



From Blood Test to Treatment in One Solution with Optimal DX + Fullscript



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OPTIMAL DX'S DR. DICKEN WEATHERBY, ND

Agenda



Blood Analysis 101

A brief introduction to Functional Blood Chemistry Analysis (FBCA)



Blood Analysis & Supplements

Health insights and health solutions



Live Demonstration

How Optimal DX & Fullscript work together to provide clinical success



Blood Analysis 101

Blood Analysis 101 Agenda



Why recommend blood testing?



The Benefits of Functional Blood Chemistry Analysis



“Normal” Is Not Optimal



How to get started

Why Recommend Blood Testing?



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“If you can master the skill of functionally assessing your patient’s blood test results, you will hold in your hand the key to open virtually any case that walks through your door.”

Dr. Dicken Weatherby
Naturopathic Physician

Some Benefits of FBCA:

1. It Improves your decision making
2. It provides objective data
3. It confirms thoughts made in the initial intake and history
4. It guides treatment decisions and treatment modifications
5. It helps assess the efficacy of treatment protocols
6. It helps both you and your patient assess their progress

“Normal” Is Not Optimal

1. Most patients that feel “unwell” will come out “normal” on a blood test
2. Clinical experience suggests that these people are by no means “normal”
3. They are a far cry from being functionally “optimal”
4. They are what we Functional Medicine practitioners call “dysfunctional”

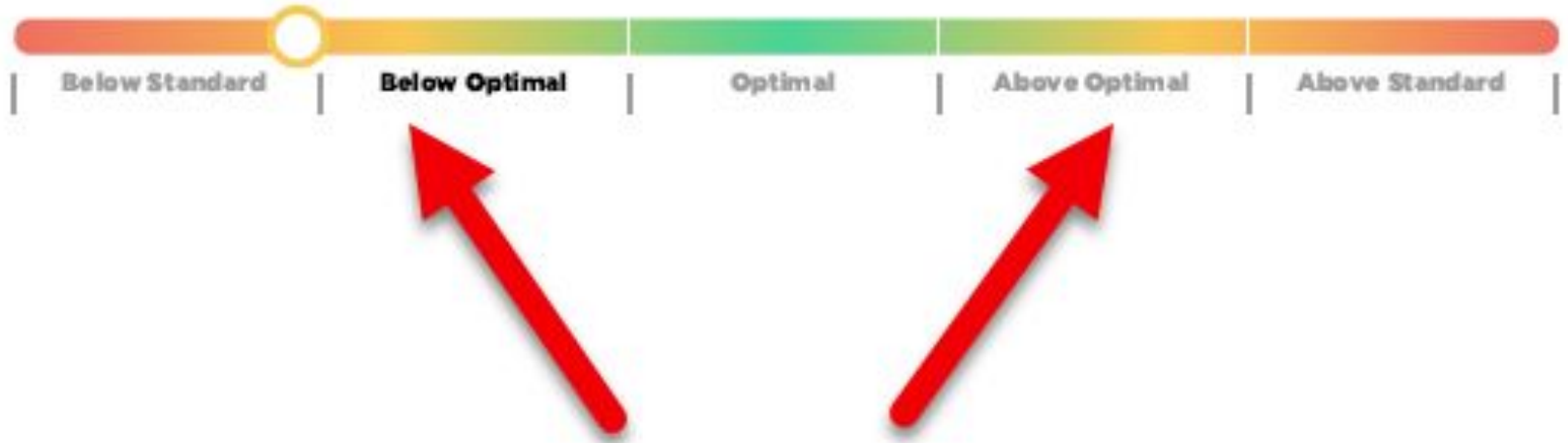
47 yo Male - Low libido, weight gain, aches, fatigue, indigestion, often catches colds

4 Results Out of Normal Range

BILIRUBIN, TOTAL		1.3 H	0.2-1.2 mg/dL	
ALKALINE PHOSPHATASE	47		40-115 U/L	
AST	15		10-40 U/L	
ALT	25		9-46 U/L	
HEMOGLOBIN A1c WITH eAG				
HEMOGLOBIN A1c		5.7 H	<5.7 % of total Hgb	
DHEA SULFATE		62 L	70-495 mcg/dL	NL1
ESTRADIOL		42 H	< OR = 39 pg/mL	NL1

Everything else is “normal” - Why?

Blood Analysis - The Functional Approach

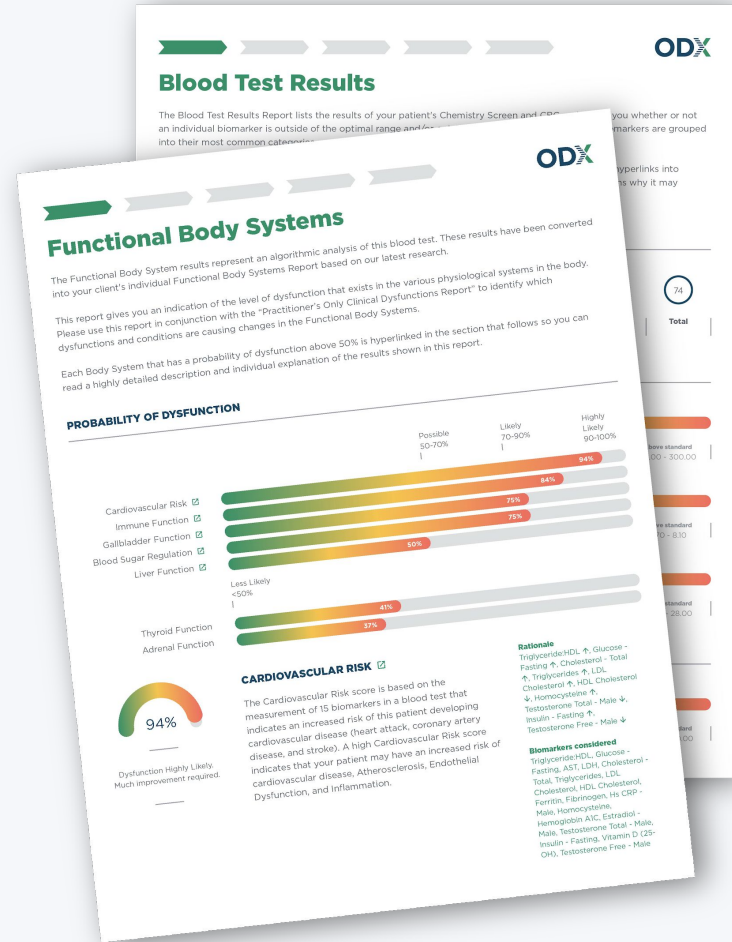


Where you are in the "Normal" range tells us so much more.

Functional Blood Analysis

- Objectives

1. Detect metabolic dysfunction before disease occurs
2. Detect signs of compromised organ system dysfunction
3. Address metabolic imbalances and nutrient deficiencies early on
4. Restore balance in order to restore optimal function



How To Get Started with FBCA

1. Sign up with a lab company
2. Put together your biomarker panels
3. Order a blood test
4. Analyze results from a Functional Perspective using ODX
5. Create a Functional Health Report
6. Create a Fullscript Treatment plan
7. Create a Health Improvement Plan
8. Have that “Report of Findings’ appointment

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For me, the blood chemistry software is the centerpiece of my guidance system and helping people to understand what it is that's really going on with their physiology and helping me to work my way through the decision-making relative to that.

Dr. Brad Rachman

Medical Director of the Rachman Clinic in Black Mountain, North Carolina



Blood Analysis & Supplements

ODX Before Fullscript

- Prescriptions were made from a static database of supplements
- Reports were run based on recommendations from a single company
- All recommendations were fixed
- No mix-and-match
- Practitioners had no choice to create truly individualized treatment plans
- One size fits all!
- Hard to keep the database up-to-date

James Bond
57 year old Male - Born Jan 10, 1965

Lab Test on Jun 14, 2013
Dr. Dicken Weatherby

Vitamin D Need

The results of this blood test indicate that this patient's vitamin D levels might be lower than optimal and shows a need for vitamin D supplementation. The following provide a good source of vitamin D to bring levels back into the optimal range.*

Rationale:
Vitamin D (25-OH) ↓

Product Name

[D3 1000™](#)

Dosage and Directions

Take one tablet daily with food.

Details

D₃ 1000™ features high potency vitamin D₃—the most bioactive form of supplemental vitamin D—in easy-to-swallow microtablets. Vitamin D is important for maintaining healthy bone strength and immune function.*



Magnesium Need

The results of this blood test indicate that this patient's magnesium levels might be lower than optimal and shows a need for magnesium supplementation. The following provide a good source of magnesium to bring levels back into the optimal range.*

Rationale:
Magnesium ↓

Product Name

[Mag Glycinate](#)

Dosage and Directions

Take two tablets twice daily.

Details

Mag Glycinate features a revolutionary magnesium amino acid chelate designed to enhance absorption and intestinal tolerance. Magnesium is an essential mineral that acts as a cofactor in many metabolic processes. Magnesium also supports muscle relaxation and nervous system health.*



The Fullscript Platform



Over 300+ brands and 20,000 products from professional-grade lines with ensured quality



Options for in-person, virtual, and hybrid practices



Robust treatment plan tool with an industry-leading product search experience and customizable dosage instructions



Quick and convenient shopping experience for patients, supplements delivered right to their front door with free shipping on all orders \$50 or more

Health Concern Focused Supplement Suggestions

- The final stage of the blood analysis process is the generation of a Health Concerns report
- It provides insights into what areas of the body & what dysfunctions need the most support
- The ODX Treatment Plan Builder allows you to take these Health Concerns and create a truly individualized prescription using recommendations made by ODX and Fullscript's Integrative Medical Advisory Team
- Once the prescription has been created in ODX, send to Fullscript and they'll handle the rest!

Boosting Adherence with Fullscript

- Automated refill reminders
- Adherence surveys
- Easy to set-up auto-shipments
- Convenient and accessible online ordering

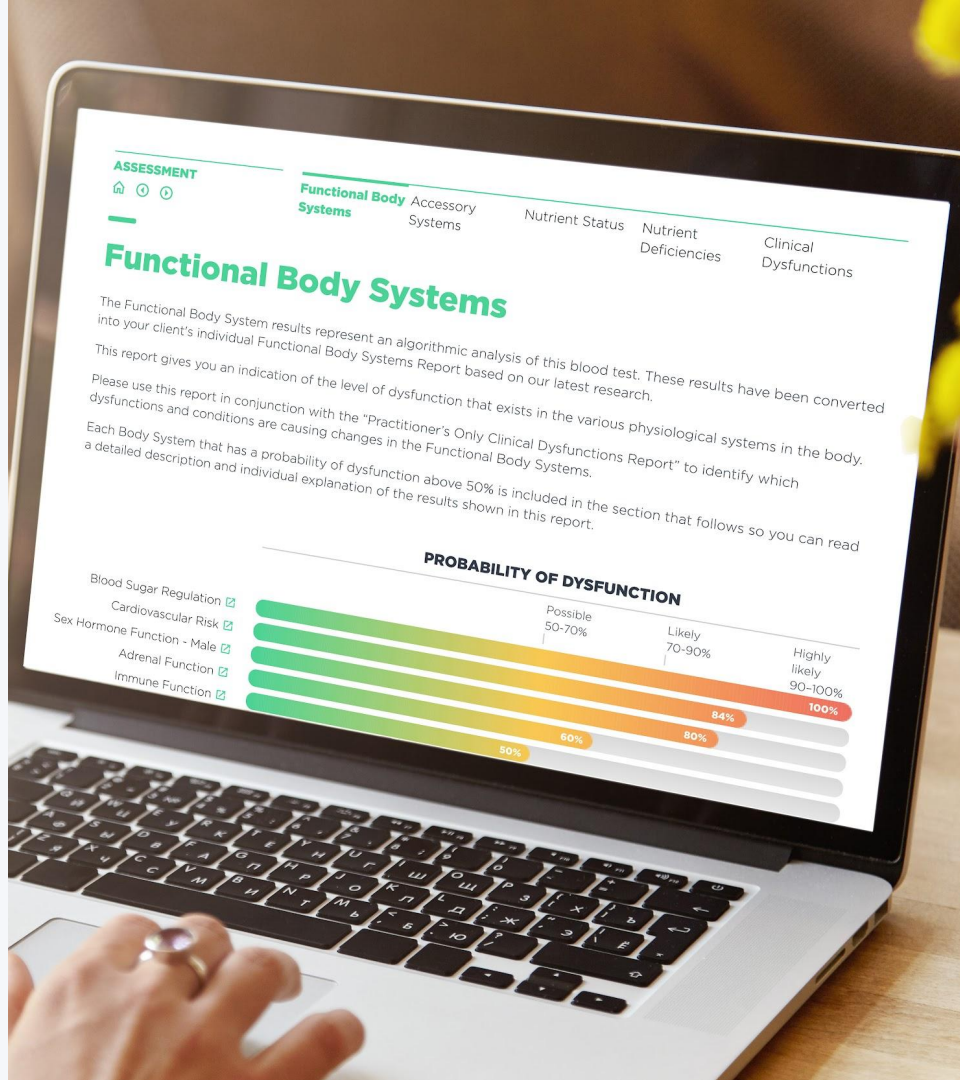




Live Demonstration

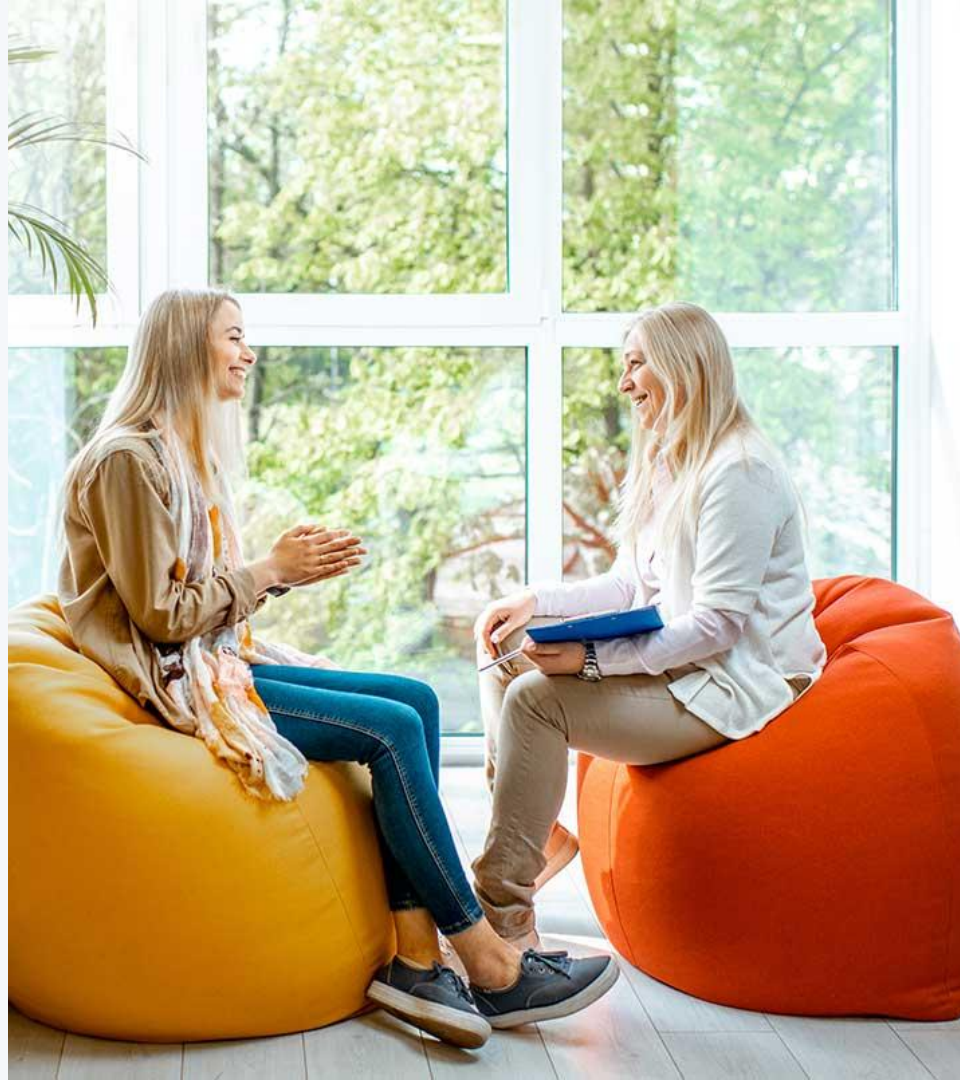
Benefits of ODX For You:

1. Better contextual analysis & interpretation of your patient's blood test results
2. Meaning, not just information
3. The ODX reports are a roadmap of your patient's journey to optimal health
4. Tools to have better conversations with patients
5. Save time on your analysis by providing in-depth reporting
6. Achieve expert status in your patient's eyes



Benefits of ODX For Your Patients:

1. Access to relevant information about their health and insights into what's going on
2. Improve quality of life by giving them the answers they need to move towards optimal health
3. A true and effective partnership with their physician
4. The reporting provides them a roadmap so they have a path forward
5. Personalized recommendations for treatment
6. Health insights that lead to health solutions



Benefits of Fullscript & Optimal DX integration

- Stay organized - Consolidate all of your patient's information in one convenient location
- Provide a patient health roadmap - Go from blood test to individualized prescription in one platform
- From concern to solution - curated supplement suggestions by ODX & Fullscript to match your patient's Health Concerns
- Improved patient experience - Maximize time, retention, and revenue by using Fullscript's adherence tools to re-engage patients when it matters most
- Increase patient compliance - Using ODX's Health Improvement Plan report reinforces the "why"! When you know why you are asked to do something, you're more likely to do it.



Getting Started with ODX

The New ODX Professional Pay-as-you-Go plan:

- Try for free with our 14-day trial + 2 free blood tests
- Get all of the benefits of the Professional Unlimited Plan for \$15/month (billed annually):
 - A year's access to the ODX software, reference guides, AMA and Practitioner Directory
 - All Biomarkers, all FHRs and all HIP Reports
 - Fullscript and all lab integrations included
- Add blood tests for analysis on a pay-as-you-go basis (\$65/blood test entered). This gets you:
 - All practitioner and patient reports (FHR & HIP)
 - Health-Concern focused treatment plans from the blood tests with Fullscript
- [Sign up for Optimal DX's 14-day free trial](#)



Better Together

Integrate your ODX Account with Fullscript and add individualized supplement protocols to your Health Improvement Plans.

Introducing the Fullscript integration

Save time, increase revenue, and promote adherence with this free all-on-one practice management solution.

Support your patients further with Fullscript

Add virtual dispensing to your practice management suite today and save time, increase revenue, and promote adherence.

Expand your impact

Integrate Fullscript today and save time, increase revenue, and promote adherence.

Be indispensable to your patients

Keep your patients engaged for life with Fullscript's virtual dispensing from your practice management suite.

How Do I Implement FBCA in My Practice?

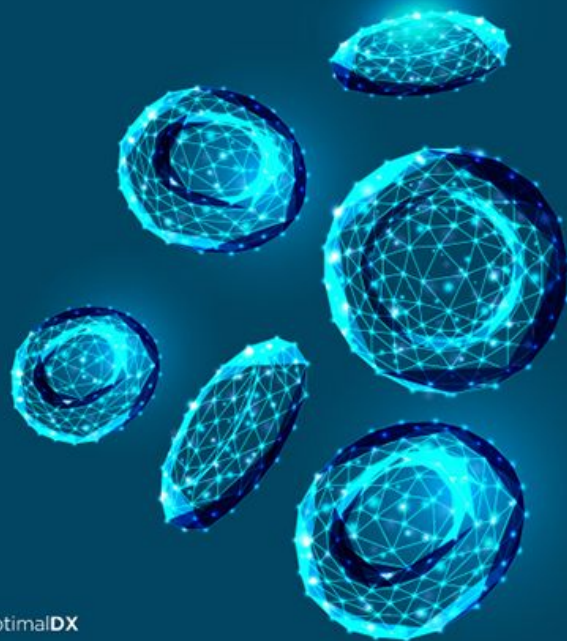
If you're ready to start bringing more meaning, more actionable insights, and stronger outcomes for your clinic, get Dr. Dicken Weatherby's definitive guide on how to start practicing FBCA: ***"The FBCA Blueprint: How to Implement FBCA into Your Clinic"***.

Download the free guide to learn:

- The basics of FBCA and how it fits into your practice
- The benefits of FBCA
- Recommendations for making and running FBCA appointments
- The Foundational Elements of an FBCA implementation

<https://www.optimaldx.com/fbca-blueprint>

THE FBCA BLUEPRINT: How to Implement FBCA into Your Clinic



ODX | OptimalDX



Resources

- [Fullscript Knowledge Center](#)
- [Fullscript Treatment Plan adherence report](#)
- [Fullscript promotional content](#)
- [Fullscript + Optimal DX integration landing page](#)
- [Optimal DX Homepage](#)
- [The ODX Difference](#)



Next Steps

- Sign up for Fullscript ([US/Canada](#))
- [Sign up for Optimal DX's 14-day free trial](#)
- [Integrate Fullscript and Optimal DX](#)

Q&A

What do I need to set up this integration?

You will need an account with Fullscript and an account with Optimal DX. Fullscript is a free to use system, while Optimal DX requires a subscription fee (\$15/month, billed annually) that you can review on slide 23 of this deck



Where is the integration available?

Optimal DX has users from all over the world, but Fullscript is only available for practitioners in Canada and the United States. **Only ODX users in Canada or the US can take advantage of the integration.**

What other systems can Optimal DX integrate with?

Optimal DX can integrate with these lab testing systems currently: Ultra Lab Tests, Access Medical Labs, Empire City Laboratories, Evexia Diagnostics, Lifepoint Informatics, St Croix - Clinical Lab Inc, and Vibrant America.

Optimal DX cannot integrate with any electronic health records or management systems at this time.

Can I add blood work from systems that aren't integrated with Optimal DX, such as Quest Diagnostics or LabCorp?

Yes, you can! You are able to manually enter results from any lab test from a service that ODX does not integrate with.

Can I order labs or do charting through Optimal DX?

No, Optimal DX can only be used to analyze the results of a blood test, it cannot be used to order lab work. It is not an electronic health record or management system so it cannot be used for charting, SOAP notes, intake forms, etc.

Is a certification required for a practitioner to be fully engaged with Fullscript?

Yes, Fullscript requires a healthcare certification on file to approve a supplement dispensary. We typically ask for a state-issued license or permit to practice, or an educational equivalent.

Does Optimal DX have peer reviewed evidence for optimal blood marker ranges?

ODX has a research blog where their team provides research-based articles on many biomarkers in the software.

You can review the resource center at this link:

<https://www.optimaldx.com/resource-center>

Does the Optimal DX platform take gender or age into consideration for ranges?

ODX takes gender into consideration in the software but at this time it does not make changes based on age. ODX also does not recommend adding results for anyone under the age of 18, as Dr. Weatherby's work is based on an adult population.

How many blood markers does Optimal DX have in the system?

ODX is always adding biomarkers to the software. At present, the system has 192 biomarkers, including quite a number of calculated ratios that do not appear on standard tests. For a list of all biomarkers currently in the software please visit this link: <https://www.optimaldx.com/biomarkers-built-into-the-software>

Is there any additional FBCA training available with my Optimal DX subscription?

ODX has online training videos that teach you about every aspect of the software, plus a series of software training emails that get emailed to you! You will also get access to the online version of Dr. Weatherby's "Blood Chemistry and CBC Analysis" reference book as a Blood Reference Guide, a Clinical Conditions Guide, and the Ask Me Anything (AMA) feature with Dr. Weatherby.

