

Maximizing Your Clinic Income

with Functional Blood Chemistry Analysis

Presented by
Dr. Melissa Grill-Petersen DC, MS
founder of Functional Medicine Marketing Solutions



WHO THIS IS FOR?

The **Integrative** or **Functional Medicine Doctor**,
The **Chiropractor**, **Naturopath**, **Acupuncturist**
Nurse Practitioner or **Wellness Professional**
that is looking for the tools and proven systems
so you can maximize your profits, improve
patient outcomes and THRIVE.

What We Will Cover

- The biggest challenges facing doctors today and how to overcome them with confidence, clarity and systems for success.
- Why Functional Blood Chemistry is a must to grow your practice.
- How Functional Blood Chemistry can be used as a roadmap to success for greater practice revenue and patient results.
- Case Studies showing the ways in which you can most successfully use Functional Blood Chemistry that will add confidence and cash to you and your practice.

You Will Leave With

Immediate tools and systems that you can plug and play into your practice for greater success starting today.

When you can increase profits, patient compliance and outcomes you gain greater confidence, more time to freely use as you choose and peace of mind knowing that you are helping yourself and those you serve to THRIVE.

A Recent National Survey of over 4,000 integrative healthcare practitioners revealed...

The biggest challenges doctors are facing are:

- How to get more qualified patients to their practice
- How to get patients to pay out of pocket for care due to higher deductibles.
- How to improve patient compliance and outcomes
- How to have a busy practice and still have free time.

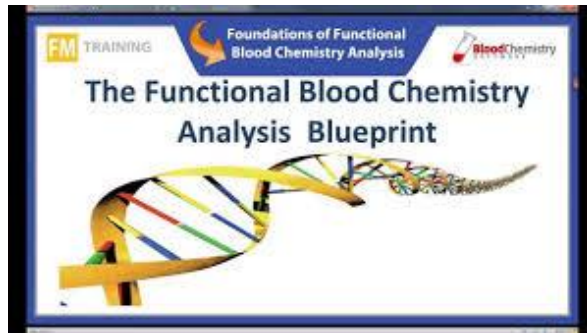
Can YOU Relate?

THE REAL PROBLEM

If you don't have a system, your practice can't grow.

Functional Blood Chemistry

is the foundation that can help to solve each core problem
and is a system for your practice success.



Let's Create Your THRIVING
Practice with FBC!





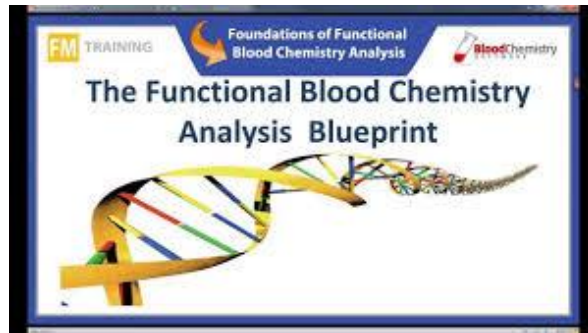
- I am Dr. Melissa Grill-Petersen, AKA... Topher's Mom
- For over 20 years, I have been a Wellness Warrior
- For over a decade, I have specialized in Functional Medicine and integrative holistic care.
- I have had the pleasure of coaching hundreds of doctors and wellness professionals over the past 15 years.
- Along the way, I helped build over 5 multi million dollar businesses, including one that was rated as one of the top 50 med spas in the world.
- Been featured on NBC & CBS.
- My Passion and why I am presenting this info to you today is I get YOU and as a fellow doc and consultant, I know what it takes and I want to help you and your business to THRIVE!

WHAT MY BUSINESS WAS...

- Long hours
- I didn't have a clear path or system that made it easy for my practice to grow and flourish.
- I was spending so much time with patients for so little return.
- I was losing clarity, confidence and value in what I was delivering.
- I was in debt, frustrated and searching...

I Found the Solution that Was a Game changer...

Functional Blood Chemistry
turned my practice around...



Problem 1:

How to Get Qualified Patients?

Solution:

Patients are looking for solutions or outcomes to their problems.

It allows you to offer a clear roadmap so you can help them achieve the outcome they desire.

FBC allows you to set yourself apart and become an expert in your area on niche specialties.

ARE YOU A COMMODITY OR NECESSITY?

Commodities work harder, they are just like everyone else, get patients by reducing fees no difference. A necessity- stands out, is an expert.

Patient A;

Presents with difficulty sleeping, GI problems to include gas/ bloating/ pain/ Bowel irregularity, difficulty losing weight, severe fatigue and brain fog.

These become opportunities to both target market future patients/ problems/ conditions.

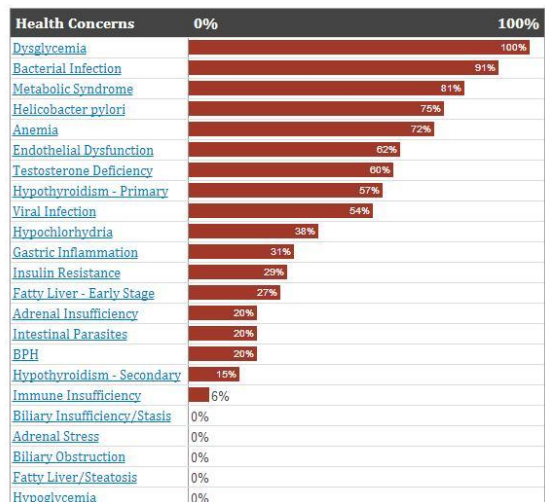
You are no longer just like the guy down the street, you have insight and a solution to their problem.

Clinical Dysfunctions Report

Advanced Practitioner Only Report

The Clinical Dysfunctions Report shows a list of likely Health Concerns and Nutrient Deficiencies that your patient may be suffering from based on an analysis of their Chemistry Screen and CBC results. Health Concerns that are most likely are listed at the top of the report and the least likely at the bottom.

Score Guide: 90% - 100% - Dysfunction Highly Likely, 70% - 90% - Dysfunction Likely, 50% - 70% - Dysfunction Possible, < 50% - Dysfunction Less Likely.



Problem 2: How to Get Patients to Pay Out of Pocket?

Solution:

Remember...Patients are looking for solutions to problems, make it clear that you understand their biggest problem and the outcome they want.

If you know you have the ability to deliver the outcome, FBC becomes the proof that they need what you have to offer them.

No longer guess work, you are using the same gold standard as all healthcare professionals and you are able at a glance to show them a picture of how the main systems of their body are functioning.

FBC allows you to show your patient clearly what is going on and why they are feeling the way they are feeling. It will reveal the contributing root cause factors and provide you with the opportunity to show the

Blood Test Results Report

The Blood Test Results Report lists the results of your Blood Chemistry Screen and CBC Test and shows you whether or not an individual element is outside of the optimal range and/or outside of the clinical lab range.

Above Optimal Range 10 Current 0 Previous	↑	Above Standard Range 4 Current 0 Previous	↑↑	Alarm High 3 Current 0 Previous
Below Optimal Range 4 Current 0 Previous	↓	Below Standard Range 2 Current 0 Previous	↓↓	Alarm Low 3 Current 0 Previous

Element	Previous		Current		Optimal Range	Standard Range	Units
	Impr	Not Available	Jan 12 2015				
Glucose			92.00	↑	75.00 - 86.00	65.00 - 99.00	mg/dL
Hemoglobin A1C			6.50	↑↑	4.50 - 5.50	0.00 - 5.70	%
BUN			11.00		10.00 - 16.00	7.00 - 25.00	mg/dL
Creatinine			0.96		0.80 - 1.10	0.50 - 1.05	mg/dL
BUN/Creatinine Ratio			11.00		10.00 - 16.00	6.00 - 22.00	Ratio
eGFR Non-Afr. American			102.00		60.00 - 128.00	60.00 - 128.00	/min/1.73r
eGFR African American			118.00		60.00 - 128.00	60.00 - 128.00	/min/1.73r
Sodium			140.00		135.00 - 142.00	135.00 - 146.00	mEq/L
Potassium			4.40		4.00 - 4.50	3.50 - 5.30	mEq/L
Sodium/Potassium Ratio			31.81		30.00 - 35.00	30.00 - 35.00	ratio
Chloride			101.00		100.00 - 106.00	98.00 - 110.00	mEq/L
Protein, total			6.50	↓	6.90 - 7.40	6.10 - 8.10	g/dL
Albumin			4.10		4.00 - 5.00	3.60 - 5.10	g/dL
Globulin, total			2.40		2.40 - 2.80	1.90 - 3.70	g/dL
Albumin/Globulin Ratio			1.70		1.40 - 2.10	1.00 - 2.50	ratio
Calcium			9.20		9.20 - 10.00	8.60 - 10.40	mg/dL
Calcium/Albumin Ratio			2.24		0.00 - 2.60	0.00 - 2.60	ratio
Alk Phos			74.00		70.00 - 100.00	35.00 - 115.00	IU/L
AST (SGOT)			19.00		10.00 - 30.00	10.00 - 35.00	IU/L
ALT (SGPT)			24.00		10.00 - 30.00	6.00 - 29.00	IU/L
Cholesterol, Total			180.00		150.00 - 180.00	125.00 - 200.00	mg/dL

Problem 2:

How to Get Patients to Pay Out of Pocket?

Solution Cont...

Use FBC in your lead/ flow system for all new patients. Several ways to do this, no one size fits all but what many offices do with success is the multi visit close.

How it's done

Pre-office visit:

- Build the **Know, Like & Trust** Factor through law of familiarity.
- **Visit 1**- the Consult/ Evaluation (exam/ health/ lifestyle history)
- At close of visit, order blood work rebook for 1 week follow up.
- **Visit 2- ROF**/ Review Blood Work and all findings, advise the solution that you can provide to their problem in the form of a comprehensive care plan.

Patient A:

Presents for their second visit.

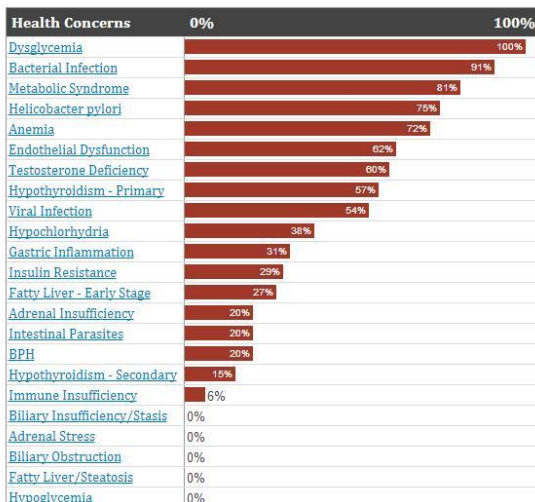
Based on their symptoms and the clinical dysfunctions report, I can explain clearly what is wrong, **why** they need care and a care plan that takes them through a step by step correction process that will give them the result they desire.

Clinical Dysfunctions Report

Advanced Practitioner Only Report

The Clinical Dysfunctions Report shows a list of likely Health Concerns and Nutrient Deficiencies that your patient may be suffering from based on an analysis of their Chemistry Screen and CBC results. Health Concerns that are most likely are listed at the top of the report and the least likely at the bottom.

Score Guide: 90% - 100% - Dysfunction Highly Likely, 70% - 90% - Dysfunction Likely, 50% - 70% - Dysfunction Possible, < 50% - Dysfunction Less Likely.



Example Treatment Plans and Pricing

Patient A Sample Plan

120 day Metabolic Restoration Tx Plan:

Initial Office Exam	= \$ 150
Initial blood work	= \$ 150
Care Plan	
Additional testing (GI, ASI, FS)	= \$ 750
Retesting Fees	= \$ 450
Adjustments 12 * \$65	= \$ 780
Oxygen/ Vibe/ Therapy 8 * \$55	= \$ 440
Health Classes 6 * \$55	= \$ 330
Coaching 6 * \$150	= \$ 900
Supplement Bank	= \$ 450
Case Fee	= \$ 595

= **\$4,995**

20 new cases per month	= \$99,900
20 NC per month for 1 year	= \$1,198,800



Example Treatment Plans and Pricing



Possible 90-120 day ADHD Treatment Plan:

Initial Office Exam	= \$ 150
Initial Neurofeedback Eval	= \$ 400
Adjustments 12 * \$45	= \$ 540
Neurofeedback Sessions 20 * \$75	= \$1,500
Coaching 6* \$150	= \$ 900
Supplement Bank	= \$ 350
Case Fee	= \$ 1,100

= \$4,940

20 new cases per month	= \$98,800
20 NC per month for 1 year	= \$1,185,600

How it's done, Option B

Add in as an additional service center for new and existing patients.

- Fee for the test
- Fee for the results
- Sale of supplements or additional services in your business.
- Retest in 90 days.

Example Treatment Plans and Pricing



Offering as single item service center:

Initial Blood Work	= \$ 150
Initial Review of Labs 90 min	= \$ 297
Basic Supplements Purchased	= \$ 150
Retesting Fee and Review	= \$ 200

= \$797

10 new cases per month	= \$7,970
10 NC per month for 1 year	= \$95,640

Example Treatment Plan Worksheet



Create Your Own TX Plan:

Initial Blood Work	= \$
Initial Review of Labs 90 min	= \$
Additional Testing	= \$
Services You Offer in a series	= \$
Retesting Fee and Review	= \$
Classes/ Coaching/ Support	= \$
Supplements	= \$

Added Income to Your Practice pp	= \$
Added Income to Your Practice pm	= \$
Added Income to Your Practice py	= \$

It shows you what core supplements they need and you can choose from your favorite vendors.

DHEA= \$20
Vit D3= \$30
Cortico B= \$35
Thyroxidine= \$25
Total= \$110 Profit = \$55

x 10 NP per month= \$550
x 12 months= \$6,600 yr.

Individual Nutrient Values

The values below represent the degree of deficiency for individual nutrients based on your blood results. The status of an individual nutrient is based on a number of factors such as actual dietary intake, digestion, absorption, assimilation and cellular uptake of the nutrients themselves. All of these factors must be taken into consideration before determining whether or not you actually need an individual nutrient. I will use the information in this section of your Nutrient Assessment Report to put together an individualized treatment plan to bring your body back into a state of optimal nutritional function.

Score Guide: 90% - 100% - Deficiency Highly Likely, 70% - 90% - Deficiency Likely, 50% - 70% - Deficiency Possible, < 50% - Deficiency Less Likely.

Individual Nutrients	0%	100%
DHEA Need		100%
Vitamin D Need		100%
Vitamin B12/Folate Need		53%
Calcium Need		43%
Iron Deficiency		38%
Iodine Need		36%
Vitamin B6 Need		30%
Vitamin C Need		30%
Thiamine Need		20%
Magnesium Need	0%	
Molybdenum Need	0%	
Selenium Need	0%	
Glutathione Need	0%	

DHEA Need

The results of your blood test indicate that your DHEA levels might be lower than optimal.

[100%] - Dysfunction Highly Likely. Much improvement required.

Rationale:

DHEA-S, Male ↓

Problem 3: How to Improve Compliance & Outcomes

Solution:

Patients are looking for solutions or outcomes to their problems.

When you show them the problem, you now educate them on how you have the solution.

Chronic problems don't come on overnight and do not resolve overnight. It is a process, must build care plans that work with the factors causing disease and restore function so they can heal.

Remember you can use FBC to necessitate further testing and care for correction.

It lays out the roadmap for you to build a care plan for your patient back to health.

Health Improvement Plan



The Health Improvement Plan takes all the information on this report and focuses on the top areas that need the most attention.

Bacterial Infection

The results of your blood test indicate a tendency towards a bacterial infection and a need for immune support.

Rationale:

Neutrophils ↑, Total WBCs ↑, Monocytes ↑

Increased Cardiovascular Disease Risk

The results of your blood test indicate a higher than optimal risk of you developing cardiovascular disease and shows a need for cardiovascular support.*

Rationale:

Glucose ↑, Triglycerides ↑, HDL Cholesterol ↓, Fibrinogen ↑, Homocysteine ↑, Hemoglobin A1C ↑, Estradiol, Male ↑, Testosterone, Total Male ↓, Vitamin D (25-OH) ↓

Metabolic Syndrome

The results of your blood test indicate a tendency towards metabolic syndrome and a need for blood sugar support.

Rationale:

Glucose ↑, Triglycerides ↑, Hemoglobin A1C ↑, HDL Cholesterol ↓, DHEA-S, Male ↓

Red Blood Cell Support

The results of your blood test indicate a tendency towards anemia and a need for red blood cell support. The following provides personalized nutritional support for the red blood cells.

Rationale:

Hemoglobin, Male ↓, MCV ↓, RDW ↑, MCH ↓

Example Treatment Plans and Pricing

Possible 90-120 day Treatment Plan:

Initial Office Exam	= \$ 150
Initial Blood Work	= \$ 150
Initial Review of Labs 90 min	= \$ 297
Active Therapy 12 * \$85	= \$ 1,020
Stress Reduction Sessions 8 * \$65	= \$ 520
Coaching 6* \$150	= \$ 900
Supplement Bank	= \$ 350
Retesting Fee and Review	= \$ 200
Case Fee	= \$ 550

	= \$4,137
10 new cases per month	= \$41,370
10 NC per month for 1 year	= \$496,440



Problem 4:

How to Have a Busy Practice and more free time.

Solution:

Integrate systems that allow you better automation.

When you address each core problem, you make a pathway that allows you to have the support in place so you can work smarter vs. harder.

As you integrate the first 3 steps, you can then evaluate where your time is the most valuable in the practice. Numbers don't lie, where are your gifts and talents generating the highest profit?

Shift your resources so you stop doing it all and focus on 1 or 2 profit maximizing efforts.

YOUR FBC SUCCESS MAP LIES IN beING STRATEGIC IN YOUR BUSINESS.

- **Marketing** to get patients to your practice- Functional Medicine Marketing has solutions for your practice to THRIVE.
- **Increased Revenue**= Choose how you want to use FBC, we covered 3 key ways to increase revenue, what works best for you?
- **Increase Results**= Build comprehensive care plans with the patients desired goal in mind. Ask yourself what will it take to get them there?
- **More Time**= Where is your time most valuable in the practice? Where are you generating the highest dollar amount. Add team members, automate, outsource so you can continue to grow.

WHAT IS IT COSTING YOU

not to have this in your business?

YOU HAVE A
CHOICE



It's up to YOU.



FUNCTIONALMEDICINEMARKETINGSOLUTIONS.COM
Sign Up Now!

ANY
QUESTIONS
?



FUNCTIONALMEDICINEMARKETINGSOLUTIONS.COM
Sign Up Now!

Thanks for Attending
Today's Webinar



www.functionalmedicinemarketingsolutions.com