

Casual Friday Series

Maintaining Wellness

BIOGENETIX.COM



Disclaimer

- *Information in this presentation is not intended to diagnose, treat, reverse, cure, or prevent any disease. While this presentation is based on medical literature, findings, and text, The following statements have not been evaluated by the FDA.*
- *The information provided in this presentation is for your consideration only as a practicing health care provider. Ultimately you are responsible for exercising professional judgment in the care of your own patients.*





(Lifestyle + Genetics) x Time = Chronic Health Condition

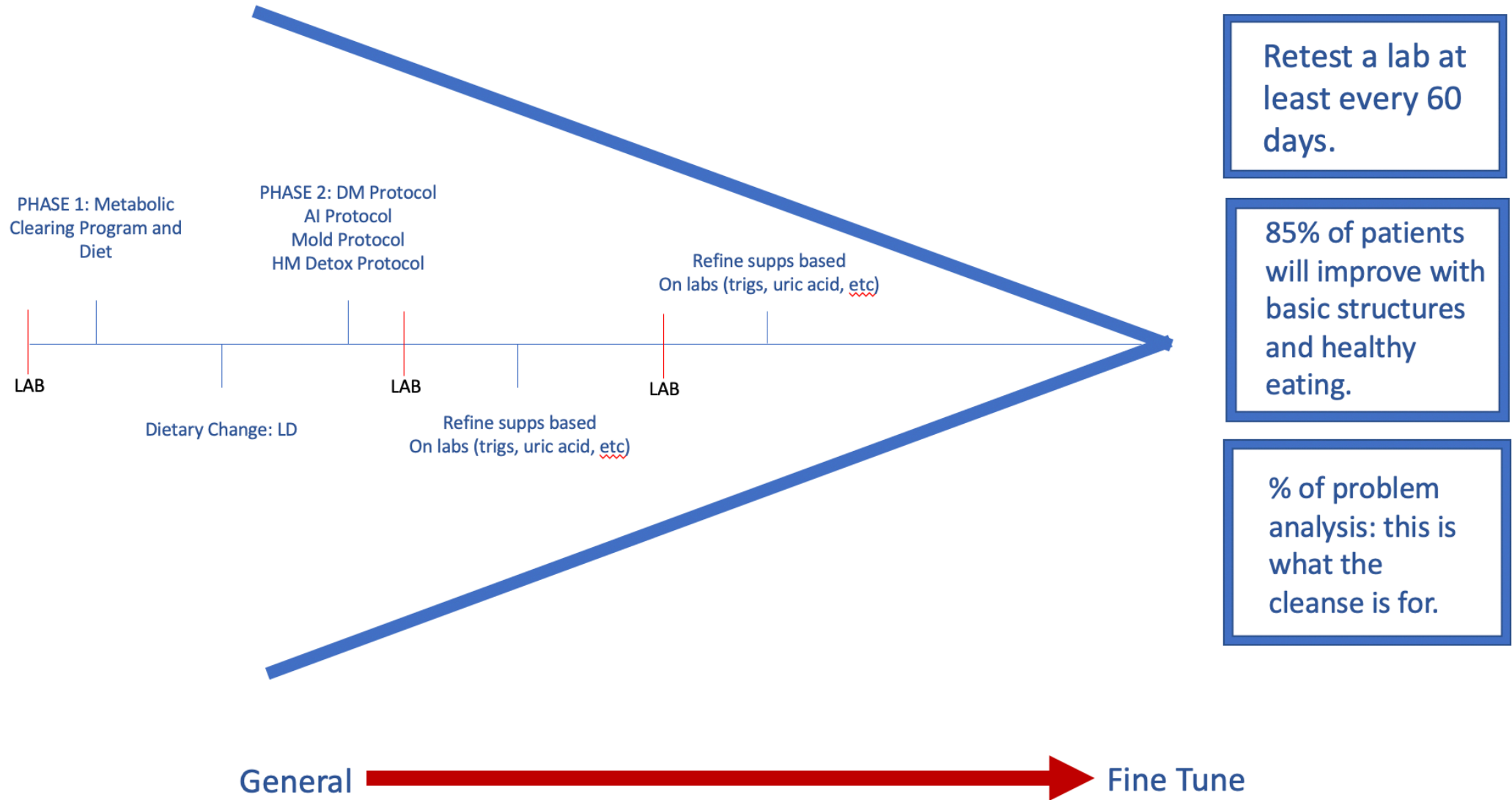




(Lifestyle + Genetics) x Time = Chronic Health IMPROVEMENT



Supplement and Diet Protocols



PATTERNS

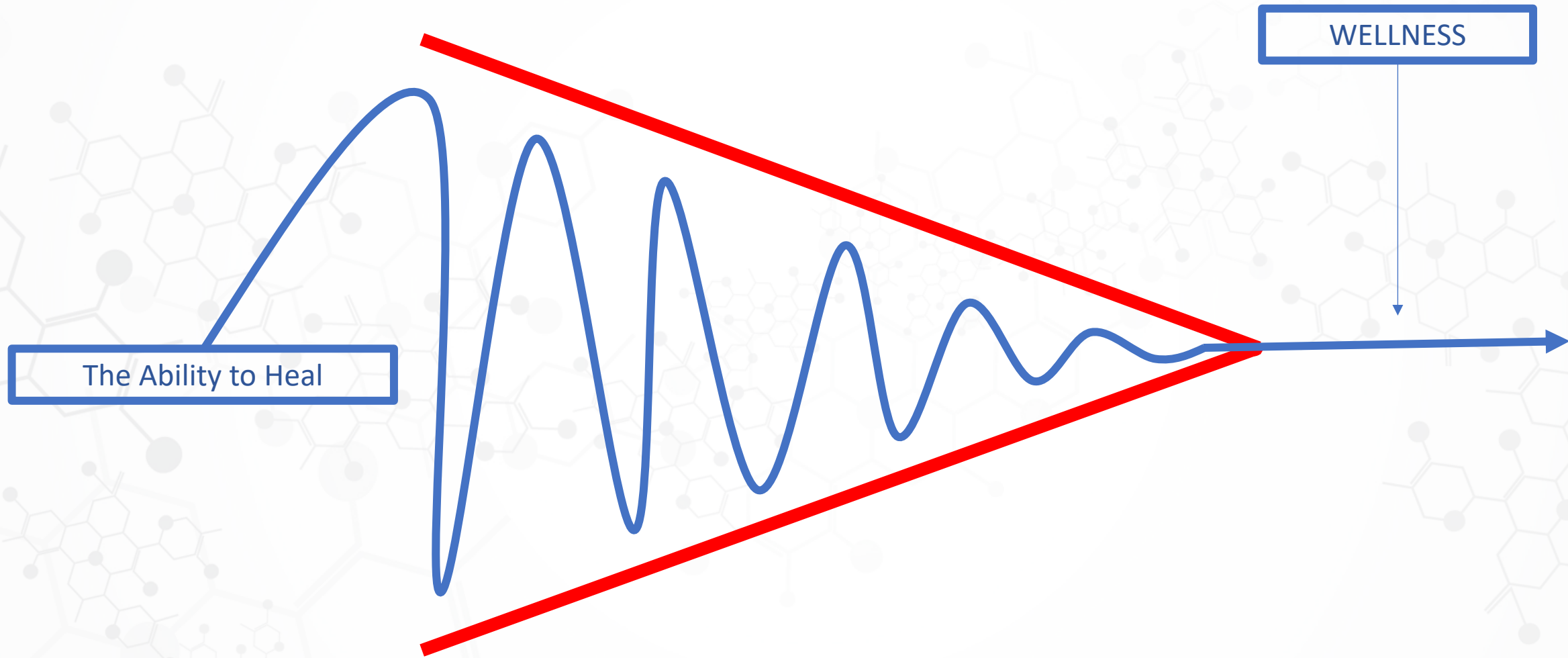
Anemias
Blood Sugar Dysregulation
Infections/Stressors
Biotoxin
Net Detoxification
Thyroid Disorders
Acid/Base
Hormone Sequestering
Genetic SNPs
Inflammatory Regulation
Auto Immune Responses
Trophic Needs
Sympathetic/Para
Hormone Dysregulation
Toxicity
Organ Dysfunction

PROTOCOL

Blood Sugar Dysregulation
Net Detoxification
Hormone Sequestering
Inflammatory Regulation
Trophic Needs
Sympathetic/Para
Hormone Dysregulation



Building Protocols



PATTERNS

Anemias
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PROTOCOL

Blood Sugar Dysregulation

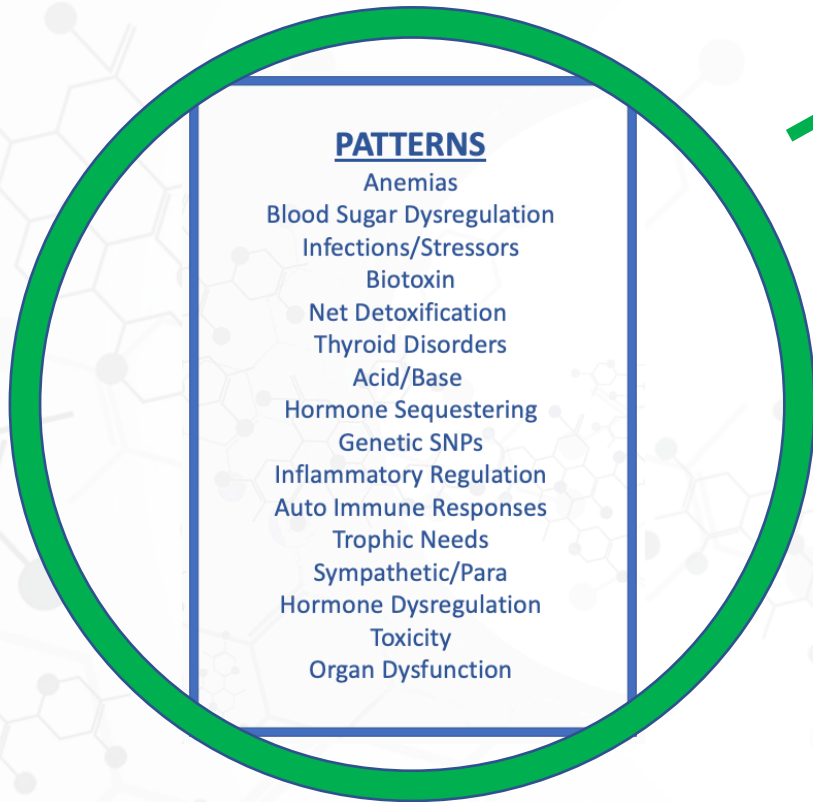
Net Detoxification

Hormone Sequestering

Inflammatory Regulation

Trophic Needs
Sympathetic/Para
Hormone Dysregulation





Zeb's Offer: Order 21-Day Metabolic Clearing Program

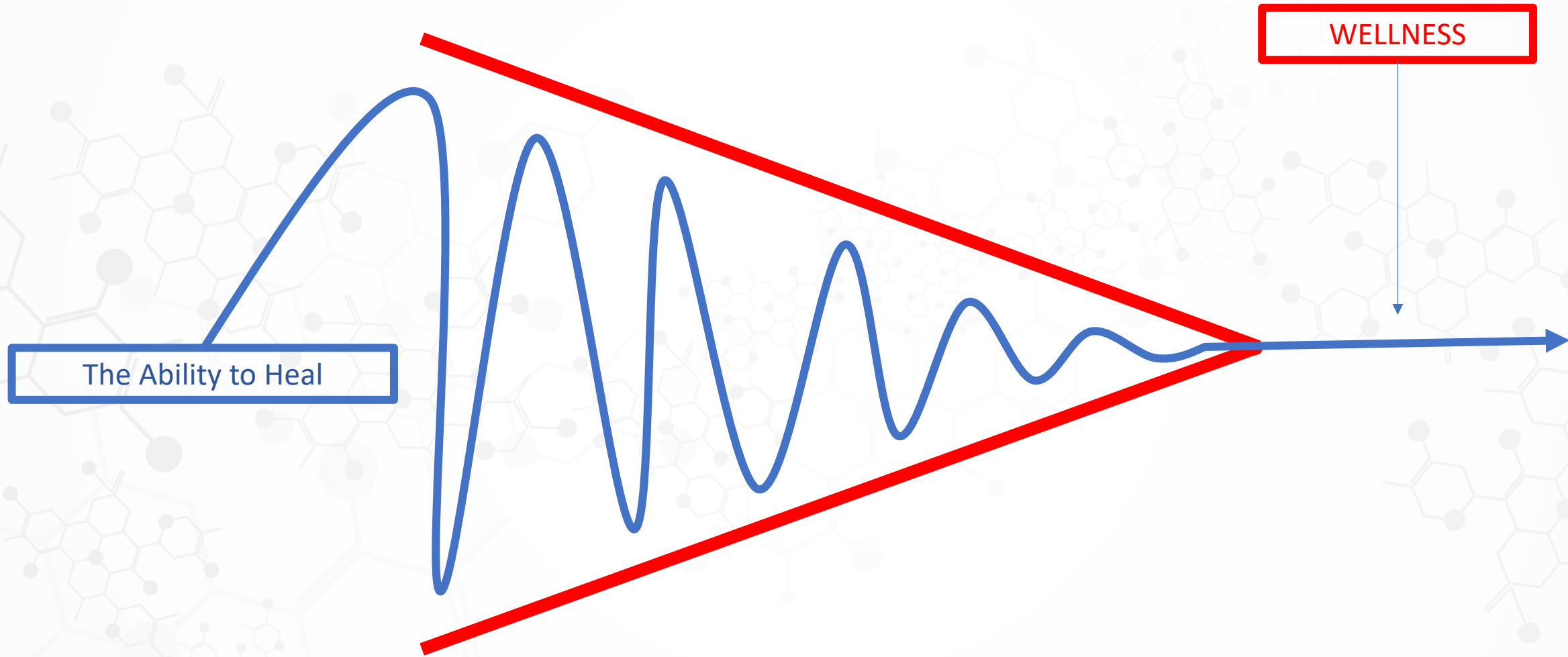


Applied Blood Chemistry – **FREE**

- Through the end of October
- 12 Hour Course
- Learn to ID the patterns
- Get exposed to Functional Analysis
- MSRP \$799
- CE-not available in this format



Building Protocols

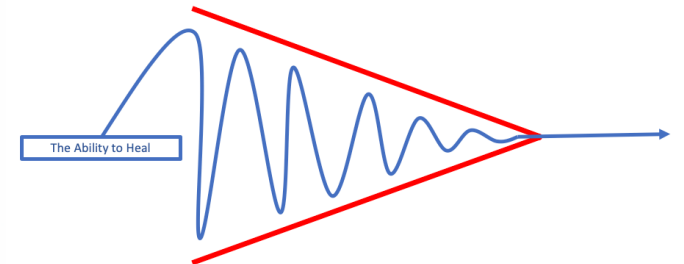


The Ability to Heal

WELLNESS



Is WELLNESS programming marketable?



Original Investigation

April 16, 2019

Effect of a Workplace Wellness Program on Employee Health and Economic Outcomes A Randomized Clinical Trial

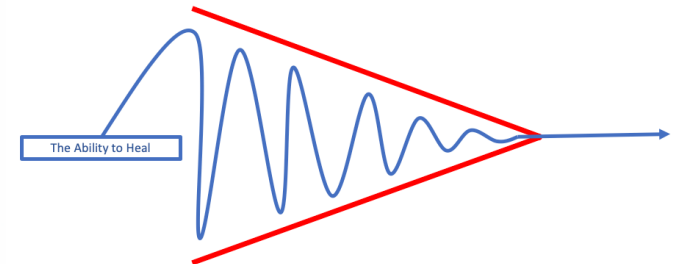
Zirui Song, MD, PhD¹; Katherine Baicker, PhD^{2,3}

» **Author**
JAMA. 20

Results Among 32974 employees (mean [SD] age, 38.6 [15.2] years; 15272 [45.9%] women), the mean participation rate in surveys and screenings at intervention sites was 36.2% to 44.6% (n=4037 employees) and at primary control sites was 34.4% to 43.0% (n=4106 employees) (mean of 1.3 program modules completed). After 18 months, the rates for 2 self-reported outcomes were higher in the intervention group than in the control group: for engaging in regular exercise (69.8% vs 61.9%; adjusted difference, 8.3 percentage points [95% CI, 3.9-12.8]; adjusted $P=.03$) and for actively managing weight (69.2% vs 54.7%; adjusted difference, 13.6 percentage points [95% CI, 7.1-20.2]; adjusted $P=.02$). The program had no significant effects on other prespecified outcomes: 27 self-reported health outcomes and behaviors (including self-reported health, sleep quality, and food choices), 10 clinical markers of health (including cholesterol, blood pressure, and body mass index), 38 medical and pharmaceutical spending and utilization measures, and 3 employment outcomes (absenteeism, job tenure, and job performance).

Conclusions and Relevance Among employees of a large US warehouse retail company, a workplace wellness program resulted in significantly greater rates of some positive self-reported health behaviors among those exposed compared with employees who were not exposed, but there were no significant differences in clinical measures of health, health care spending and utilization, and employment outcomes after 18 months. Although limited by incomplete data on some outcomes, these findings may temper expectations about the financial return on investment that wellness programs can deliver in the short term.

Is WELLNESS programming marketable?



Active Inputs

DNA + Lifestyle = Chronic Health Outcomes

Passive Inputs



Wellness Care

Active

Coaching
Office Visits
Personal Training
Dietary Programming
Supplement Usage
Diagnostic Testing

Passive

Magazines
YouTube
TV Shows - Dr. Oz
Podcasts
Books
Advertising



Wellness Care

Passive

Magazines
YouTube
TV Shows - Dr. Oz
Podcasts
Books
Advertising/EVENTS



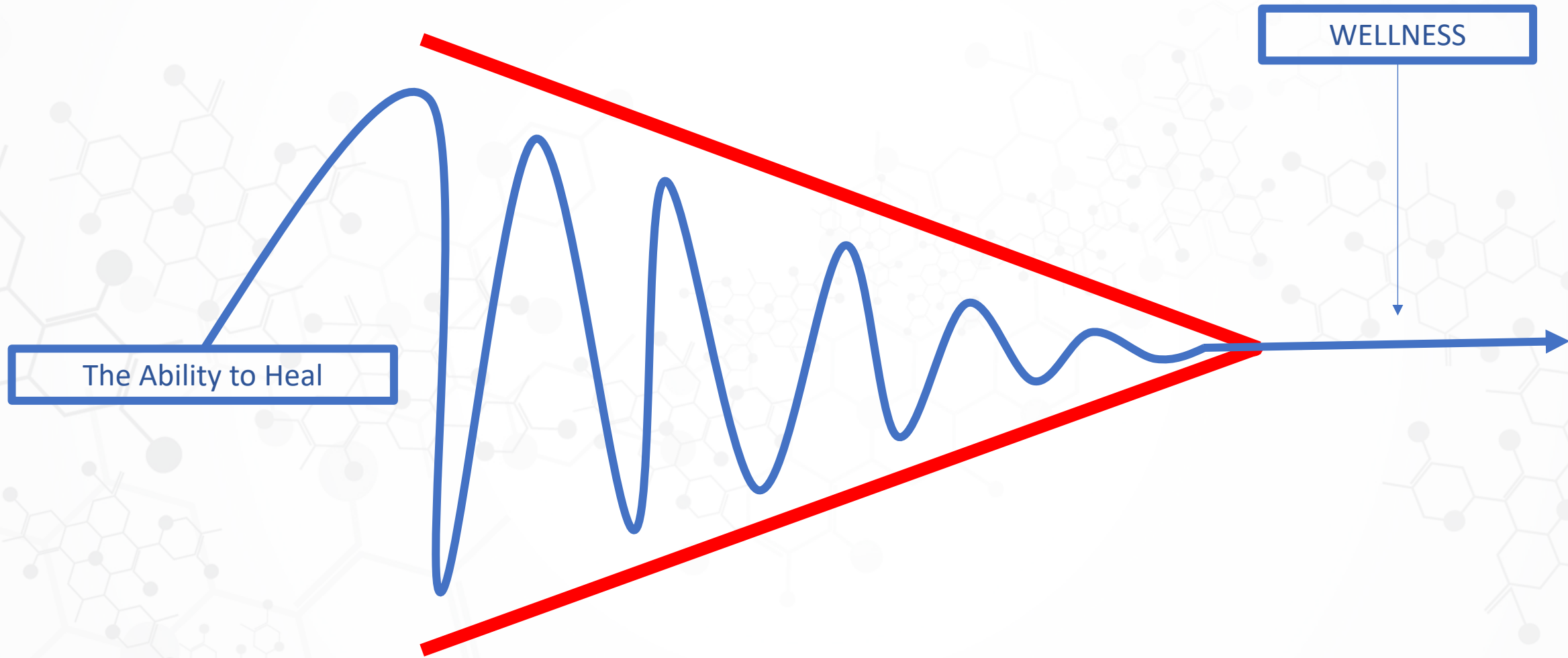
Active

Coaching/Office Visits
Fitness
Dietary Programming
Supplement Usage
Diagnostic Testing

FISHING MODEL



Building Protocols



The Ability to Heal

WELLNESS

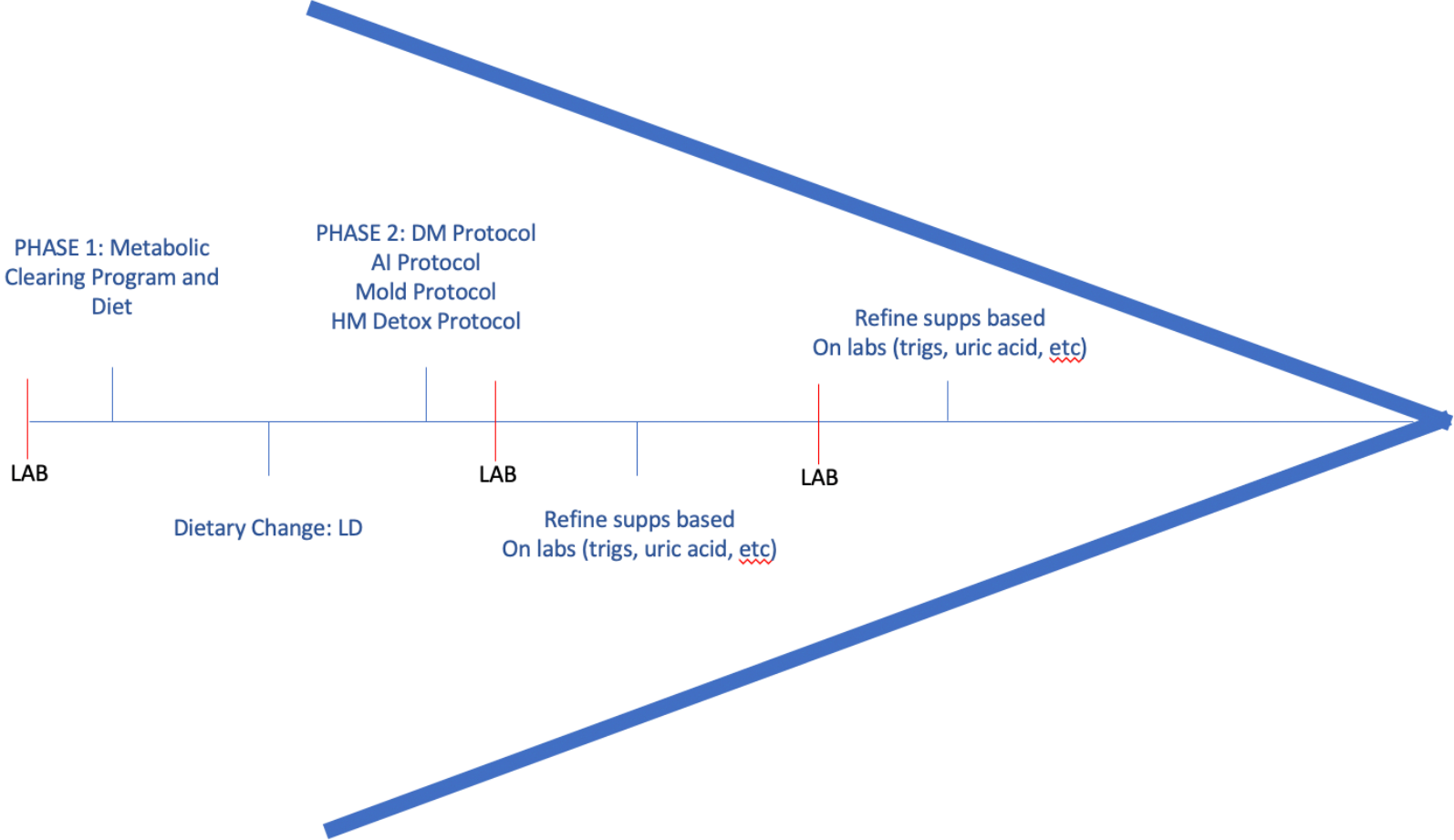
FARMING MODEL



FISH OR FARM?



FARMING MODEL



Retest a lab at least every 60 days.

85% of patients will improve with basic structures and healthy eating.

% of problem analysis: this is what the cleanse is for.

General



Fine Tune

Farming Model toward Wellness:

- Managing relationships
- Organized
- Tools to scale
- RETEST on a Schedule
- Start with patients who are ill (seed)

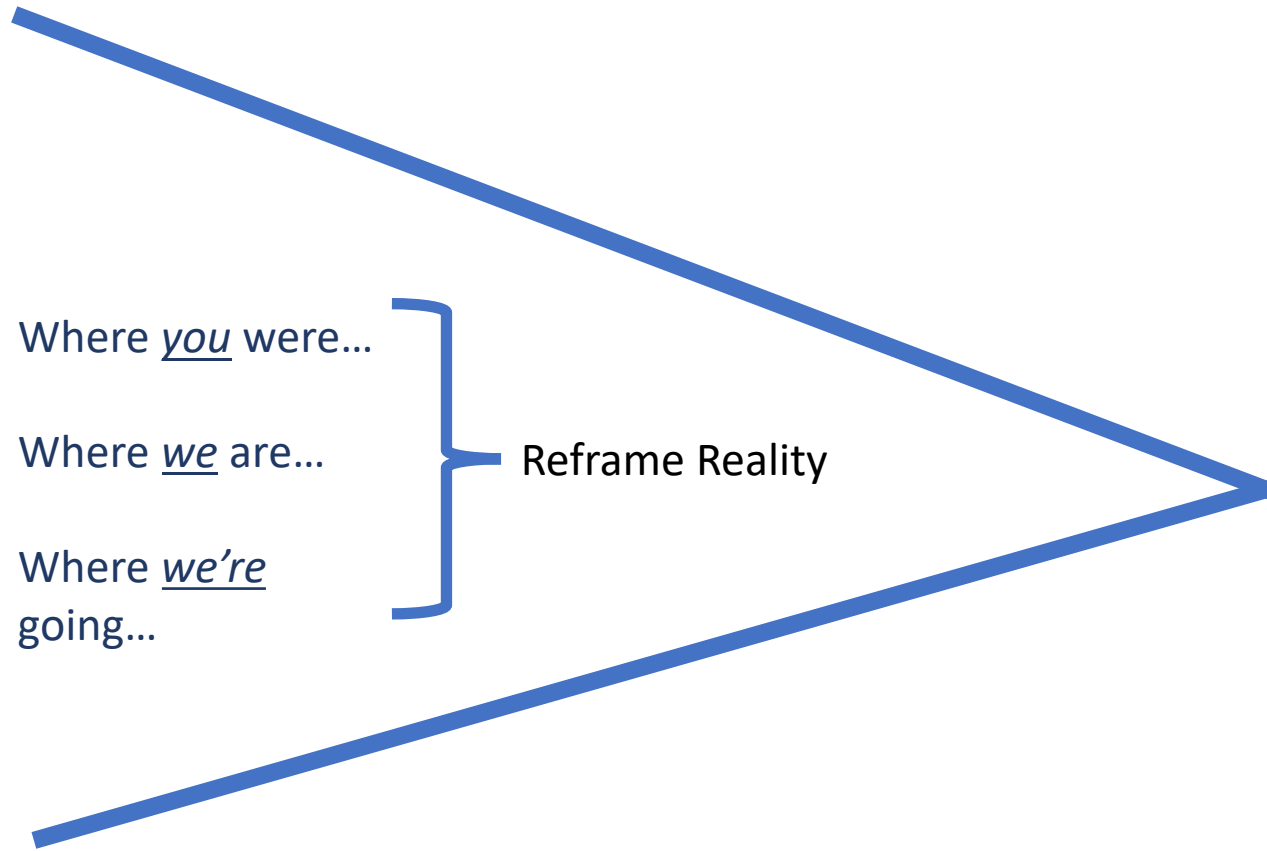


Farming Model toward Wellness:

- **Managing relationships**
- Organized
- Tools to scale
- RETEST on a Schedule
- Start with patients who are ill (seed)



Anatomy of a Visit:



Where you were...
Where we are...
Where we're
going...

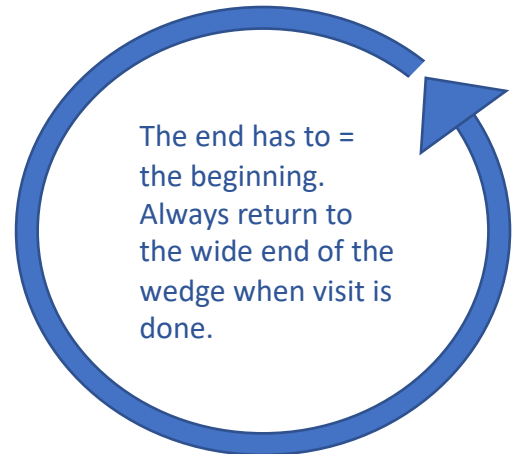
Reframe Reality

S. O. A. P.

General  Specific

Change something on every visit.

Stuck? → TTI
-Track
-Test
-Inventory



The end has to = the beginning.
Always return to the wide end of the wedge when visit is done.

1. Assessment

2. Protocol

3. Coach

4. Reassess

5. Tweak

6. Coach

7. Wellness



**Wellness = Priority +

Blood Sugar:
Glucostatic Balance
Effecsulin
BioGmax CoQ10
Omega3 Fish Oil
D3K2
BioGmax Multi +

Stress/Anxiety:
Hypaax Balance
PS Support
BioGmax GABA
Omega3 Fish Oil
D3K2
BioGmax Multi +

Weight Management:
Hypaax Balance
BileAid
BioGmax PC
Binder Pro
Omega3 Fish Oil
D3K2
BioGmax Multi +



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