

Launch

Re-igniting your practice
stronger and better than ever

Objectives

- If you haven't already, register at VirtualPractices.org
- Perform your readiness check.
- Plan for patient retraining.
- Explore growth and outreach tactics.
- Understand value acceptance and handling price objections
- Log your questions and send them to: impact@virtualpractices.org

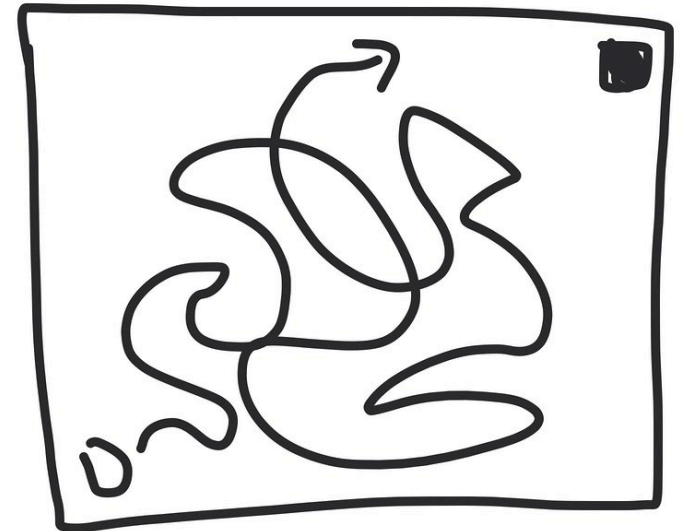


Anticipate Disruption

Expect recurring cycles of social distancing
and containment measures.

Fragile Engagement Models

- Fragility of patient engagement
 - Defined care plans vs. build it as we go



Fragile Revenue Models

- Visit-based vs. subscription vs. package models
- Opt-in vs. opt-out with payers

SUBSCRIBE



Sign Up

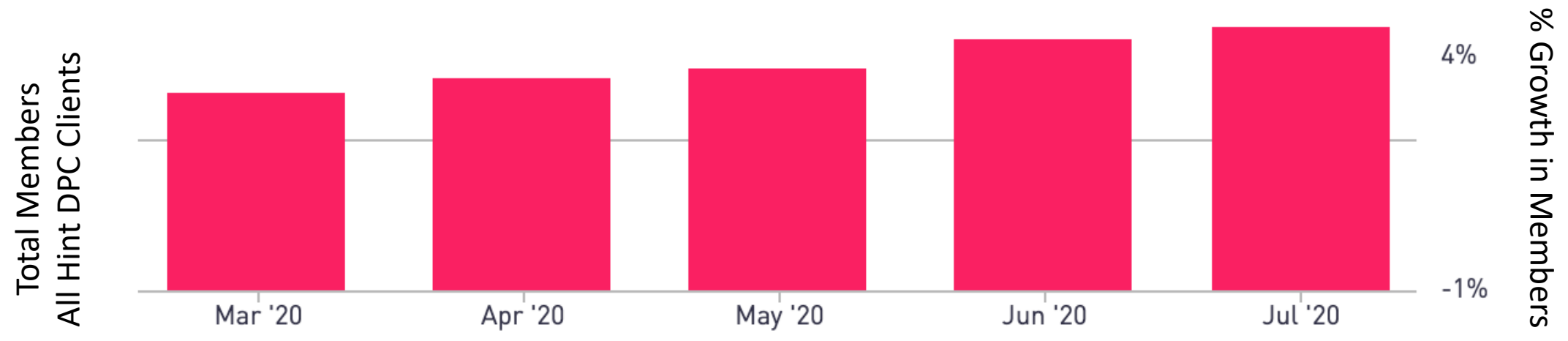


Pay Now



DPC Memberships Since Stay-at-home Orders

4.25% Growth



Readiness Check





Infrastructure

- Technology infrastructure for telehealth
- Your online supplement dispensary is in place
- Access to established COVID related testing resources
- Plans in place for home testing and mobile phlebotomy

COVID Testing Resources

- Imaware
 - COVID antibody test (physician-initiated ordering, home collection)
 - Supports bulk orders for employer programs
- Grayson Corporation
 - IgM/IgG COVID rapid antibody test (10-minute test for professional use)
 - Supports bulk orders for employer programs
- 1health.io & Doctors Data
 - Saliva PCR test
 - 1health.io is the only currently available way for a physician to enable a patient to order for home collection.
 - 1health.io Supports bulk orders for employer programs



imawareTM



grayson
CORPORATION



1Health.io

COVID Risk Testing Resources

- Imaware:
LifestyleRiskCheck.com
 - \$89 home kit
 - 4 markers tied to COVID risk:
 - HbA1c
 - Glucose
 - hsCRP
 - Vitamin D



IMAWARE™ AT-HOME BLOOD TEST

Immune Defense Lifestyle Risk Check

YOUR RESULTS

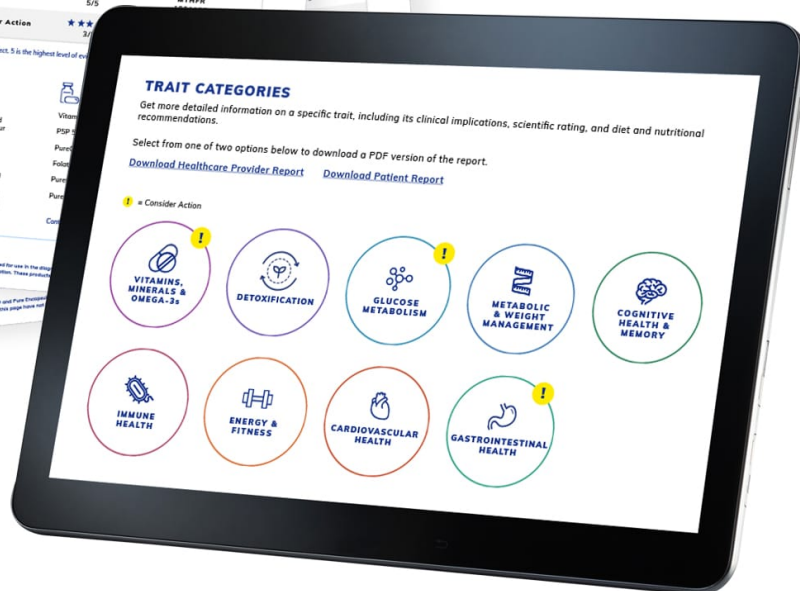
Based on these basic markers, you appear to have at least one area of opportunity to modify your lifestyle to improve your immune defense.

DETAILED PATIENT RESULTS TABLE

Analyte	Your Result	Status	Functional Target Range	Conventional Range
Hb-A1c	4.5%	Optimal	4.0% - 5.5%	4.0% - 5.7%
Blood Glucose	80 mg/dL	Optimal	60 - 88 mg/dL	60 - 100 mg/dL
hsCRP	0.5 mg/L	Optimal	<1.0 mg/L	<3.0 mg/L
25-Hydroxyvitamin D	35.0 ng/mL	Risk	50-80 ng/mL	25 - 80 ng/mL



PURE Genomics®



HEALTH CATEGORIES

 Vitamins, Minerals & Omega-3s

 Detoxification

 Glucose Metabolism

 Weight Management

 Cognitive Health and Memory

 Immune Health

 Energy & Fitness

 Cardiovascular Health

 Gastrointestinal Health

- Program support tools are familiar and ready to use
- Program(s) are designed, packaged, and priced
- Download the latest encounter form workbook





Communication

- You have identified your communication channels.
- You have organized your list(s).
- You have identified your business owners/ executives.



Sign Up

Revenue Model

- You have decided on any new directions for your revenue model.
- Does it allow people to graduate from programs to a maintenance subscription?
- Have you solved the billing/collection process?



SUBSCRIBE

Patient Retraining

Protecting your patients and practice
against future disruptions

Train Patients for the New Reality

Reset patient expectations anticipating future disruptions...

- Train patients on your telehealth infrastructure
- Create opportunities to rehearse a visit



PATIENT NAME HEALTH ACTION PLAN: DATE

Top 5 Health Markers

MARKER #1

17.00

17.25

17.5

MARKER #2

17.00

17.25

17.5

MARKER #3

17.00

17.25

17.5

MARKER #4

17.00

17.25

17.5

MARKER #5

17.00

17.25

17.5

PATIENT NAME HEALTH ACTION PLAN: DATE

h Vision

half marathon.

nt State

ntensive, pre-diabetic, overweight.

n Plan

h Management & Prevention

scopy

t

up labs


yle & Education Programs

Detox

ath (10 minutes+ daily)

cooking class

Health Action Plans for Everyone



virtualpractices

Making the transition to membership or private-pay



Start delivering concierge level care today



Invest in employees (front desk)



Upgrade office, technology, or infrastructure



Evaluate current service offerings



Consider outside assistance for membership conversions

Antibody Testing Growth Initiatives

Putting everything together to
re-ignite your practice



Antibody Testing Campaign (In-office)



- Use the rapid test (order your inventory of kits)
 - Negatives receive your Atrium Immune Kit and/ or other prevention program
 - Stock an inventory of rapid tests and your Atrium Immune Kits
 - Consider the Lifestyle Risk Check and/or Pure Genomics
 - IgM positives receive the PCR test
 - Stock salivary kits in the office
 - For existing patients, use the visit to:
 - Evaluate other health issues (draw other labs)
 - Develop a Health Action Plan
 - Review telehealth tools and future lock-down procedures
- Invite patients to extend the opportunity to others.



Off-site Antibody Testing

- Churches, health clubs, and other convening points where people are concerned with COVID risk
- Sell the rapid test followed by:
 - Your Atrium Immune Kit
 - Saliva PCR Kit (for positives)
 - Prevention program
 - Other practice services



Antibody Testing Campaign (virtual)

- No inventory required
 - Conduct a virtual visit to review results
 - For existing patients, use the visit to:
 - Evaluate other health issues (recommend other home tests)
 - Develop a Health Action Plan
 - Review telehealth tools and future lock-down procedures
 - Negatives receive your Atrium Immune Kit and prevention program
 - Consider the Lifestyle Risk Check and/or Pure Genomics
 - Positives receive the PCR test
 - Direct patients to order their own test
- Invite referrals.



imaware™



Labor Day Readiness Growth Initiatives

Putting everything together to re-ignite
your practice



Quarantine 15 Recovery Program

Health Optimizers

- Promote Pure Genomics to current, health activate patients and reach out to other similar prospect audiences (i.e. CrossFit, personal trainers, etc.)
 - Health clubs may also wish to make COVID testing available to members
 - **FREE – SAME-DAY RESULTS** for anyone who has already done 23andMe or Ancestry





Drug-Nutrient Depletion Campaign

- Targeting patients on PPIs, anti-inflammatories, etc. for immune support supplementation

Two-Tiered Immune Health Risk Assessment

aimée



Description

Immuno – Balanced

Individuals characterized by reduced risk of illness and maintenance of good health

All age groups but tend to be younger people under 30

Both sexes equally likely

Complete blood count (CBC), heart rate, C-reactive protein (cRP), thyroid panel (normal)

Blood pressure (normal to prehypertensive)

Fasting blood glucose (normal to high)

Omega-3 Index (% EPA+DHA in cell membrane) (low to optimal)

Gene variations indicating nutrient need (absent)

Stool microbiome diversity (normal) Vitamin D (normal)

Immuno – Overactive

Individuals characterized by chronic inflammation, autoimmune conditions, or allergic reactions due to a heightened immune response

Late middle age to elderly (60+) but not exclusively

Women more prone than men, especially post-menopausal due

Immuno – Depressed

Individuals characterized by an inability to respond to immune threats due to a suppressed or diminished immune response.

Late middle age to elderly (60+) but not exclusively

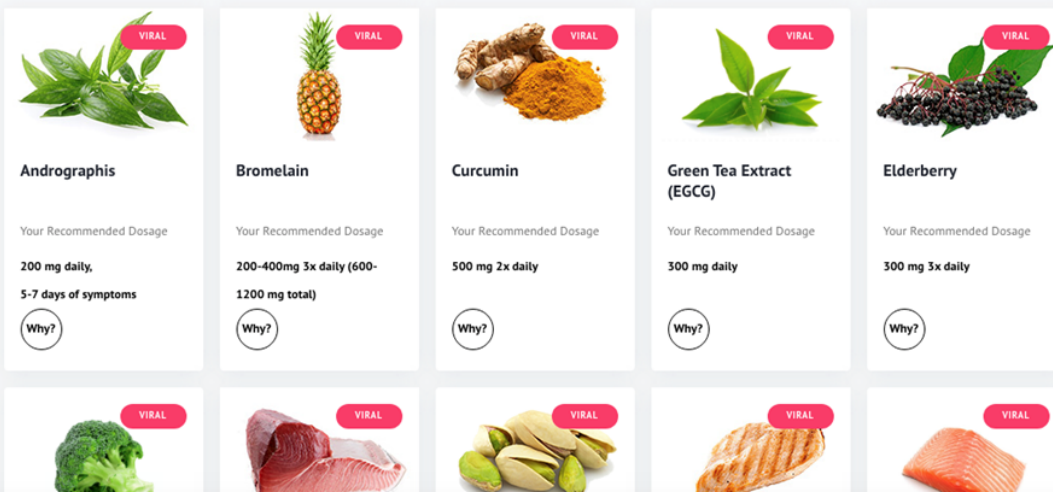
Men and women about equally likely

Nutrient Recommendations For Your Risk Score

Using your quiz answers, we recommended the following basic nutrients to best defend your body against the virus. We have partnered with Fullscript, the largest provider of physician-grade supplements in the United States to provide you with a source to purchase these nutrients.

Core Nutrients

The following nutrients address the most fundamental immunity needs to defend against viral infection.



Your Viral Risk score is **14**



Based on your answers, you are **Immuno-Balanced**.

Balanced immunity is associated with a reduced risk of illness and increased likelihood of maintaining good overall health.

College Student Telehealth Program



tytocare™



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Employer Growth Initiatives

Putting everything together to re-ignite
your practice

Employers

- Chamber of Commerce
- Retail Merchants Association
- Restaurants
- First responders
- Health clubs
- Assisted living
- Benefits brokers

**What Every Employer
Should Know About
COVID Testing**

NAME
CONTACT

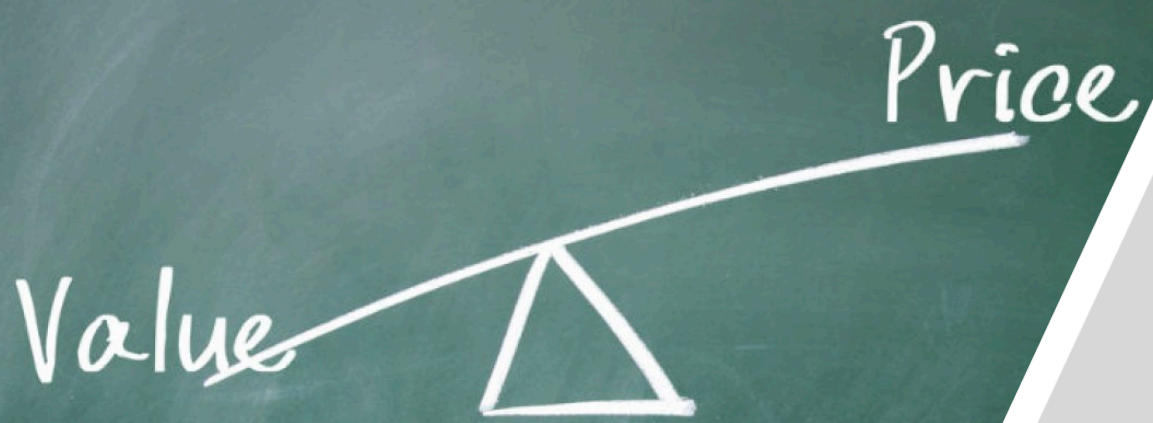
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Local Media

Reach out to local health and business reporters about your programs and introduce yourself as an expert.



Value Acceptance

FxMED PRACTITIONER MATRIX: POST-COVID

Retelling the Practitioner's Story

Antecedents

- *Ill-defined/communicated care plans*
- *Visit-based operating model*

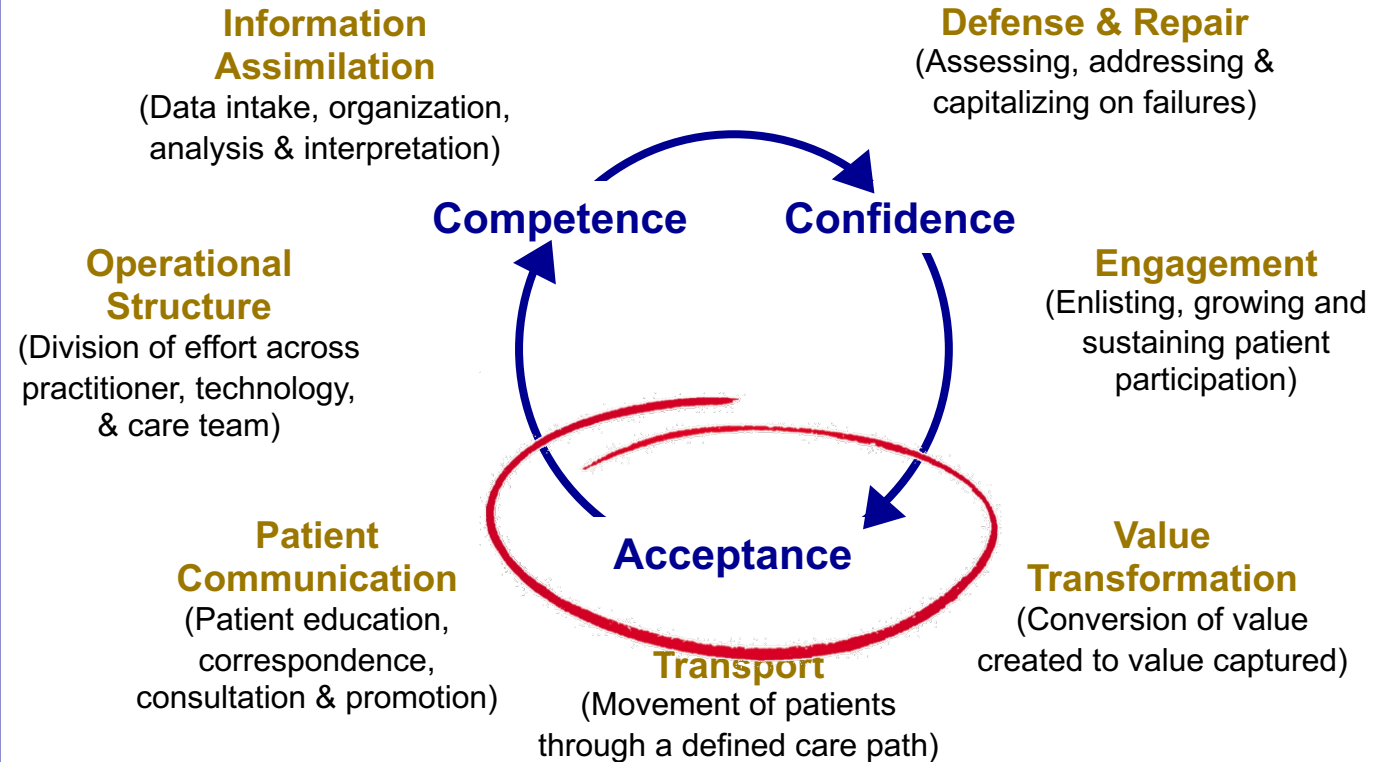
Triggers

- *New contagious virus (pandemic)*
- *Obstructed (physical) access to practice*

Mediators

- *Revenue & engagement model misalignment*
- *Stalled adaptation*

Economics and Function: Organizing the Practice Imbalances



Modifiable Operational Factors

Team & Incentives

- *Care team members integrated with bundled programs*

Training & Workflow

- *Retraining of staff AND patients in new delivery tools & approach*

Technology

- *Telehealth*
- *Home testing*
- *Remote monitoring*

Promotion

- *Maintain and enrich contact list*
- *Capitalize on COVID*

Revenue Model

- *Bundled programs + maintenance subscription*
- *Care plans*

“I feel comfortable
charging patients
for my time.”

8.2%

Why Programs Increase Value Acceptance

- Hourly rates are about what YOU are worth.
- Program fees are about what the inputs and the outcome are worth.
- You know the cost of the inputs.
- Do you know the value of the outcome?

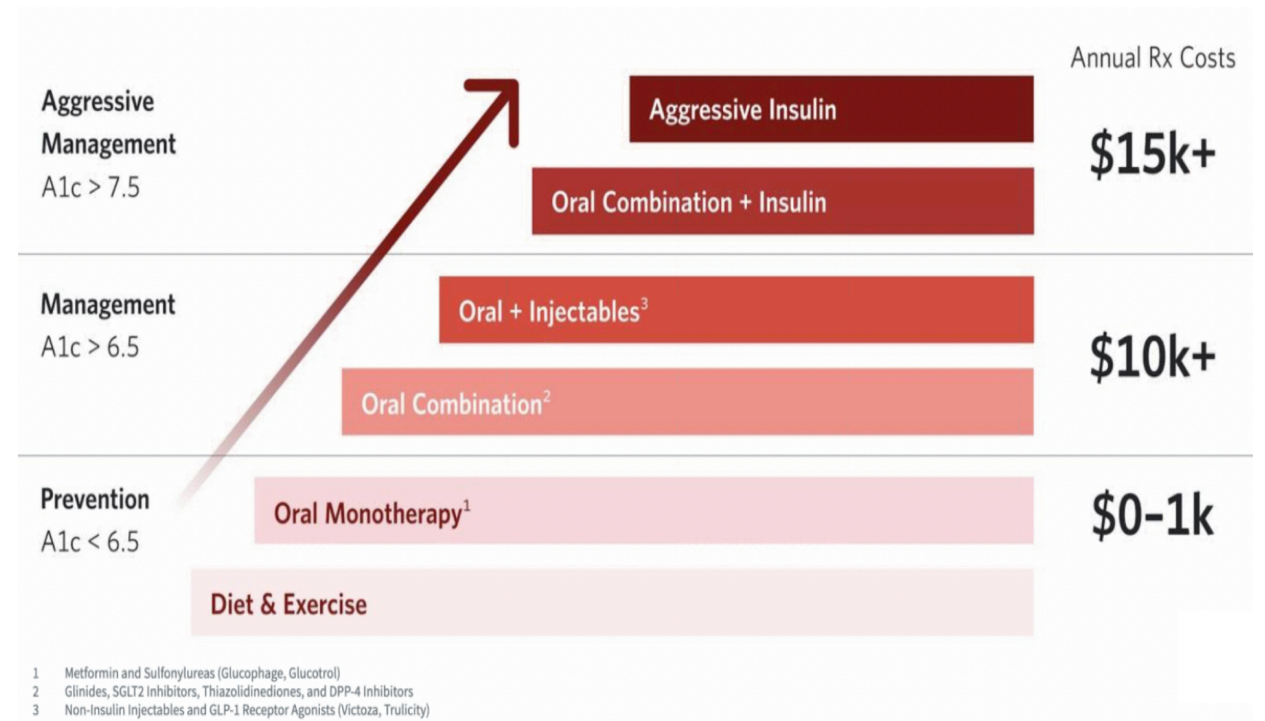
COVIDAge Risk Calculator

Date of Birth	January 1 1971	YOUR CHRONOLOGICAL AGE:	49y 05m 07d
Gender	<input checked="" type="radio"/> Male <input type="radio"/> Female	Your gender	Male
Smoking	05 /day 0 40	You smoke 5 cigarettes per day	+ 07y 02m 22d
Blood Pressure	Systolic 132 mmHg Diastolic 81 mmHg <input checked="" type="radio"/> Untreated <input type="radio"/> Treated	Your systolic blood pressure is 132 mmHg Your diastolic blood pressure is 81 mmHg	+ 02y 03m 07d
Angio Defender Score	% 0 25	Your AngioDefender Score is . . .	00y 00m 00d
BMI	Height 5'9" Weight 222 BMI 32.8 Units Imp	Your body mass index is 32.8	+ 06y 02m 14d
Waist Circumference	40 in 23 55	Your waist is 40 inches.	+ 03y 04m 22d
HbA1c	A1c 5.8 %	Your A1c is 5.8 %	+ 02y 07m 17d
Cholesterol	Total HDL mg/dl	Your total cholesterol is . . . Your HDL cholesterol is . . .	00y 00m 00d
Underlying Conditions	<input type="checkbox"/> Chronic kidney disease <input type="checkbox"/> Chronic lung disease <input type="checkbox"/> Cardiovascular disease <input type="checkbox"/> Immunocompromised	Will affect your COVIDAge	00y 00m 00d
COVIDAge	Your age along with other health factors to determine your COVIDAge.	Your COVIDAge	71y 02m 01d
Risk %	Risk for complications due to COVID-19 infection.	7.7% HOSPITALIZATION	3.1% ICU ADMISSION
			0.72% MORTALITY

The Cost of “Managing” Type 2 Diabetes

	Age When Diagnosed			
	25-44 yo	45-54	55-64	65+
Men	\$ 124,700	\$ 106,200	\$ 84,000	\$ 54,700
Women	\$ 130,800	\$ 110,400	\$ 85,500	\$ 56,500
Years of Life		8.5	5.4	

- Average healthcare cost/ year: \$16,752
 - 2.3x the average
 - Diabetes attributed: \$9,601
- Lost work productivity while at work: \$1,365/ year
- Lost work productivity to disability: \$1,903/ year



Programs &
Memberships
Create Options



Homework

Take the COVID Impact Survey!



Join the Virtual Practices Facebook community and share your experience

- Initiate patient retraining on 100% of touches
- Build health action plans for all active patients
- Select and launch a growth initiative
- Notify us if you are interested in working with employers
- Submit your questions and requests for help to: **Impact@VirtualPractices.org**
- Find recordings and links to tools at: **VirtualPractices.org/AtriumWorkshops**

virtual

With thanks to Atrium Innovations



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LivingMatrix

Medicine. Personalized.

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