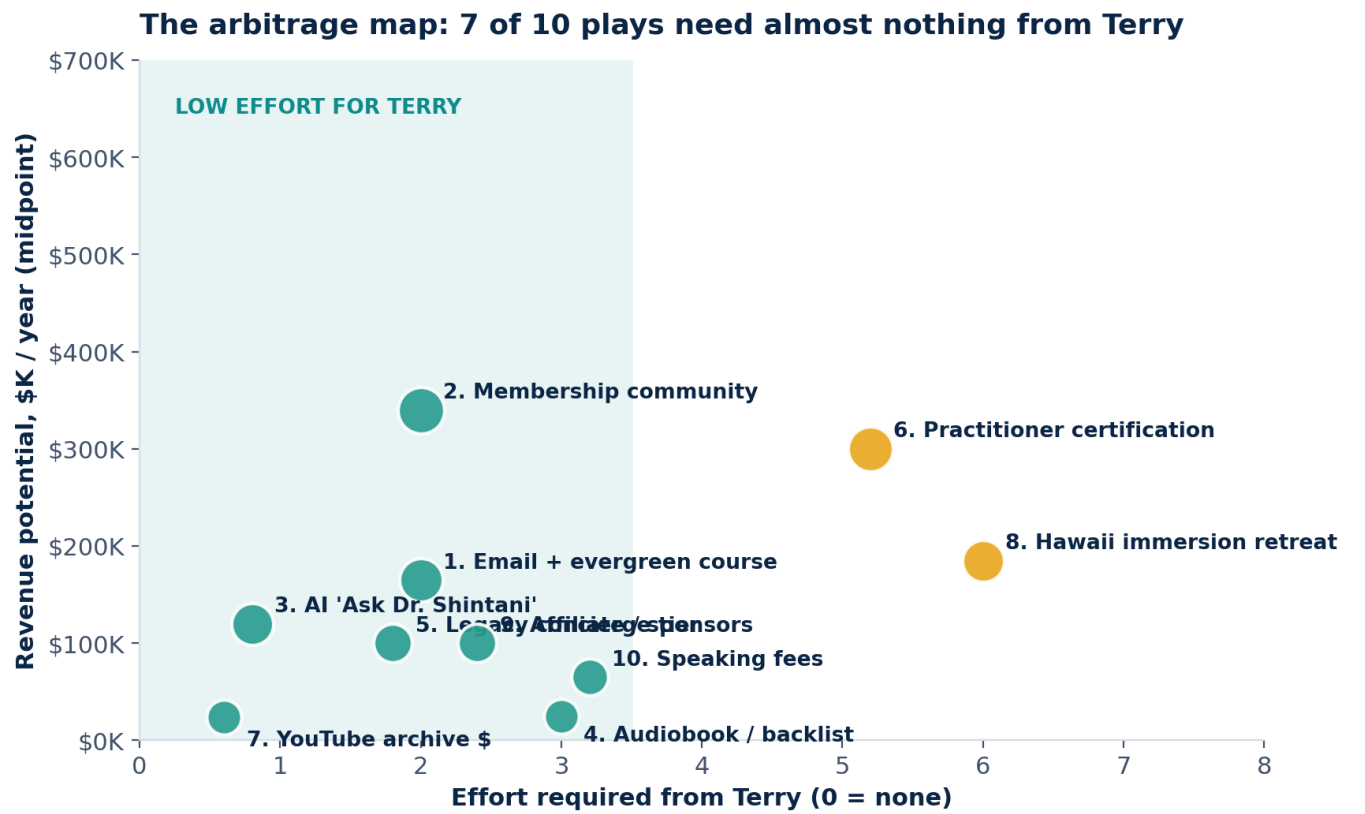
Mark Hyman's \$449/yr 'Hive' is the proven template for a physician who wants leverage, not labor: members get his course library, a community run by staff coaches, and an AI version of him trained on his content — his personal commitment is roughly two fireside chats and three masterclasses a year. Terry can run the same play at \$19/month with assets he already owns:

- **Membership (\$19/mo)** — book library + recipe archive + moderator-run community + one live Q&A per month (his only recurring commitment: 1 hour).
- **'Ask Dr. Shintani' AI** — trained on his 14 books and 1,400+ videos; answers nutrition questions 24/7 in his voice with his protocols. Comparable expert AIs charge \$39–\$99/mo standalone (Hussey, Robbins); bundling it justifies the membership.
- **Evergreen course (\$197)** — 'The Hawaii Diet Reset' assembled by the agent from his published books; Terry records 2–4 hours of video once; sold forever via free-masterclass funnel (the William Li model).
- **Audiobooks** — none of his books have audio editions; Audible now pays 50% royalties. His radio-trained voice is the asset.
- **Dollar-a-Day amplification** — put \$1/day behind the clips that already win organically to keep the top of funnel growing on a \$90/quarter budget.

Positioning guardrails (read this twice)

Sell education, not medicine: out-of-state followers get courses and coaching, never cross-state medical advice. Disclose every sponsorship (the FTC is actively pursuing wellness influencers). And lead with the clinically validated nutrition legacy — the Waianae Diet, the AJCN study, the books — which is unimpeachable, durable, and uniquely his.

Ten plays, ranked by leverage

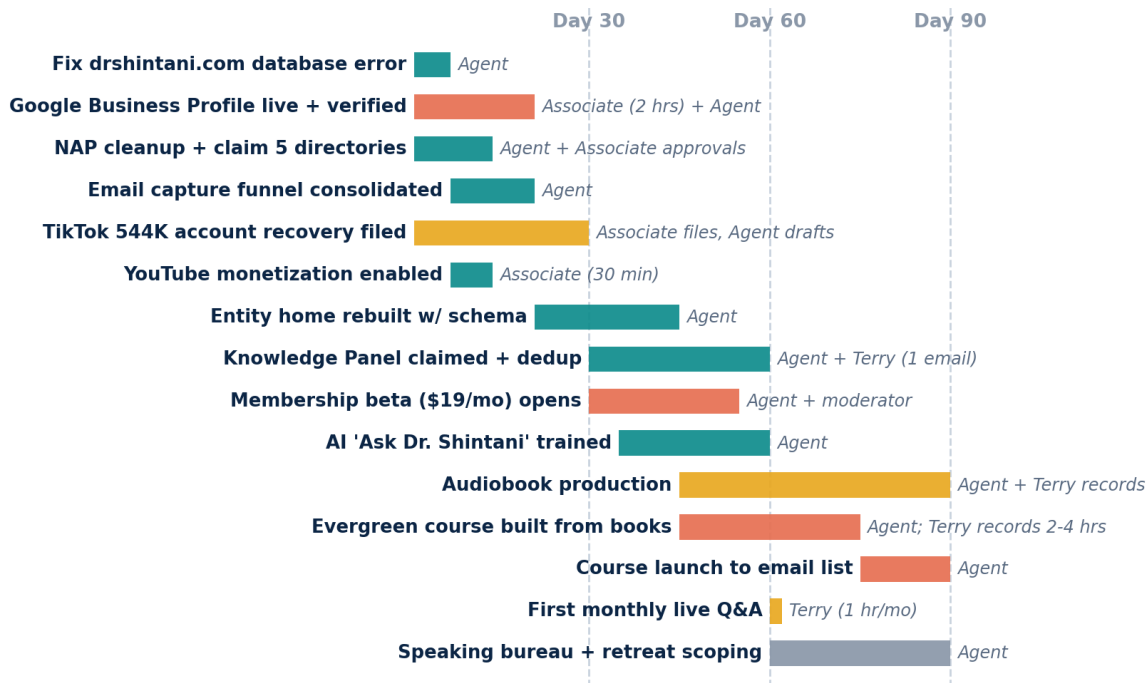


#	Play	Terry's effort	First dollar
1	Email capture + evergreen course (\$197–\$497) from existing books	Record once: 2–4 hrs	30–60 days
2	Membership community \$19/mo (moderator-run, Hyman model)	1 hr/month live Q&A	30 days
3	'Ask Dr. Shintani' AI chatbot on his life's work	~0 after content upload	2–4 weeks
4	Legacy concierge tier — the few patients he wants at \$5K–\$15K/yr	By design: tiny panel	Immediate
5	Audiobook + backlist relaunch (50% Audible royalty)	Narration sessions	60–90 days

Plays 6–10 (practitioner certification, Hawaii immersion retreat, YouTube archive monetization, affiliate/sponsorships, speaking bureau) layer in after the first five prove out — details and comps on page 14. Items 1–4 can all be live inside 90 days using agent and associate labor only.

The 90-day plan — and who actually does the work

90-day execution plan — Terry's total time commitment: about 8 hours across 3 months



AGENT DOES (~95%)

Research, all copywriting, site rebuild, schema, funnel consolidation, directory submissions, GBP drafts, course assembly from his books, clip pipeline, review replies, Wikidata/Wikipedia citations, weekly reporting.

ASSOCIATE DOES (~4%)

Account access + verifications (GBP video, TikTok recovery filing), pastes approved copy, takes office photos, asks 2 patients/week for reviews, moderates community 30 min/day.

TERRY DOES (~1%)

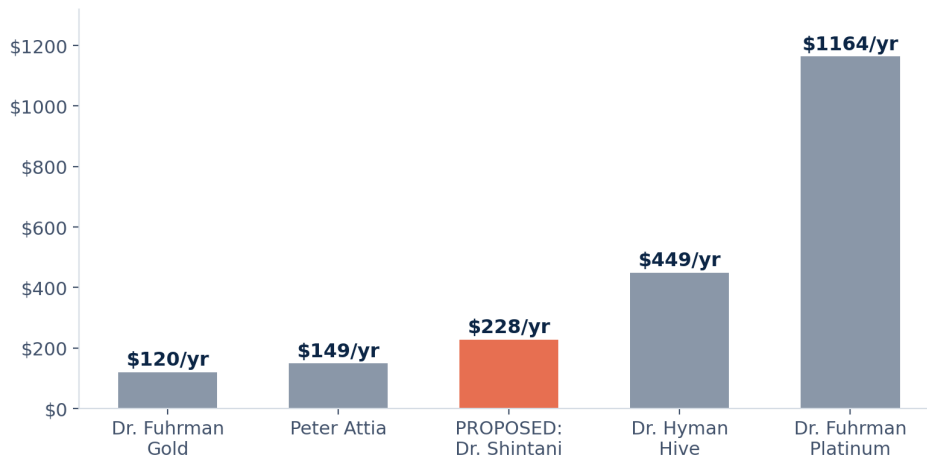
Approves plan (1 hr) · records course video once (2–4 hrs) · narrates or approves AI audiobook voice (2 hrs) · hosts one 1-hour live Q&A per month. Total: ~8 hours across 90 days.

The semi-retirement test

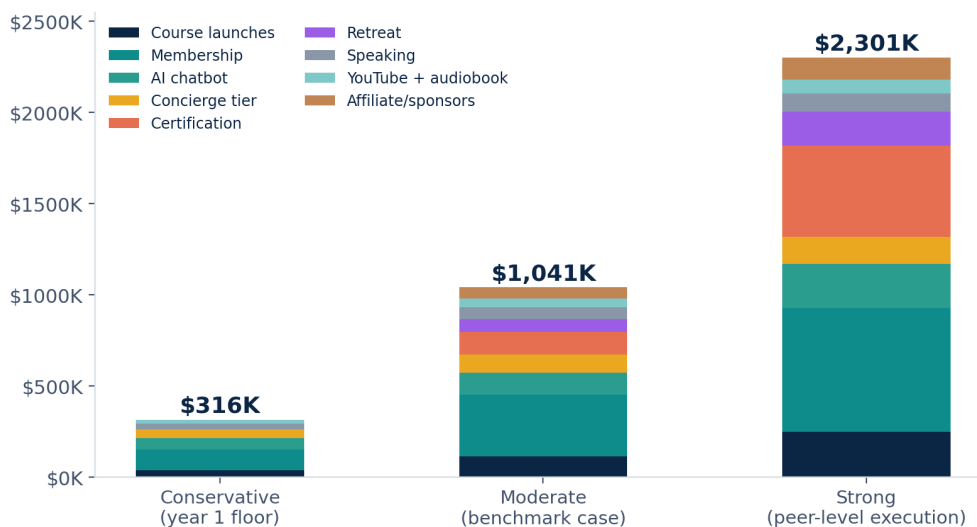
Every item above passes one filter: does it protect Terry's time? Nothing in this plan requires him to post more, see more patients than he wants, or learn any software. He approves, records once, and shows up monthly.

What peers charge, and what the same math yields here

Physician membership pricing: \$19/mo puts Terry below Hyman, above Attia — defensible day one



Annual revenue scenarios from the existing audience (industry-benchmark conversion rates)

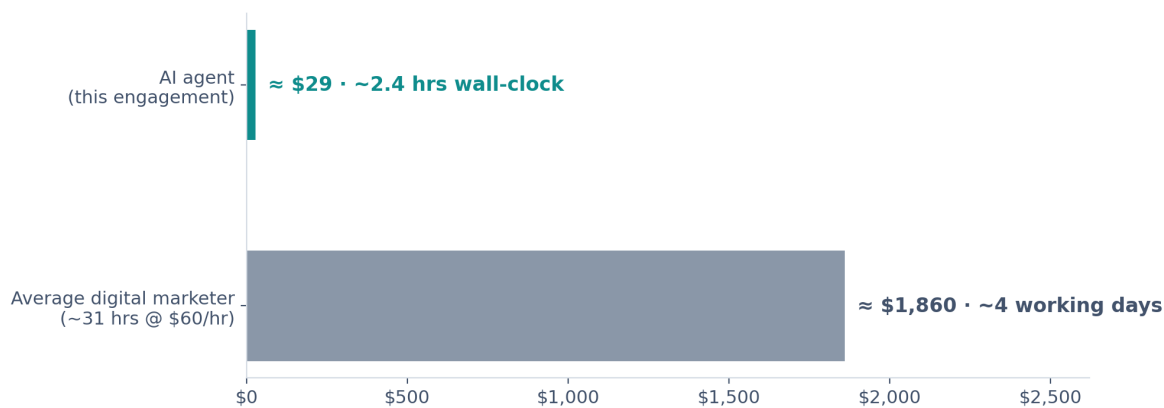


- **Comps, not hopes** — every scenario uses published peer pricing (Fuhrman \$9.99–\$97/mo; Attia \$149/yr; Hyman \$449/yr; IIN certification \$3,995; Greger keynotes \$10–20K; Sensei Lana'i retreats \$1,340+/night) and standard conversion benchmarks (1–3% of email list buys; 0.1–0.3% of followers join memberships).
- Conservative case ≈ \$316K/yr uses only plays 1–4 at the low end of every range. The moderate case ≈ \$1.0M/yr is simple benchmark math on the audience he already owns.
- **These are scenarios, not guarantees** — actual results depend on execution and offer quality; they assume zero audience growth.

How this report was made (and what it cost)

Everything in this report was researched, verified, charted, and typeset by an AI agent (Claude) in a single working session on June 11, 2026, supervised by Dennis Yu at BlitzMetrics. The agent ran 50+ web searches and ~60 direct source fetches across three parallel research streams, pulled live SEO data via the Ahrefs API, queried Google's Knowledge Graph, verified follower counts platform-by-platform, cross-checked IRS nonprofit filings, and separated verified facts from self-reported claims. A companion article on blitzmetrics.com documents every step, tool, and skill file used.

64× cheaper, ~13× faster: what this exact analysis cost



Selected primary sources (full list in the companion article)

- PubMed 2031501 — AJCN 1991 Waianae Diet study · Semantic Scholar citation count
- Honolulu Advertiser (Jan 22, 2006) — Living Treasure profile, HHS award, healing-law credit
- ProPublica Nonprofit Explorer — Hawaii Health Foundation / EIN 99-0327446 Form 990s
- Hawaii Revised Statutes §453-2(c) — traditional healers exemption
- TikTok/Instagram/YouTube platform APIs & page metadata — follower counts (June 11, 2026)
- Ahrefs API — domain rating, keyword rankings, search volumes (June 11, 2026)
- Google Knowledge Graph / Trends entity data — /m/065yr6s + duplicate detection
- Healthgrades, Vitals, WebMD, Doximity, Yelp — directory status & NAP conflicts
- Amazon & Goodreads — book editions, ratings; HugeDomains — eatmoreweighless.com listing
- drhyman.com, peterattiamd.com, drfuhrman.com, ornish.com, sensei.com — peer pricing comps

A note from Dennis

Terry — none of this is theoretical. The agent that wrote this report is the same agent that executes the plan: it rebuilds the site, files the corrections, drafts the GBP, assembles the course, and reports weekly. Your part is about 8 hours over 90 days. The credibility took you 35 years; the plumbing takes a machine about a month. Let's talk on stage about which play you want to run first.

Scenario figures are illustrative projections from cited benchmarks, not income guarantees. This report is marketing analysis, not medical, legal, or financial advice.