

WholeLifeRX

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For years Doctors have asked us for ideas to help update their technology, particularly in the area of social media. COVID -19 has shown us the importance of having both a brick and mortar office but also the advantage of having telemedicine options that can be used online. I think we can all agree Telemedicine is here to stay. The team at Biotics has developed what I call the TESLA of technology, called WholeLifeRX.

WholeLifeRX is a SYSTEM that allows you to guide your patients individually or in groups toward wellness in a powerful way. WholeLifeRX is a 12- week wellness lifestyle program built on 5 Pillars of Health: Detox, Nutrition, Mindset, Movement and Restoration. The beauty of this program is that it helps both doctors and their staff, HELP their patients experience health one bite at a time.

For those of you that have used the NutriClear Plus program you know that the comment we hear is OK, “what’s next”. Patients feels so great that they want to take



the “next step”. WholeLifeRX is the next step. It can be implemented in-office with your patients, it can be 100% virtual or a hybrid of both.

First let me say I am just giving you a thumbnail sketch of some of the pieces. In fact you can see a webinar that will give you more information. After watching the webinar if you are ready to take your practice to the next level you can attend an all-day training to get more details. And for those who are “all in” there is a certification program for you and your staff.

The resources that are available are pretty impressive. WholeLifeRX gives you the

option of using preloaded marketing programs that come from your office using: emails, texts, social media, press releases and more, to alert your patients that you are offering a new service.

Patients are directed to watch videos or doctors can moderate a pre-prepared webinar to build compliance and develop community. Both objective and subjective data is collected to measure starting points and track progress and ultimately develop a wellness program.

The Objective data can be simple or comprehensive based on each doctors comfort level and whether the

program is virtual or in-office. As a minimum, height, weight, body mass, physical measurements are collected. Of course blood work and gut assessment are encouraged.

Subjective data is collected via an online 321 question assessment called WholeLife Q. Data is collected and digitized into software graphs, tables, etc and summarizes results to establish a baseline starting point. Once data is collected patients begin with 2 weeks of the NutriClear Plus cleansing program. After 2 weeks another program called MetabolicBiome Plus begins for 4 weeks. The WholeLife Q is repeated after 6 weeks and compared to baseline. The computer develops a program based on remaining symptoms for an additional 6 weeks.

Many of you are familiar with the NutriClear Plus program. It centers around; 2 organic plant based nutritional pouches used to make shakes for 2 meals. A nutrient packet with liver, gallbladder, antioxidant, and digestive enzyme support is taken with each shake. Easy to follow dietary anti-inflammatory food instructions are provided. MetabolicBiome Plus last for 4 weeks. It also provides 2 shakes per day and 2 supplement packets that focus on feeding and repairing the microbiome.

The next step is 6 weeks of an individualized program based on repeating the 321 WholeLife Q questionnaire. As we know, the more information that we can provide to encourage change the better. The beauty of this system is that it has educational tools built in as if you, the clinician were the master designer of this program. Your patients receive 3 different weekly emails on topics related to the program's 5 pillars of health.

Here's an overview: Week one patients have an initial consultation with the clinician and complete the questionnaire and baseline measurements are collected. Once baseline data is collected they start the NutriClear Plus program which lasts 2 weeks. But look at the purple column titled 3X weekly email. Patients will receive encouragement and support 3 times each week. The first week will be a welcome/

introduction and encouragement. Week 2, while they are still on the cleanse they receive 3 emails on the importance of cleansing and detox. Week 3 they start with the MetabolicBiome kit. Each kit lasts 1 week. 3 different emails will be sent on importance of Nutrition. Week 4, 5 and 6 they will continue with the MetabolicBiome. During week 4 they will also receive 3 emails on Mindset. In week 5, 3 emails on Movement are sent. Week 6, 3 emails on restoration are sent. At the end of week 6 an appointment is set to review progress and establish another 6 week cycle for the remaining weeks based on the lingering symptoms assessed from their second questionnaire.

Patients remain on the personalized supplements for 6 weeks and receive 3 emails each week on key topics to support, inform and encourage them in their health journey. After week 12 patients are put on long term life style nutrients. Note: WholeLifeRX emails are sent for you and appear as if they come from your office. I know this is a lot of information.

We've only scratched the surface of what is possible with this technology. I think you can see why I called WholeLifeRX the Tesla of technology. If you are interested in expanding the virtual side of your practice, consider watching the upcoming webinar to get more information. And consider doing the first 6 weeks to see how amazing you will feel. It will let you check out the "what's next" experience yourself. Thanks for taking time to join me today and I look forward to being with you again next Tuesday.