

Implementing FBCA for Increased Revenue & Results

Hosted by Dr. Dicken Weatherby
Presented by
Dr. Melissa Grill-Petersen DC, MS
founder of Functional Medicine Agency



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.



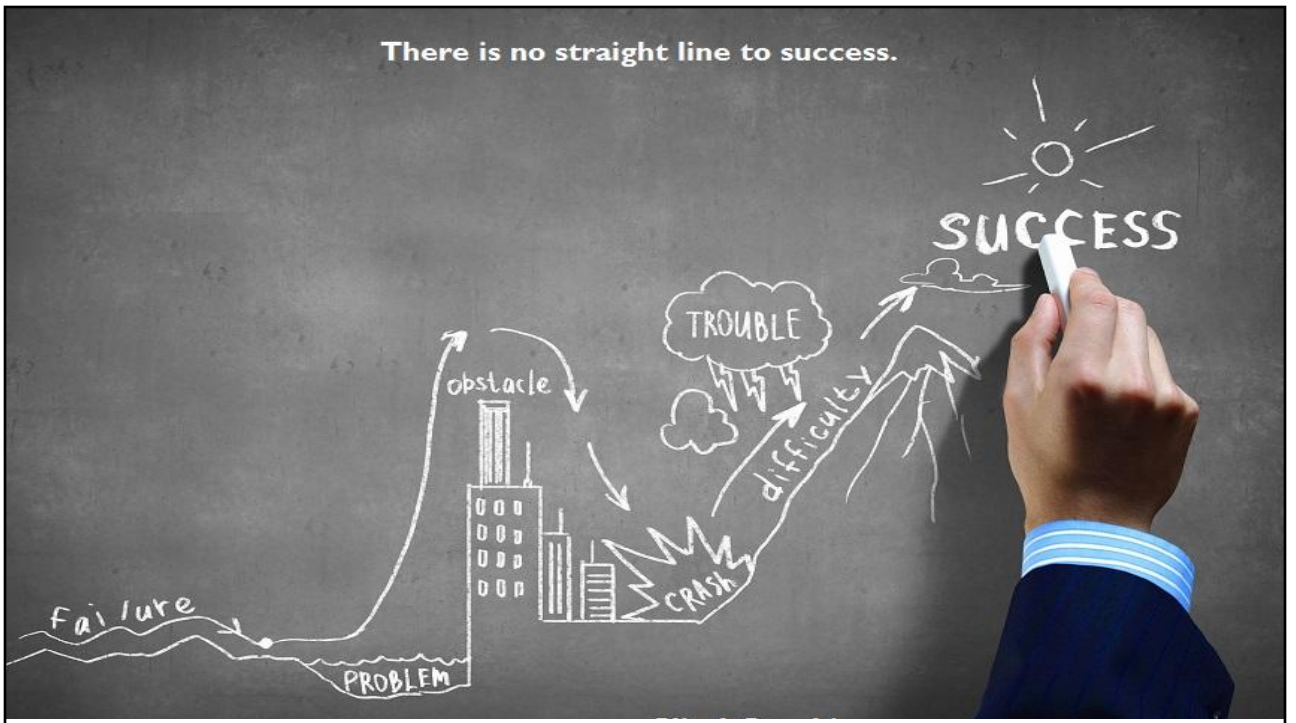
What We Will Cover

- **How to Get the Most out of FBCA for Increased Clinical Outcomes & Revenue**
- **What FBCA reports your patients MUST see in order to say YES to your care.**
- **The biggest mistake docs are making using FBCA, sending their patients into overwhelm and how you can avoid it.**
- **How to use FBCA to build care plans & programs that will keep patients coming back.**

Dr. Melissa Grill-Petersen DC, MS

- CEO of www.FunctionalMedicineAgency.com
- 20 + yr Health & Well Living Educator
- Doctor of Chiropractic Specializing in Functional Medicine led me to...
- FM Business & Marketing Coach
- I am on a mission to help doctors just like YOU create the practice & the life they love!







What determines Your Road to Success?
Tools & Systems...
Do You Have them so You Can Succeed???

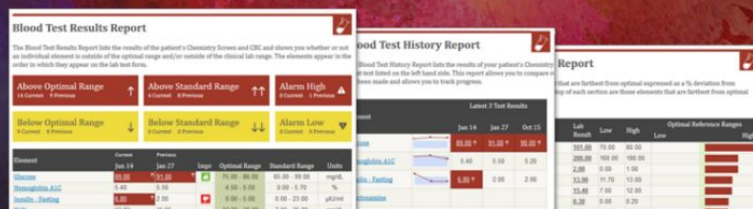


Bring Real Meaning to Your Patient's Lab Test Results

Functional Blood Chemistry Analysis Software, For Practitioners

Get Started Now

How It Works



Trusted by 688 Practices in 26 Countries to Deliver Functional Health Reports To 34,181 Patients.

What Exactly IS Functional Blood Chemistry and WHY Should I Use it in Practice?

Standard Ranges Measure Pathology. VS. Functional Ranges Measures Risk of Pathology.

- Proactive vs. Reactive
- Gives Big Clinical Picture
- Easily Identifies Health Risk & Offers Early Warning.
- Uses Science vs. Guesswork to necessitate additional testing and care.
- It is delivered in a way a patient can understand and see the need for action.

Blood Test Results Report

The Blood Test Results Report lists the results of the patient's Chemistry Screen and CBC and shows you whether or not an individual biomarker is outside of the optimal range and/or outside of the clinical lab range. The biomarkers appear in the order in which they appear on the lab test form.

Biomarker	Current	Optimal Range	Standard Range	Units
Glucose	98.00	75.00 - 99.00	65.00 - 99.00	mg/dL
Hemoglobin A1C	5.60	4.50 - 5.50	4.00 - 5.70	%
C-Protein	1.50	1.10 - 1.60	0.80 - 3.10	mg/dL
BUN	12.40	10.00 - 16.00	7.00 - 25.00	mg/dL
Creatinine	0.91	0.80 - 1.10	0.40 - 1.50	mg/dL
BUN/Creatinine Ratio	13.62	10.00 - 16.00	6.00 - 22.00	Ratio
eGFR-Non-African American	67.00	60.00 - 120.00	60.00 - 120.00	ml/min/1.73m
Sodium	141.00	135.00 - 142.00	135.00 - 146.00	mEq/L
Potassium	3.70	4.00 - 4.50	3.50 - 5.20	mEq/L
Sodium/Potassium Ratio	38.47	30.00 - 35.00	30.00 - 35.00	ratio
Chloride	98.00	100.00 - 106.00	98.00 - 110.00	mEq/L
CO2	30.20	25.00 - 30.00	19.00 - 30.00	mEq/L
Anion gap	30.50	7.00 - 12.00	6.00 - 16.00	mEq/L
Uric Acid, female	4.70	3.00 - 5.50	2.50 - 7.00	mg/dL
Protein, total	6.50	6.00 - 7.00	6.10 - 8.10	g/dL
Albumin	3.80	4.00 - 5.00	3.60 - 5.10	g/dL
Globulin, total	2.41	2.40 - 2.80	1.90 - 3.70	g/dL
Albumin/Globulin Ratio	1.59	1.40 - 2.10	1.00 - 2.50	ratio
Calcium	9.40	9.20 - 10.00	8.60 - 10.40	mg/dL

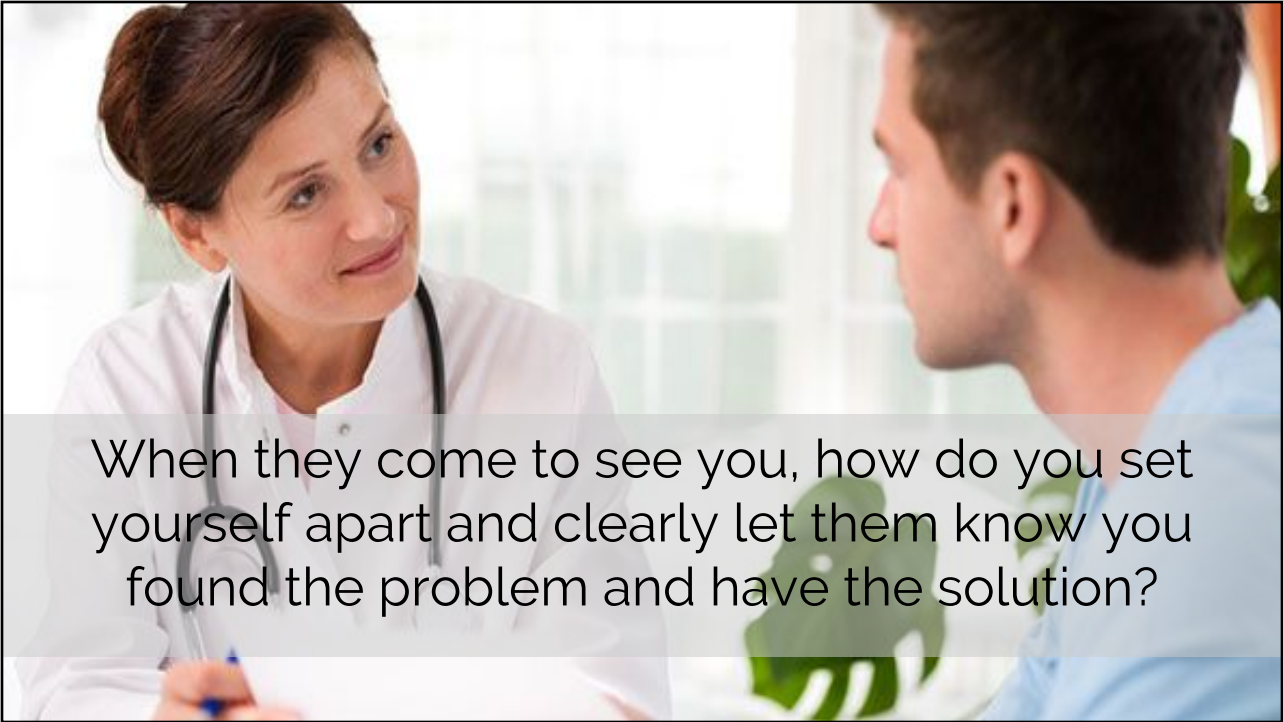


Remember...



Patients want Solutions to their Problem.

You have to let them know with CERTAINTY that you understand their problem and that you DO have the solution.



When they come to see you, how do you set yourself apart and clearly let them know you found the problem and have the solution?



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








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What to run?

Are You Choosing too
Many???
or
Not Enough???

Practitioner Report	Patient Report	Report
<input type="checkbox"/>	<input type="checkbox"/>	 Practitioner's Notes Notes that you've written on this patient's lab test will be included.
<input type="checkbox"/>	<input type="checkbox"/>	 Health Improvement Plan This report creates unique customized recommendations to help bring the systems of the body back into balance.
		 Product Summary This report provides a summary of the nutritional supplements recommended to help bring the systems of your body back into balance. <i>Choose a Product Range in the above drop down list to generate this report.</i>
<input type="checkbox"/>	<input type="checkbox"/>	 Blood Test Results A report listing the results of your patient's blood test results highlighting biomarkers that are outside the optimal ranges.
<input type="checkbox"/>	<input type="checkbox"/>	 % Deviation from Optimal A report shows the biomarkers on the blood test that are farthest from optimal expressed as a %.
<input type="checkbox"/>	<input type="checkbox"/>	 Out Of Optimal Range A report giving background details about the biomarkers on this blood test that are outside the optimal range high and low.
<input type="checkbox"/>	<input type="checkbox"/>	 Functional Index A graphical and written report of an analysis of this blood test showing the 20 Indices of Functional Health.
<input type="checkbox"/>	<input type="checkbox"/>	 Nutrient Index A graphical and written report of an analysis of this blood test showing the 6 Indices of Nutrient Health.
<input type="checkbox"/>		 Clinical Dysfunctions Report PRACTITIONER ONLY-- A Report showing likely Health Concerns based on an analysis of this blood test.
<input type="checkbox"/>		 Recommended Further Testing PRACTITIONER ONLY -- A report showing areas that may require further evaluation, testing and investigation.


Too Little =

Not enough meaning for the patient leaving them uncertain WHY they should take your recommendations and IF they will.

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Above Optimal Range 6 Current 0 Previous		Above Standard Range 4 Current 0 Previous		Alarm High 2 Current 0 Previous	
Below Optimal Range 17 Current 0 Previous		Below Standard Range 3 Current 0 Previous		Alarm Low 0 Current 0 Previous	
Biomarker	Current	Optimal Range	Standard Range	Units	
Glucose	98.00	75.00 - 86.00	65.00 - 99.00	mg/dL	
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C-Peptide	1.56	1.10 - 1.60	0.80 - 3.10	ng/ml	
BUN	12.40	10.00 - 16.00	7.00 - 25.00	mg/dL	
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Potassium	3.92	4.00 - 4.50	3.50 - 5.30	mEq/L	
Sodium/Potassium Ratio	36.47	30.00 - 35.00	30.00 - 35.00	ratio	
Chloride	98.00	100.00 - 106.00	98.00 - 110.00	mEq/L	
CO2	18.00	25.00 - 30.00	19.00 - 30.00	mEq/L	
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Uric Acid, female	4.70	3.00 - 5.50	2.50 - 7.00	mg/dL	
Protein, total	6.64	6.90 - 7.40	6.10 - 8.10	g/dL	
Albumin	3.85	4.00 - 5.00	3.60 - 5.10	g/dL	
Globulin, total	2.41	2.40 - 2.80	1.90 - 3.70	g/dL	
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Calcium	9.40	9.20 - 10.00	8.60 - 10.40	mg/dL	

They need simple, clear, direction in order to take action.

[illegible]




[Let's Check it Out...](#)

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Blood Test Results Report

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Screen	Date	Result	Units
Creatinine	Jan 14	1.1	mg/dL
Glucose	Jan 27	112	mg/dL
Hemoglobin A1C	Jan 27	5.5	%
Insulin, Fasting	Jan 27	2.0	uU/mL
BUN	Jan 27	11	mg/dL



Blood Test History Report

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Screen	Date	Result	Units
Creatinine	Jan 14	1.1	mg/dL
Glucose	Jan 27	112	mg/dL
Hemoglobin A1C	Jan 27	5.5	%
Insulin, Fasting	Jan 27	2.0	uU/mL
BUN	Jan 27	11	mg/dL



Report

The Report lists the results of your patient's Chemistry Screen and CBC, and shows you whether or not an individual element is outside of the optimal range and/or outside of the clinical lab range. The elements appear in the order in which they appear on the lab test form.

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[Click Here to Check Out the Software if You Are Ready to Grow Your Practice](#)



What Result Do You Want? What Results Does the Patient Want??? Be strategic...

Solution:



FBCA shows a patient WHY they need the care- Your job is next to tell them exactly WHAT they need.

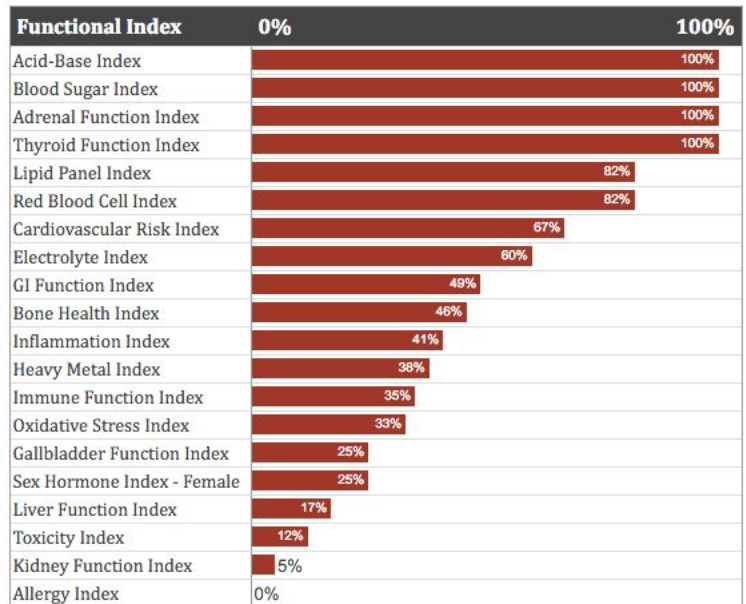
Think Beginning- Middle- End or Immediate- Short Term- Long Term.

Help to lay out the path and tell them the immediate musts as well as everything to achieve correction- the choice is up to them.

Use FBCA to make a case for WHY they have the problem AND the additional risk as a result of the current problem.

Show them ONLY what is necessary to PROVE the problem is real and what action they MUST take.

Think Primary, Secondary then Tertiary.



Too many choices increases chance they will not go down the road you want them too.

This means decreased revenue, compliance and results AND frustration for you.

What Reports do I include?

- **Functional Blood Test Results**
- **First Half of the Health Improvement Plan** (Gives Proof in terms they understand)
- **Graph Only of Functional Index Page** (Can be used to prove impact on systems and warrant additional testing or care)
- **Graphs Only of Nutrient Index Page** (Shows clinical nutrient deficiency and WHY they need the supplements)
- **2nd Half of the Health Improvement Plan** that recommends the nutrients
- **My own practitioner report** where I tell them the top 3 issues, testing, care and products needed to correct.

**** Remember YOU are the doctor, the software is analyzing the labs- not the exam, HH and Lifestyle factors. You will make the overall clinical plan based on the clear direction FBCA offers us and use the reporting to PROVE to the client WHY they need your care.*



The Result...GROWTH

You can use this to:

- Sell single services, bundles of nutraceuticals and additional testing which will generate IMMEDIATE revenue growth.
- Sell membership programs and extended care plans ranging from 3-12 months to include: services, products & testing with prices ranging from \$2,500-8,500 on average.



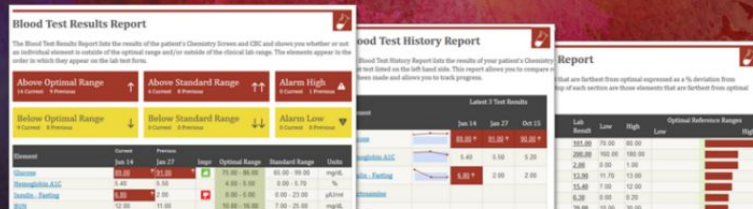
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Physicians and Medical Practices



Wholesale Lab Pricing

- Lab tests discounted up to 80% off the patient self-pay price.
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Quick and Easy Ordering

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- Real-time access to patient results and health records.
- Track patient's bio-markers.

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- No set-up or monthly charges or fees.
- No hardware or software to install.

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Functional Blood Chemistry Business System for Success!



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You will learn how to master the art of clinical communication that sells products, programs and services.





Functional Blood Chemistry Business System

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?



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Thanks for Attending
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