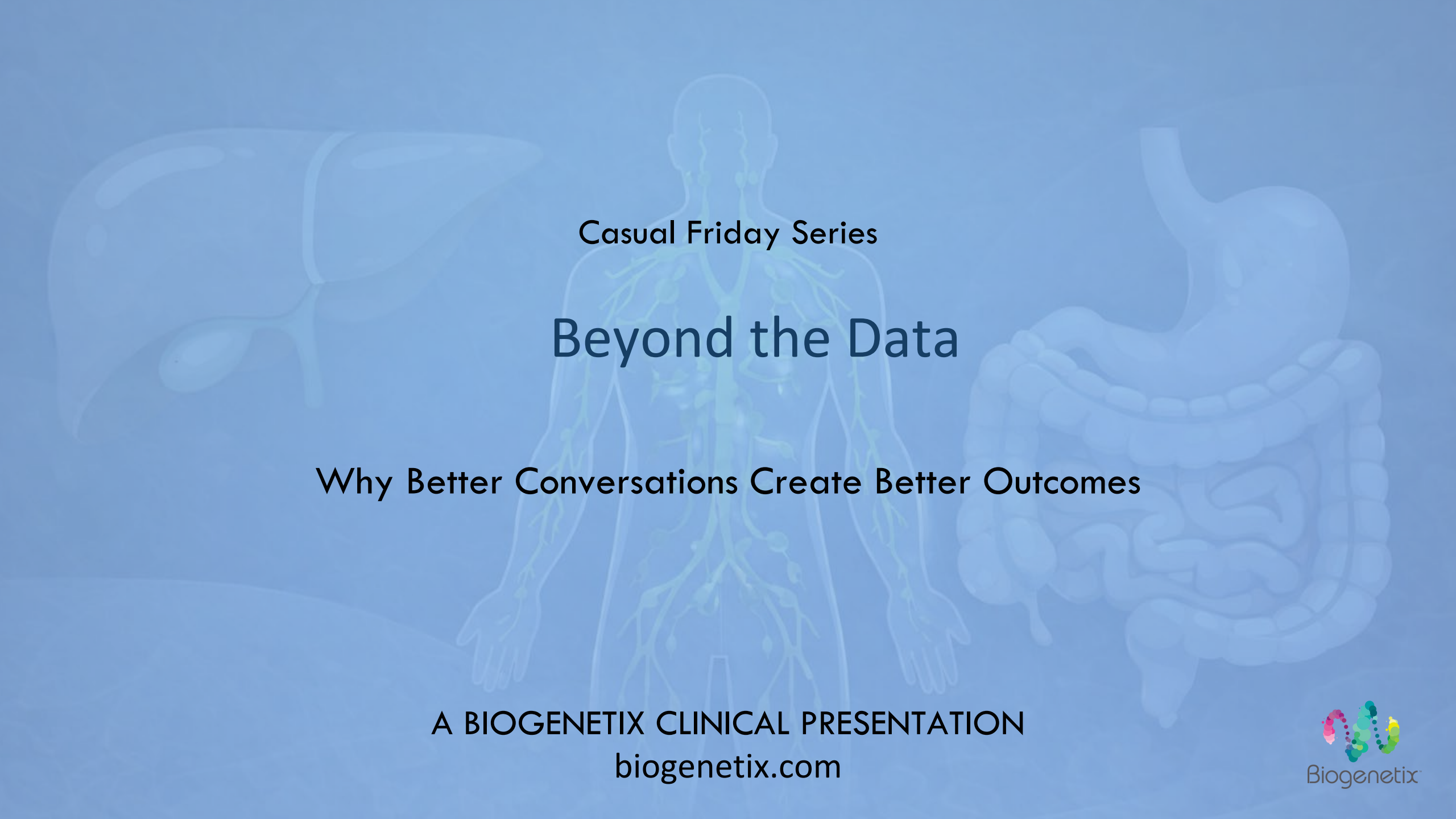




Casual Friday Series

Beyond the Data

Why Better Conversations Create Better Outcomes

A BIOGENETIX CLINICAL PRESENTATION
biogenetix.com



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Disclaimer

- *Information in this presentation is not intended, in itself, 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.*



Why Better Conversations Create Better Outcomes

- We have more health information than ever before.
- AI, wearables, lab software and social media have changed healthcare.
- The challenge is no longer finding information.
- The challenge is helping patients understand what matters most.
- Great clinicians are becoming guides rather than information providers.



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Healthcare Has Changed

Patients now arrive with:

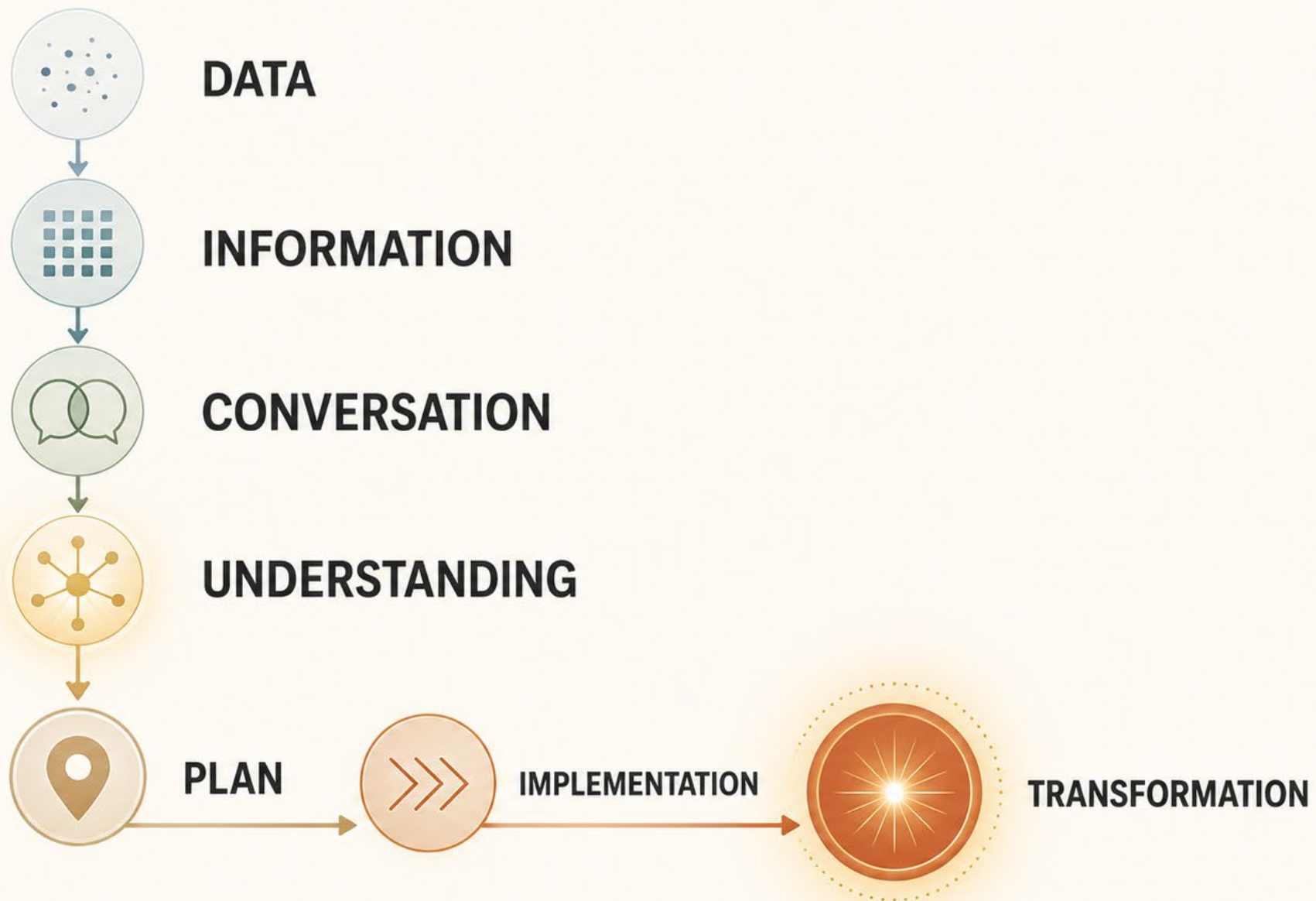
- AI recommendations
- Oura Ring data
- Apple Health metrics
- Functional lab reports
- Social media advice
- Endless supplement recommendations

INFORMATION IS EVERYWHERE. CLARITY IS NOT.



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Data Creates Questions



Oura

10:54

78

<

Readiness

Jul 28

Wed, Jul 29

Thu, Jul

84

GOOD

Recovery reserves in use

Seems that something affected your sleep quality last night, but your HRV balance is at an optimal level. This is a sign of great long-term recovery.

Sleep plays a big role in keeping us energetic, but short breaks and power naps during the day help, too. Remember that bad nights of sleep happen to everyone, and in the grand scheme of wellbeing, it's your longer-term recovery balance that matters most.

Key metrics

RESTING HEART RATE 49 bpm >	HEART RATE VARIABILITY 78 ms >
BODY TEMPERATURE -0.2 °F >	RESPIRATORY RATE 16.1 / min >



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Oura

10:56    77

< Readiness 

n, Jul 20 Tue, Jul 21 Wed, Jul 22

71 GOOD

Was it something you ate?

Looks like your heart rate lowered late last night. Could it be that your digestive system was in overdrive?

Occasional late-night dinners and snacks are part of life, but in the long run they can start stealing your sleep and your energy — though the effects are highly individual. If you feel low on energy this morning, some gentle, light activity can help!

Key metrics

RESTING HEART RATE 46 bpm >	HEART RATE VARIABILITY 111 ms >
BODY TEMPERATURE +0.4 °F >	RESPIRATORY RATE 15.8 / min >



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Oura

10:57    77

< Readiness 

Yesterday Today 

67 FAIR

Well-deserved rest

You were on the move yesterday and reached your highest activity level in 2 weeks! To make the most out of your active day, let your body recover today.

Key metrics

RESTING HEART RATE 51 bpm >	HEART RATE VARIABILITY 62 ms >
BODY TEMPERATURE -0.1 °F >	RESPIRATORY RATE 15.9 / min >



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Was Oura Wrong?

Oura showed:
Poor sleep • Poor recovery • Low HRV

What would you recommend?

WHAT OURA DIDN'T KNOW

Two children under two • Interrupted sleep • Newborn feedings
Stress wasn't pathology • Recovery wasn't 'broken'

DATA WITHOUT CONTEXT IS INCOMPLETE.



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Was Oura Wrong?

Never make a recommendation until you understand why the data changed

- Poor HRV after illness $\neq$ Poor HRV after a newborn
- Elevated glucose after vacation $\neq$ Elevated glucose from insulin resistance
- Fatigue after sickness $\neq$ Fatigue after blood loss



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Every Answer Changes the Next Question

 **FATIGUE**

↓ *When did it begin?*

 **AFTER COVID**

↓ *Any digestive symptoms?*

 **CONSTIPATION**

↓ *Gallbladder removed?*

 **YES**



**A COMPLETELY DIFFERENT
CLINICAL PICTURE**



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Why We Spend So Much Time on Intake

A complete intake helps us understand:

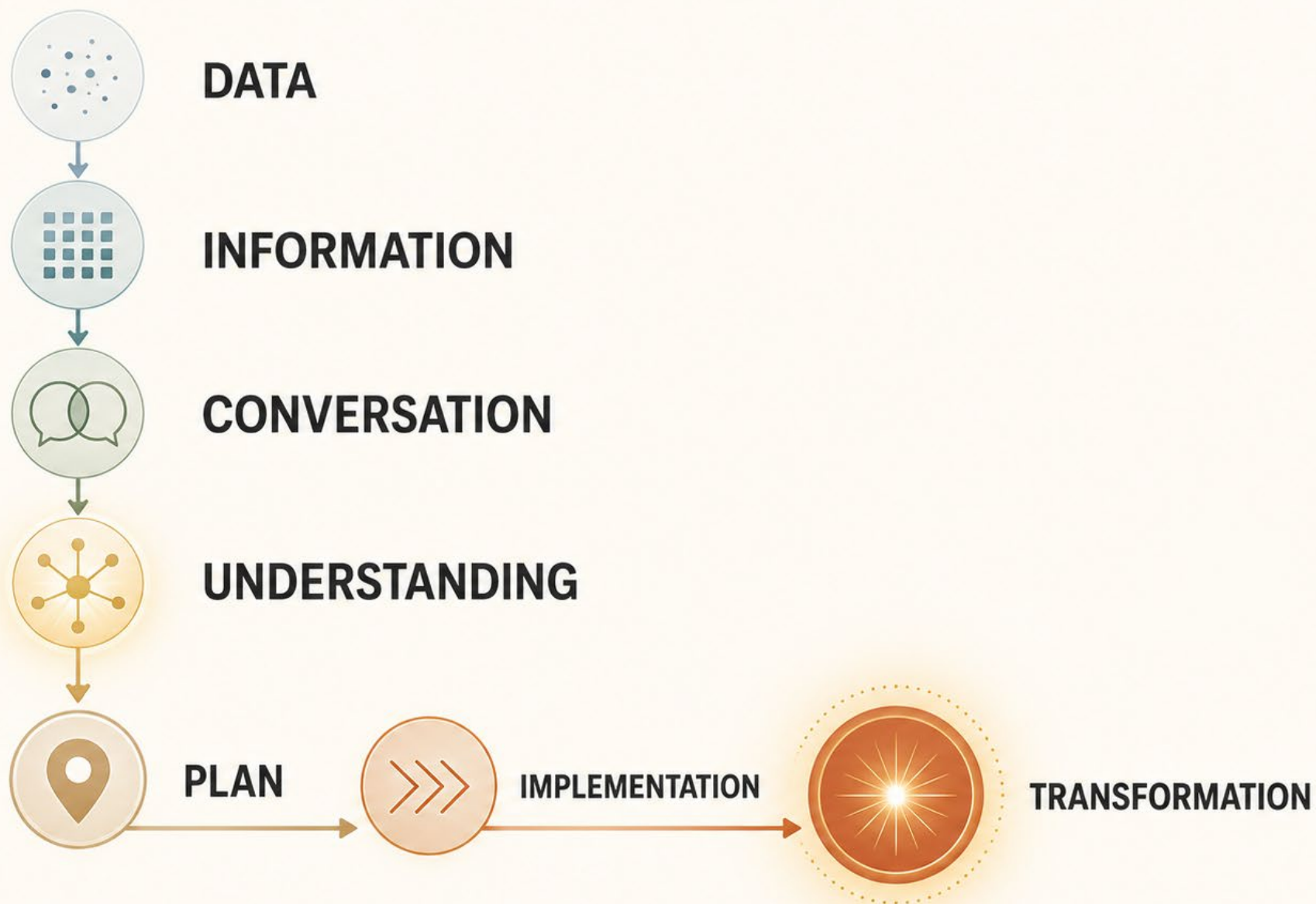
- Timeline
- Patterns
- Priorities
- Obstacles
- Readiness
- The patient's story

THE BETTER THE INTAKE, THE BETTER THE OUTCOME.



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Data Creates Questions



Why We Spend So Much Time on Intake

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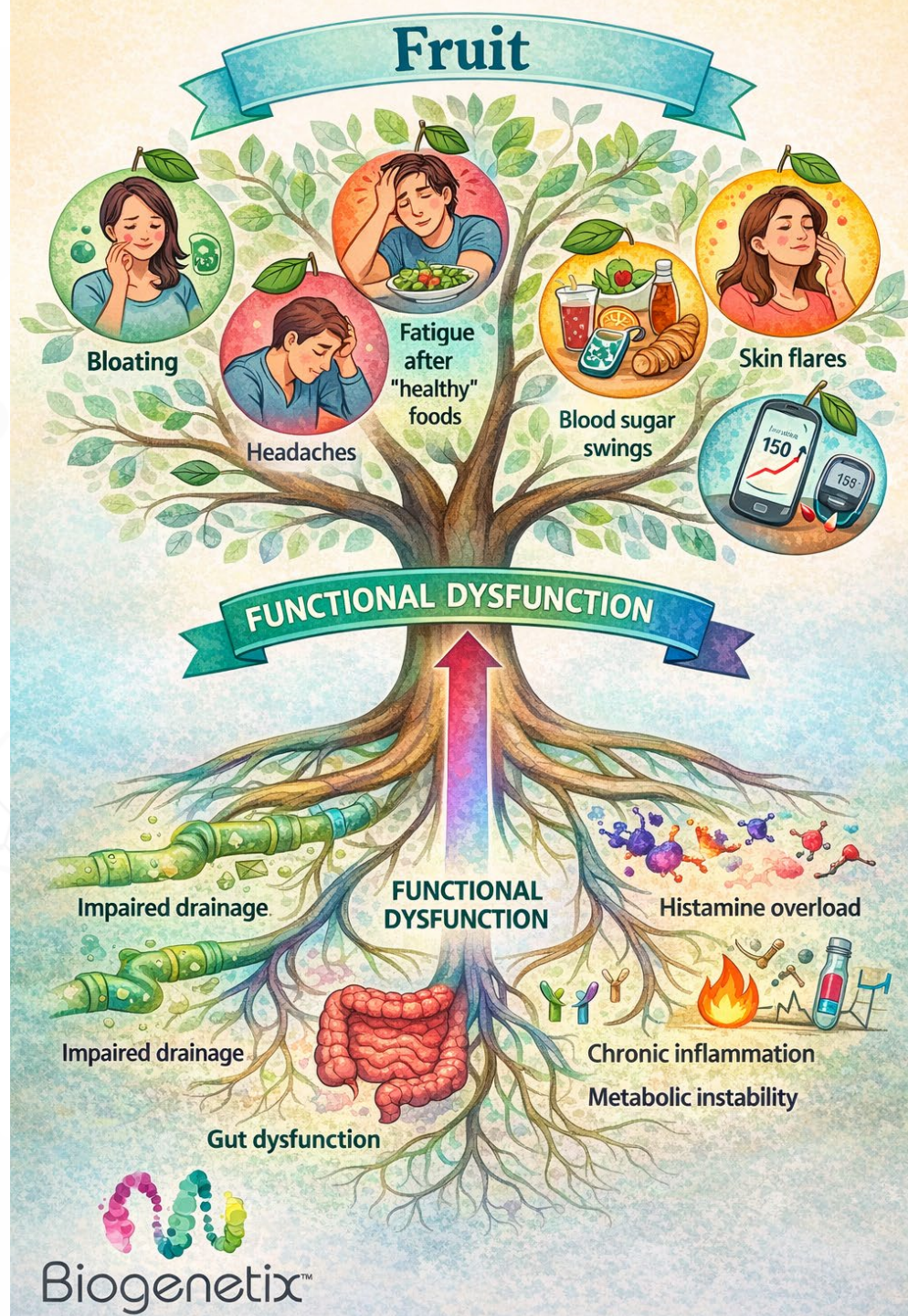
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**Symptoms are clues—
not conclusions.**

Fatigue • Brain fog •
Bloating • Headaches •
Poor sleep • Weight
changes

I don't hear 'fatigue' and
immediately think B12. I
hear an invitation to ask
more questions.

Symptoms start the investigation—
they don't complete it.



Patient A
Fatigue
↓
Poor sleep
↓
Newborn

Patient B
Fatigue
↓
Heavy menstrual
bleeding
↓
Iron deficiency

Patient C
Fatigue
↓
Constipation
↓
Gut dysfunction



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The Order Matters

Just because something is helpful...doesn't mean it's helpful FIRST.

- Detox
- Gut repair
- Blood sugar
- Hormones
- Exercise
- Fasting

THE RIGHT INTERVENTION AT THE WRONG TIME CAN STILL FAIL.



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Why We Don't Teach Everything at Once

INFORMATION DUMP

20 lab markers • 15 supplements • 10 diet changes
Multiple lifestyle goals



OVERWHELM

LAYERED LEARNING

Today's focus: Sleep • Blood sugar • Two supplements



CONFIDENCE

PEOPLE IMPLEMENT WHAT THEY UNDERSTAND.

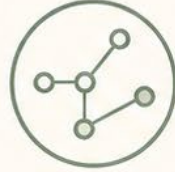


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Information Doesn't Create Transformation



INFORMATION



UNDERSTANDING



CONFIDENCE



ACTION



CONSISTENCY



TRANSFORMATION



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Great Protocols Can Still Fail

PATIENT A

Understands the plan • Knows why • Follows through



IMPROVES

PATIENT B

Overwhelmed • Inconsistent • Unsure why



MINIMAL PROGRESS

IMPLEMENTATION MATTERS AS MUCH AS INFORMATION.



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Five Questions to Ask

1. What is the patient trying to accomplish?
2. Why is this happening now?
3. What matters most today?
4. What will this patient actually implement?
5. What can wait until the next visit?



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The New Role of the Practitioner

TECHNOLOGY CAN

Collect data • Organize information • Summarize research

GREAT CLINICIANS PROVIDE

Context • Communication • Prioritization
Sequencing • Coaching • Clinical judgment

TECHNOLOGY INFORMS. CLINICIANS TRANSFORM.

The Clinical Consulting Team

Why our process works:

- Comprehensive intake
- Thoughtful interpretation
- Personalized sequencing
- Layered education
- Ongoing accountability

OUR GOAL ISN'T TO GIVE PATIENTS MORE INFORMATION.
IT'S TO HELP THEM SUCCEED.



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Beyond the Data - Final Thoughts

Patients don't need:

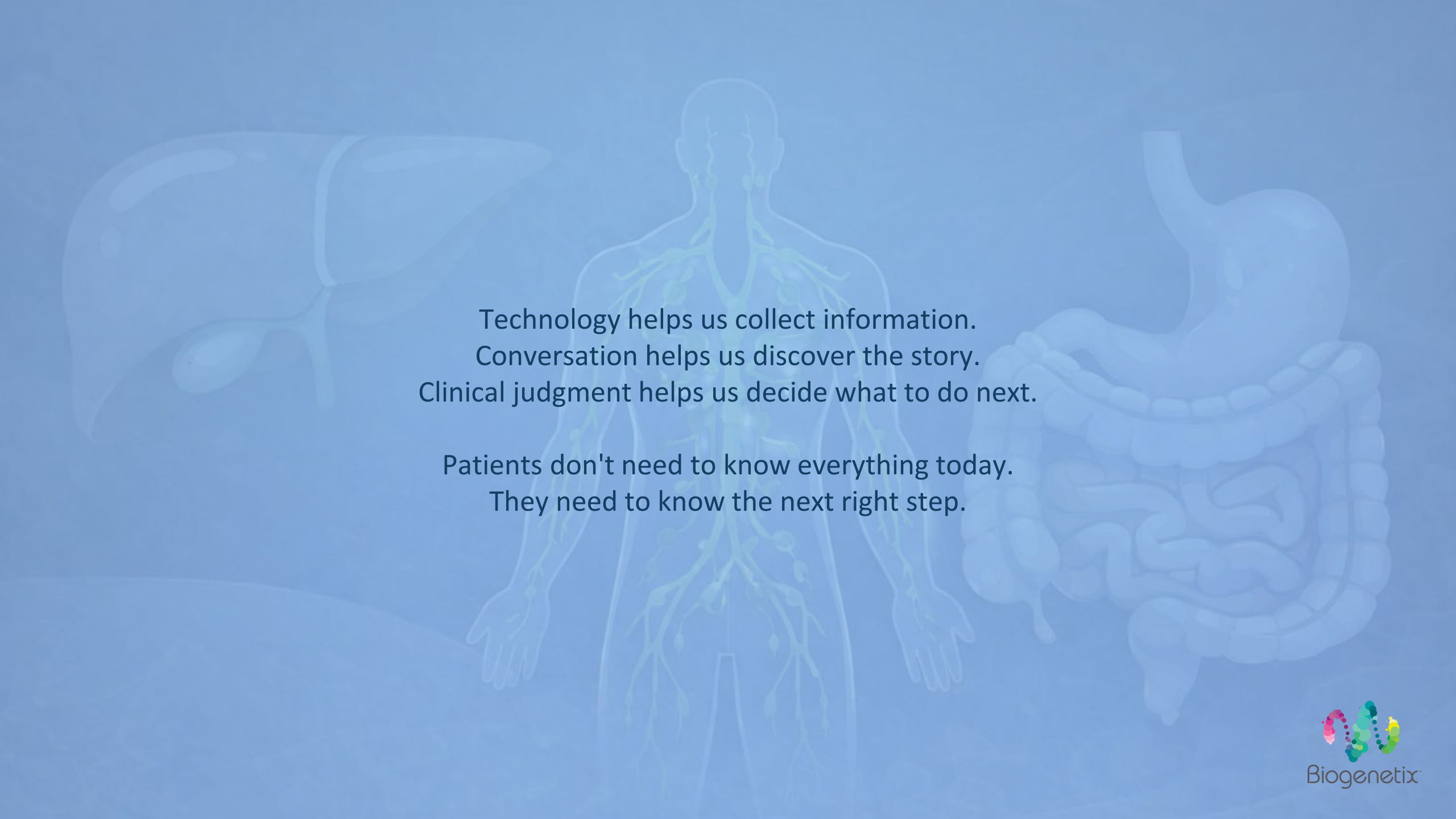
- More information
- More supplements
- More protocols

Patients need:

- Clarity
- Understanding
- Priorities
- A plan they can implement
- Someone to guide them



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Technology helps us collect information.
Conversation helps us discover the story.
Clinical judgment helps us decide what to do next.

Patients don't need to know everything today.
They need to know the next right step.



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We Want to Hear from You!

Give us your Casual Friday feedback
with this short 5-question survey.



biogenetix.com/survey

