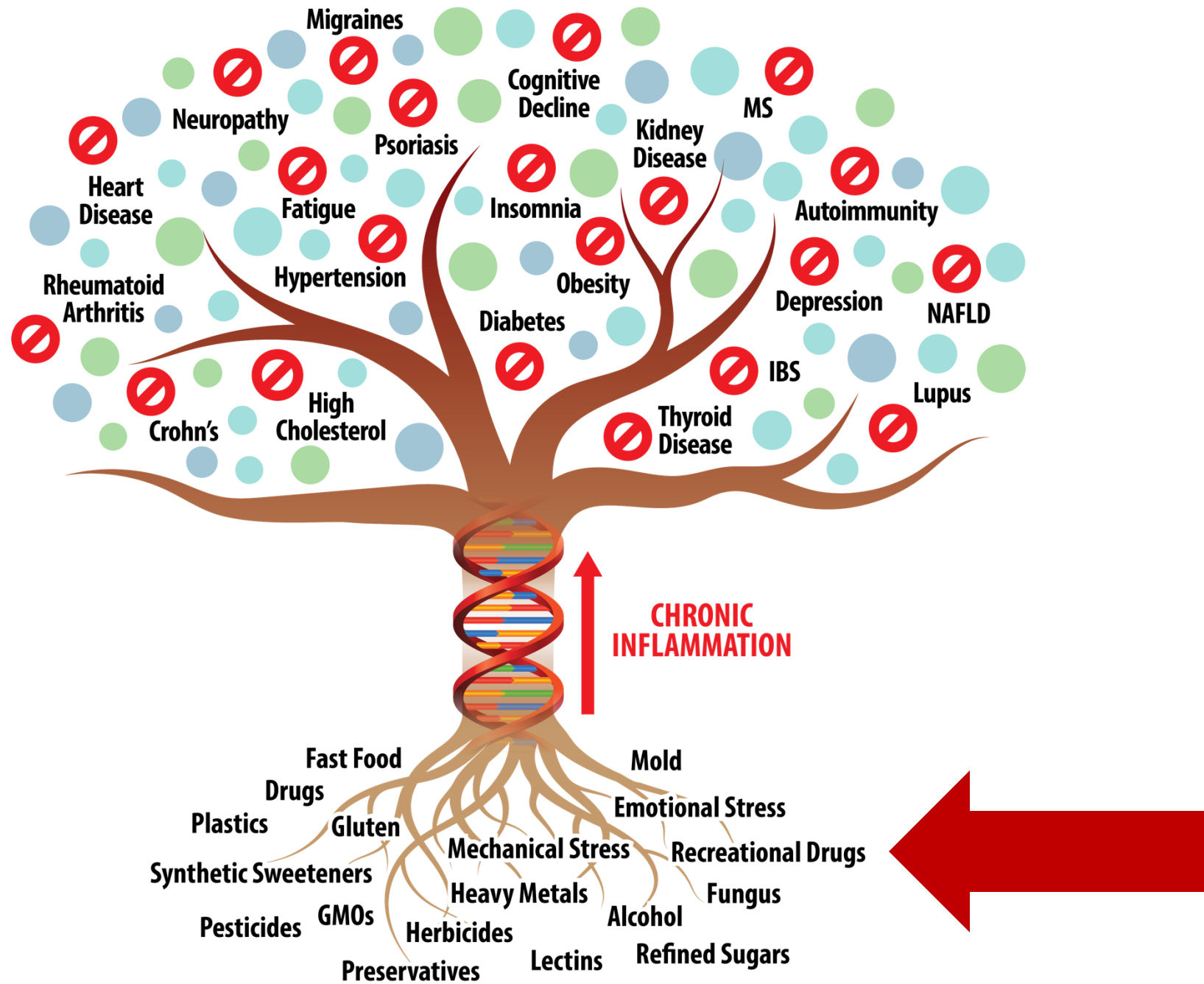


Casual Friday Series

The Patient Journey

A BIOGENETIX CLINICAL PRESENTATION
biogenetix.com





Forming the Experience

1. Who is my target audience?

Forming the Experience

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2. Where is my target audience?

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2. Where is my target audience?
3. How are patients acquired/what is the process?



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3. How are patients acquired/what is the process?
4. What is their plight/what happens if I don't help them?

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5. How am I going to help them?

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6. What are my principles and practices?

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7. What does an acceptable result look like?

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14. How do I build ambassadors?

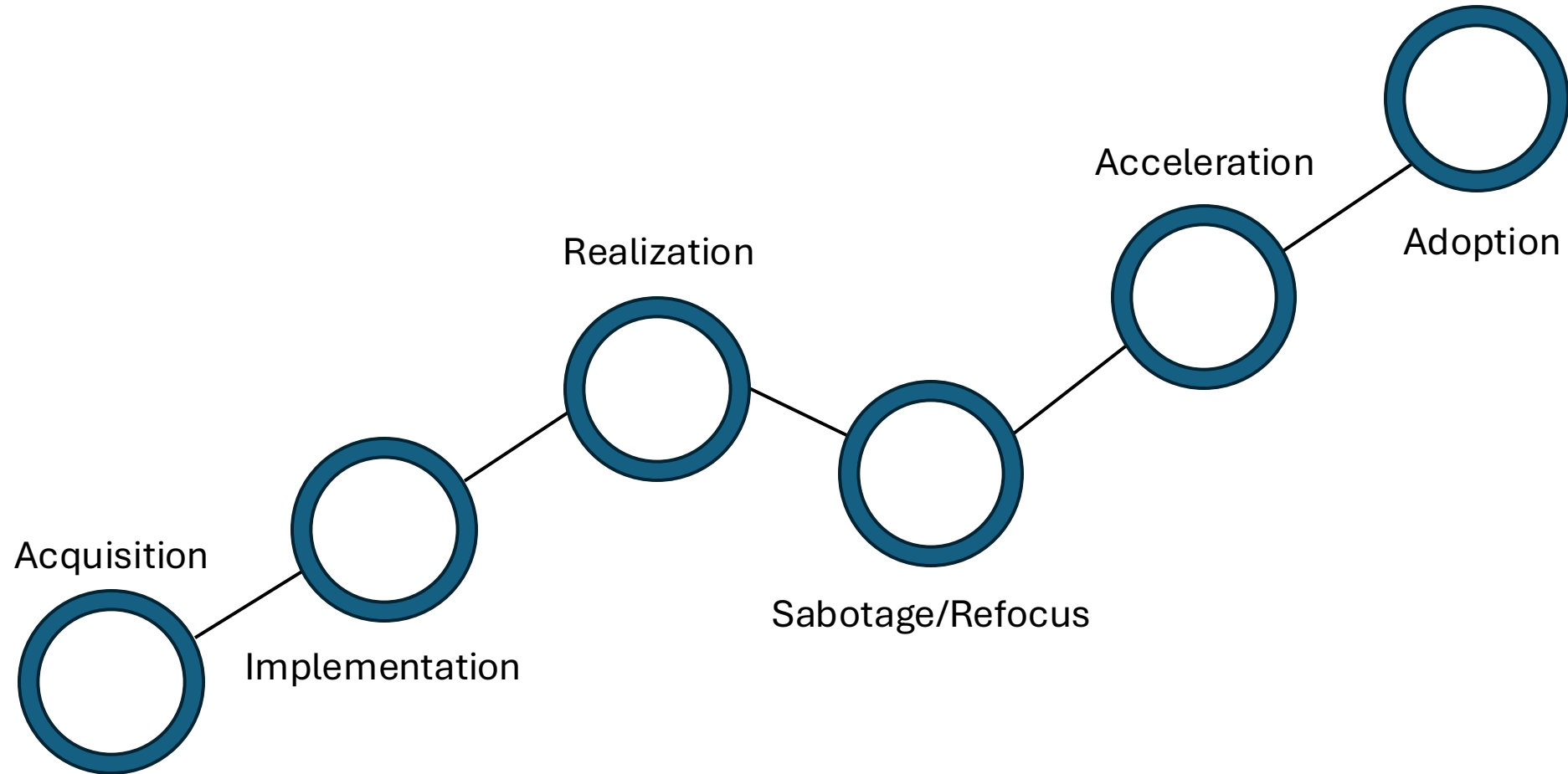


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14. How do I build ambassadors?
15. What do I want the legacy to look like?



The Patient Journey



Phase 1

- **Baseline Labs**
 - Biogenetix General Screen +
- **Initial Supplementation**
 - 21day MCK
- **Dietary Elimination**
 - Paleo, AIP, Keto, etc.
- **Environmental Cleanup**
 - Remediation, Air
- **Activity Modification**
 - Exercise, mental/emotional

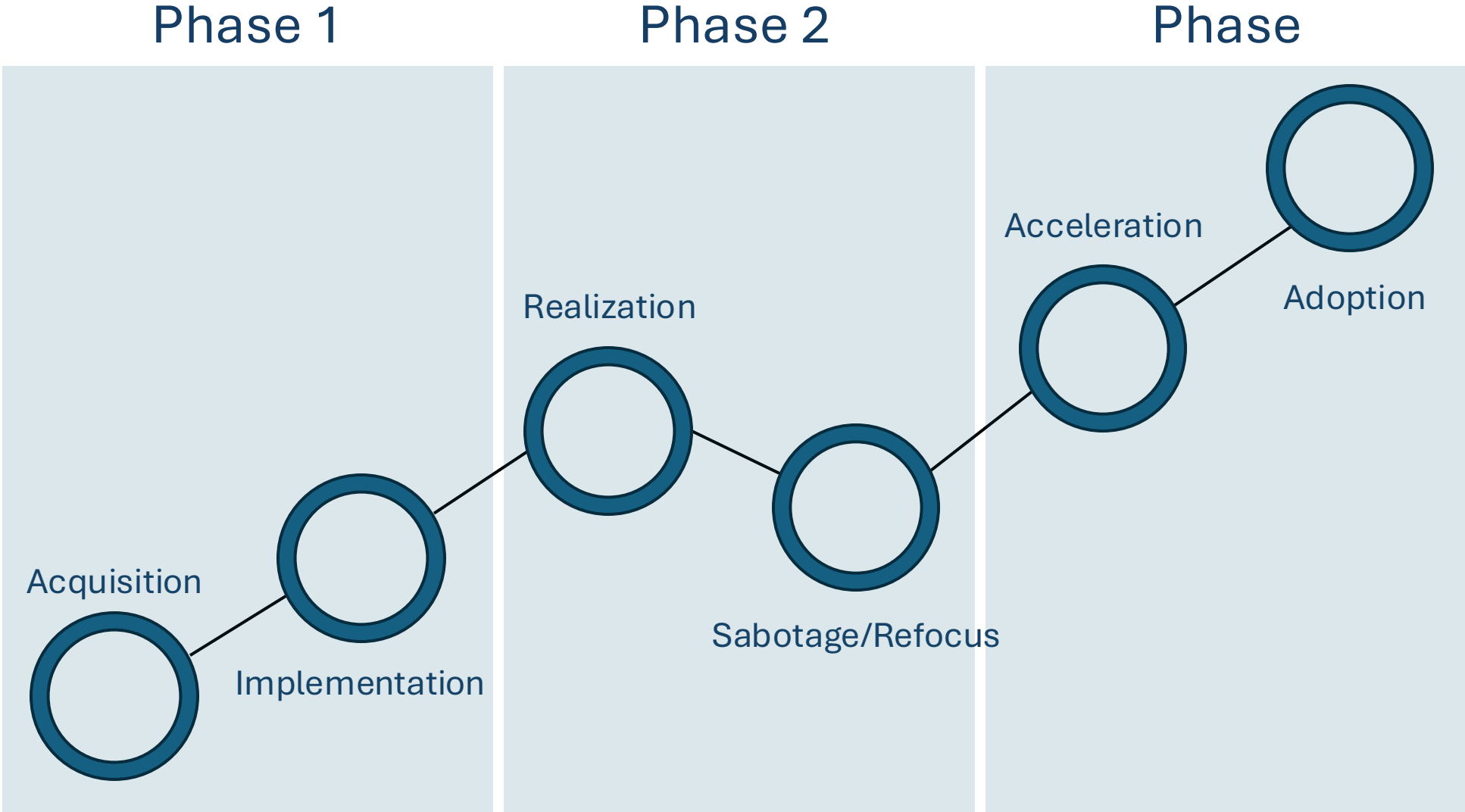
Phase 2

- **Follow up Labs**
- **Phase 2 Supplementation**
- **Dietary change?**
- **Activity Modification**

Phase 3

- **Follow up Labs**
- **Phase 3 Supplementation**
- **Dietary change?**
- **Activity Modification**

The Patient Journey

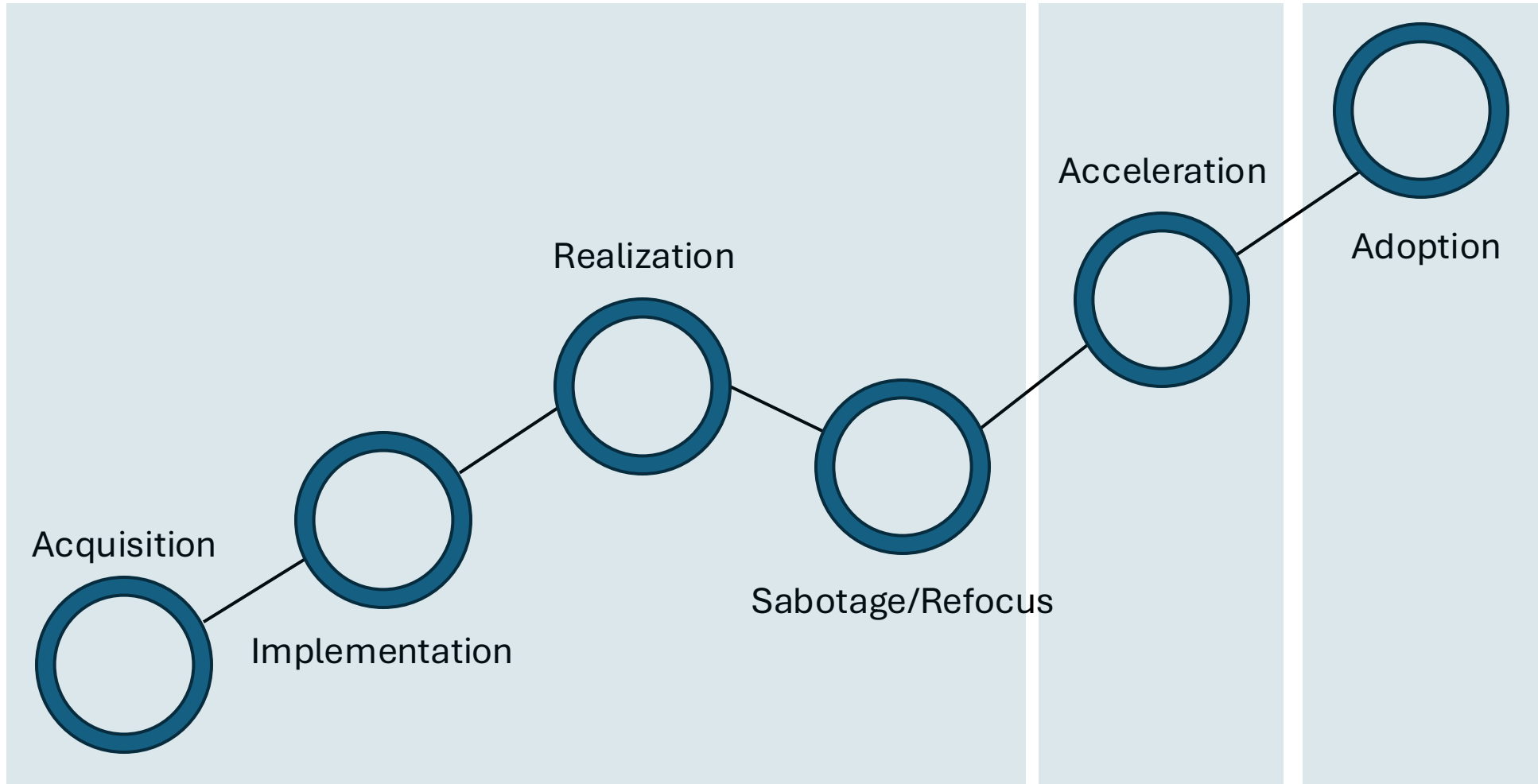


The Patient Journey

Phase 1

Phase 2

Phase 3

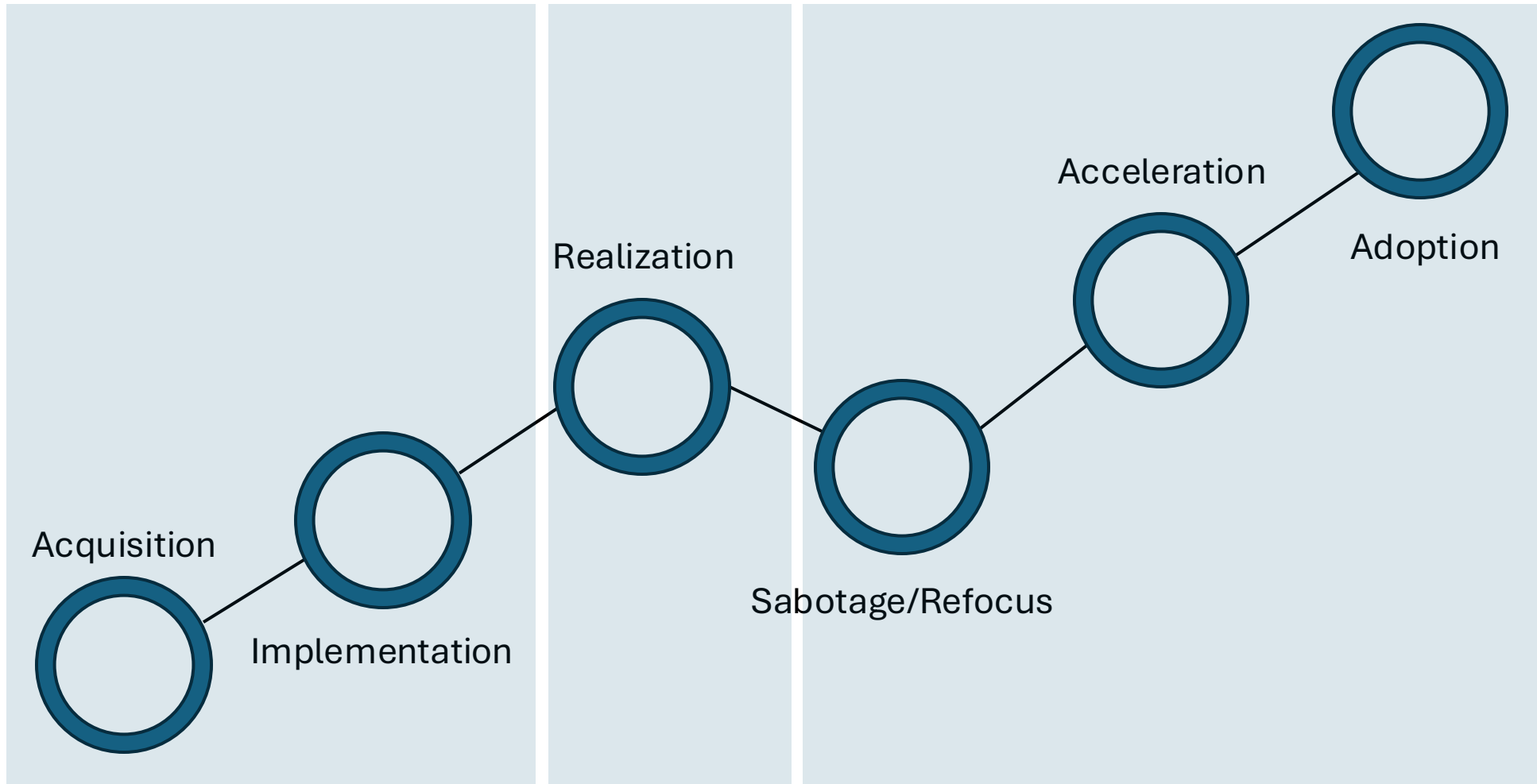


The Patient Journey

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Phase 2

Phase 3

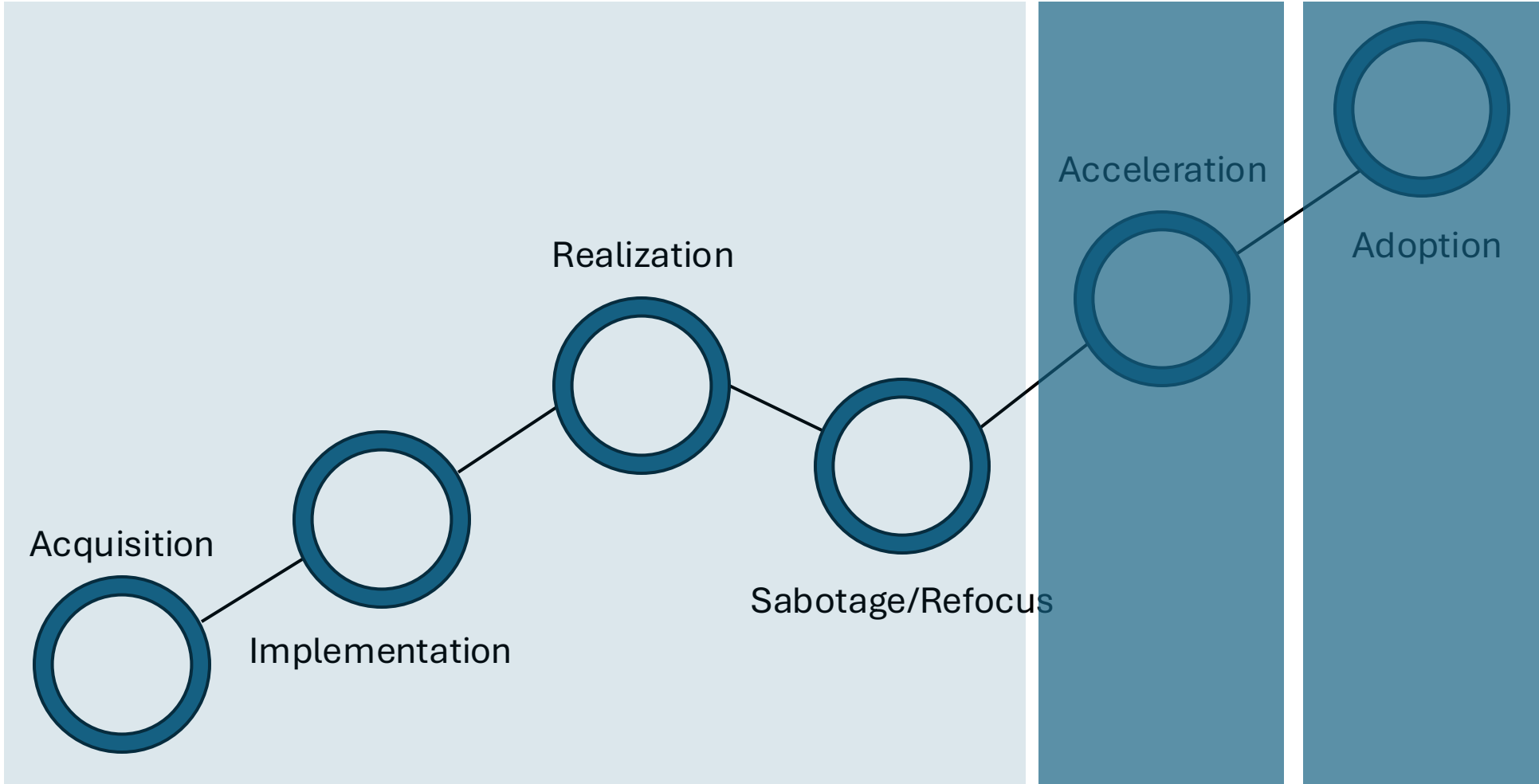


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Phase 3

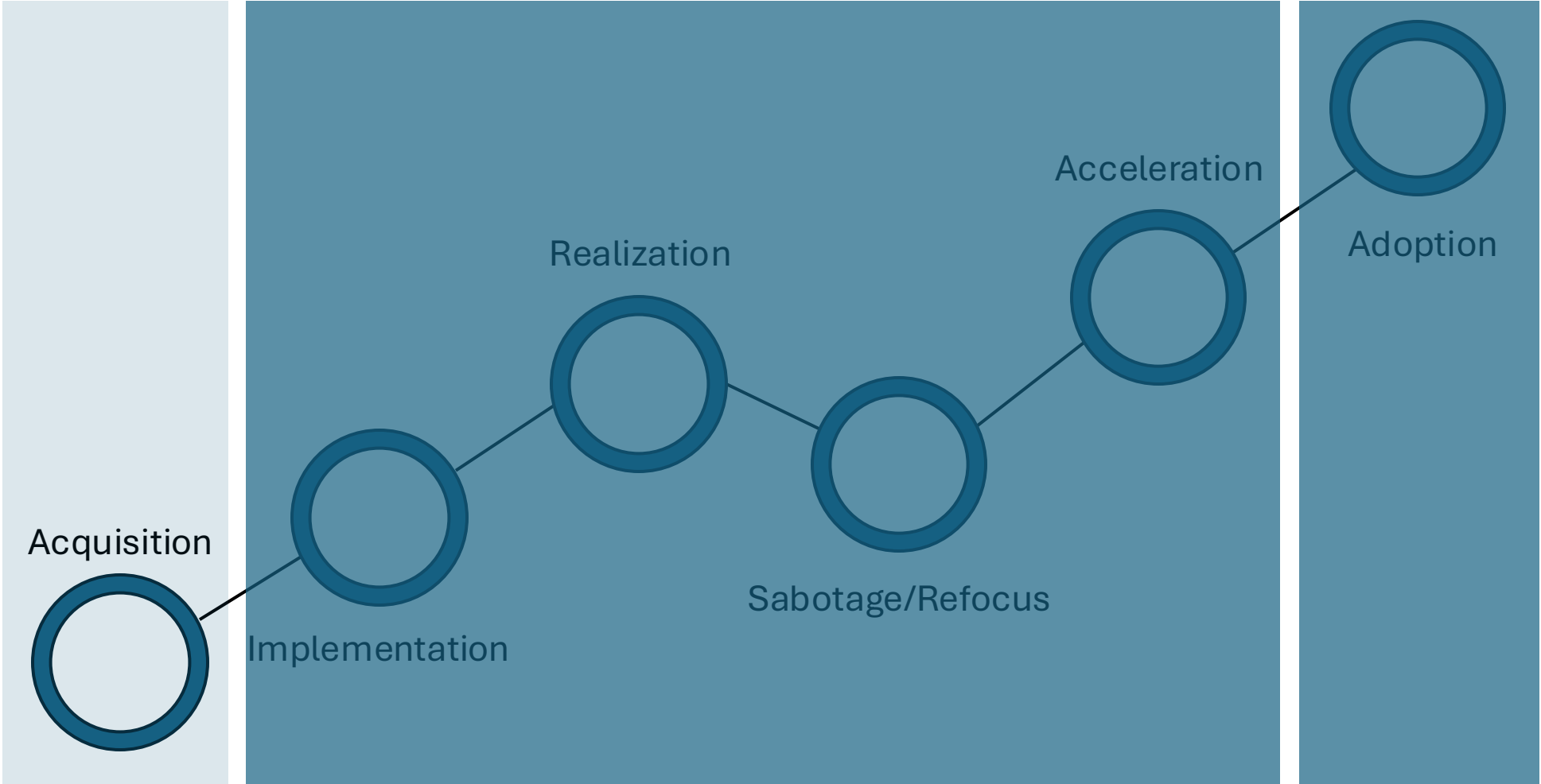


The Patient Journey

Phase 1

Phase 2

Phase 3



The Patient Journey

