



S I M P L I F I E D
Functional Medicine

TO EMPOWER PRACTITIONERS TO
EMPOWER THEIR PATIENTS



FUNCTIONAL MEDICINE

S U C C E S S G U I D E

www.SimplifiedFunctionalMedicine.com

THE SFM TEAM

W H O W E A R E



Dr. Buddy Allen

Director of Coaching



Dr. Andrew Wells

Chief Operations Officer



Dr. Chad Woolner

Chief Executive Officer



Dr. Jason Green

Chief Financial Officer

CLINICAL ADVISORY BOARD



Dr. Trevor Berry, DC, DACNB



Dr. Charles Penick, MD



**Dr. Brandon Brock, DNP, DC, NP-C,
MSN, APRN, DACNB, DCBCN, FICC**



**Dr. Robert Silverman, DC, DACBN, DCBCN, MS,
CCN, CNS, CSCS, CIISN, CKTP, CES, HKC, FAKTR**

100+ PRACTITIONERS

NEARLY ALL 50 STATES



Dr. Theresa Hartley

"If you are looking for a simple program to implement Functional medicine into your office look no further. The SFM program is awesome and the coaching & support they provide has been excellent. Even if you're just like myself and a newbie they'll help you with everything. Great program and I highly recommend SFM.."



Dr. Ryan Kremer

"I've been looking for a program like this for such a long time. What the SFM system has provided here is a way for me to help more patients and add more profit centers to my practice in a way that doesn't create any additional headaches or disruptions. I am averaging around \$20-30k/Mo. in collections from SFM and I absolutely love it!"



Dr. Courtney Moseley

"We did over \$40,000 in our first month with SFM! It has made things so much easier for our team and for our patients. This is allowing us to be able to reach more people in our community and help serve more of those who need our help. I would highly recommend this program to anyone looking for a better way to helping more patients in an extremely efficient and profitable way."



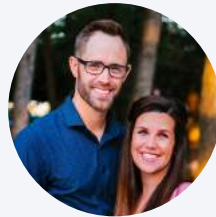
Dr. Charles Penick, MD

"Simplified Functional Medicine has been a powerful addition to my private practice. I love the fact that it simplifies things for both the doctor AND the patient. I also love the fact that it's not just a supplement dispensing protocol but rather a truly whole-person approach from the physical all the way to the mental and emotional aspects of health. I would highly recommend this program to anyone looking to help more patients."



Dr. Jim Dickey

"I am so pleased with the results that our patients are getting with these protocols. I am sincerely blown away. We now average at least 10-15 patients enrolling per month at around \$5-6K per case. I know that these are not just numbers on paper but lives that are being changed. Thank you for helping to give my passion back. Thank you for allowing me to help more people."



Dr. Matt Ogle

"Working with the SFM program has been a quick and easy way for me to add a hands-off, low maintenance program into my practice that allows me to help more patients, make more money and create more stability for my business. I love that. We collected \$10K in our first few weeks of launching our program! Docs would be crazy not to use this system! "



Dr. Sinan Gocman

"I love that SFM is taking things from the realm of theory and puts it into real life application. Since enrolling in the program my confidence with the clinical protocols and recommending it to patients has increased 10 fold. I have seen patients get incredible results and that is very exciting to me. If you're looking for a simple way to change more lives and help more people, look no further, SFM is your answer."



Dr. Brad Hassig

"Simplified Functional Medicine has been the solution to my challenge of integrating a streamlined functional medicine system into our practice. Many of the programs I looked at were extremely time consuming and costly, and left me with more questions than solutions. The SFM system walks you through everything and has clear training and procedures. We have followed the program as designed, and the results and value have been more than what was expected."

TESTIMONIALS/ENDORSEMENTS

Although these testimonials are truthful statements about results obtained by these clients and/or customers, the results obtained by these clients and/or customers are not necessarily typical. You specifically recognize and agree that the testimonials are not a guarantee of results that you or anyone else will obtain by using any products or services referred to or recommended by Simplified Functional Medicine

EARNINGS DISCLAIMER

Every effort has been made to accurately represent our programs and the educational value they provide. However, there is no guarantee that you will earn any money using the techniques and ideas in these materials. When we present revenue and sales figures on our website and our other channels, we are showcasing exceptional results, which do not reflect the average experience. You should not rely on any revenue, sales, or earnings information we present as any kind of promise, guarantee, or expectation of any level of success or earnings. Your results will be determined by a number of factors over which we have no control, such as your financial condition, experiences, skills, level of effort, education, and changes within the market. Running any business carries risks, and your use of any information contained in this is as at your own risk. Subject to our Refund Policy, we provide content without any express or implied warranties. By accessing our content, you agree that we are not responsible for any decision you may make regarding any information presented or as a result of purchasing any of our products or services. Any claims made of actual earnings or examples of actual results can be verified upon request.

WHO WE SERVE

We provide real solutions for practitioners who are...



NEW TO FUNCTIONAL MEDICINE

If you are a practitioner that is looking for training and certification in functional medicine, we provide a solution to help you learn everything you need to know to help solve some of the most common chronic health issues today!



EXPERIENCED IN FUNCTIONAL MEDICINE

If you have already had experience and training in functional medicine, we provide a streamlined approach to help you not only deliver better results, but the ability to do so far more profitably.



LOOKING FOR A NEW OPPORTUNITY

If you are a practitioner that is looking for a new way to add a profitable program into your practice, we provide a turn-key system that allows you to quickly generate a new revenue stream.



LOOKING TO TRANSITION TO VIRTUAL/HYBRID

If you have been considering building a virtual program online we have done all of the heavy lifting by creating a plug and play solution that practitioners can use to transition into a virtual/hybrid practice model.

THE PROBLEM

Chronic health issues have become an epidemic.

It is estimated that around 174 million people are struggling with any number of functional health issues including:

- Fatigue
- Digestive Problems
- Difficulty Losing Weight
- Thyroid Problems
- Hormone Problems
- Depression
- Anxiety



According to the Journal of the American Medical Association, chronic health problems are a massive financial burden on individuals and families. In fact, it's estimated that...

The potential cumulative financial hit to patients with costly chronic illnesses is considerable. Those with high spending in at least 5 of the 6 years examined had average annual expenses around \$30 000. That's well above typical deductible levels for employer-sponsored plans (usually below \$2000) or for Affordable Care Act (ACA) plans (usually in

Source: Chronic Illness Spells Financial Burden, Even With Insurance | Geriatrics | JAMA Forum Archive | JAMA Network

**PATIENTS ARE SPENDING ROUGHLY \$30K ANNUALLY
JUST TO MANAGE CHRONIC HEALTH PROBLEMS!
WE BELIEVE THERE'S A BETTER WAY TO
HELPING PATIENTS SOLVE THESE PROBLEMS.**

THE PROBLEM

To make matters worse, most Conventional Approaches to Functional Medicine are just way too complex, time consuming and cumbersome!

**LET'S FACE IT, MOST OF THESE APPROACHES ARE...
DYSFUNCTIONAL!**

(Conventional, Dysfunctional Medicine)

Most conventional approaches focus on what's possible. When we focus on what's possible, ANYTHING is possible which leads to all of the expensive, complicated and often unnecessary lab tests and procedures. We wind up with protocols and algorithms that look something like this



2 KEY RULES OF PRACTICE:

RULE #1: CONFUSED PATIENTS DON'T BUY

RULE #2: OVERWHELMED PATIENTS DON'T COMMIT



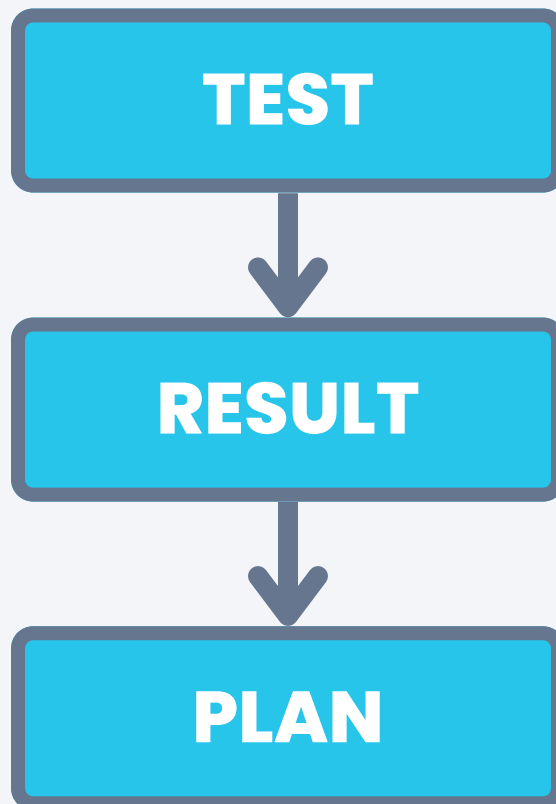
SIMPLIFIED
Functional Medicine

THE SFM APPROACH

Rather than focusing on what's possible and diving down every potential rabbit hole, at Simplified Functional Medicine we focus on

WHAT'S PROBABLE

When we focus on what's probable we are able to use a focused approach rather than a diluted approach. This allows us to dramatically simplify and streamline our protocols to look like this:



Rather than dozens of complex, expensive lab tests, we've developed a comprehensive yet streamlined testing process that allows us to identify key root causes and use a personalized plan to help solve the patient's problem(s) and restore their health.

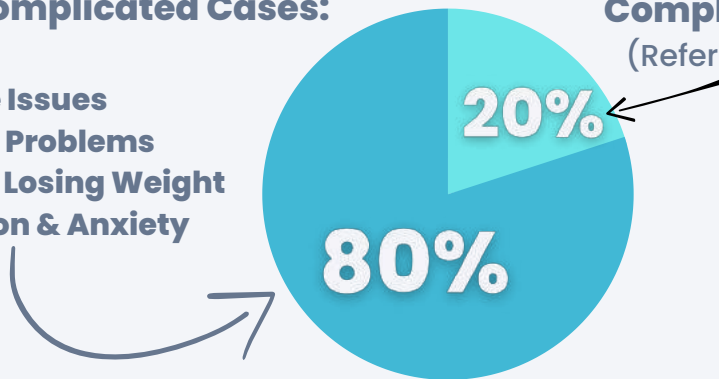


THE SFM APPROACH

Simplified Functional Medicine is NOT an "everything to everyone" type functional medicine approach. We created this from the lens of the 80/20 rule. The majority of today's most common chronic health issues aren't due to complex, mysterious causes, but rather by the same relatively uncomplicated root causes. This allows us to massively streamline and simplify the overall process of helping these patients uncover the root causes behind their problems and then helping to solve them.

Relatively Uncomplicated Cases:

- ✓ Fatigue
- ✓ Digestive Issues
- ✓ Hormone Problems
- ✓ Difficulty Losing Weight
- ✓ Depression & Anxiety



Complex, Mysterious Cases

(Refer these to the specialists)



THE SFM SYSTEM AT A GLANCE



PATIENT PRESENTS WITH
PRIMARY COMPLAINT(S)
AND FILLS OUT PAPERWORK



PROVIDER OR CASE MANAGER
DOES A BRIEF INITIAL
CONSULTATION



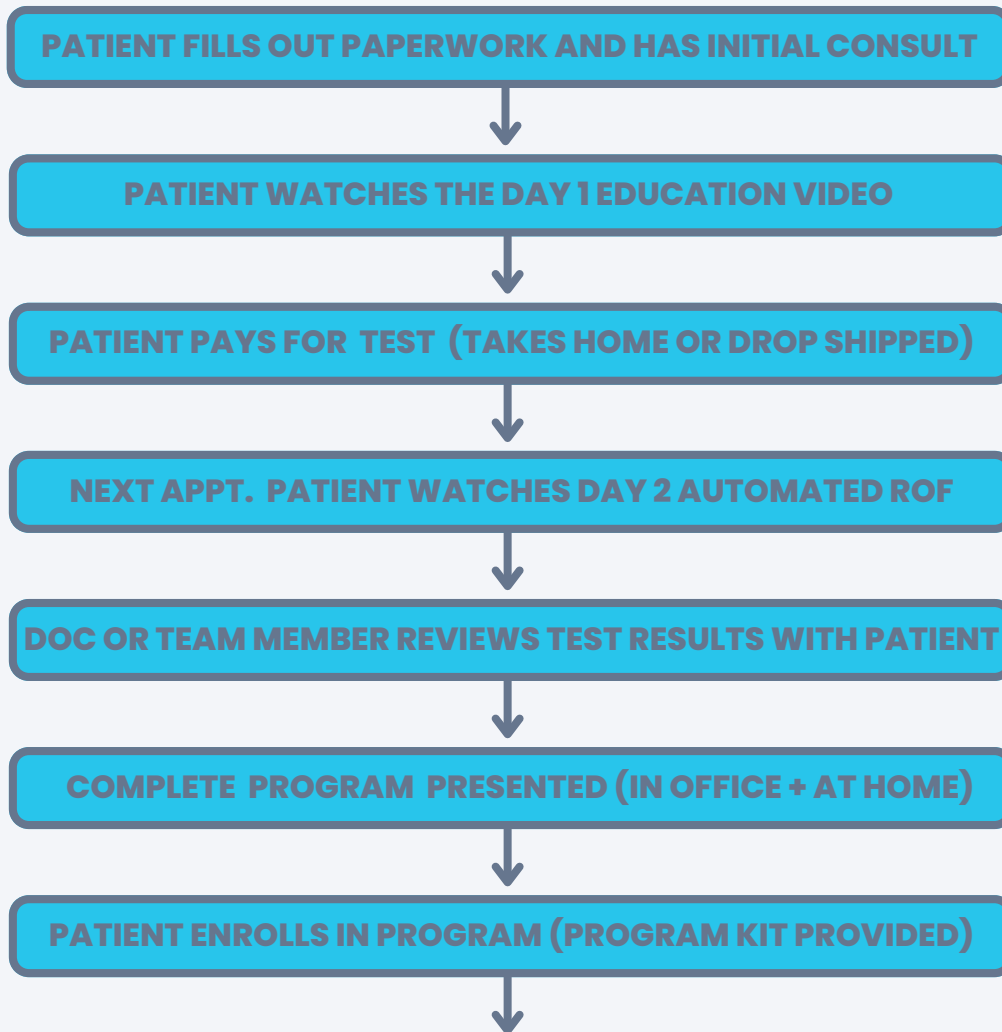
PATIENT GOES THROUGH THE SFM
AUTOMATED EDUCATION &
ENROLLMENT SYSTEM



SIMPLIFIED
Functional Medicine

THE SFM APPROACH

THE SFM System Does All the Heavy Lifting!



EACH PATIENT IS PROVIDED A COMPREHENSIVE, TURN-KEY, PERSONALIZED, SYSTEMS-DRIVEN SOLUTION THAT INCLUDES:

- **Testing (Pre & Post)**
- **Supplements**
- **Home Care Curriculum**
- **Custom Nutritional Guidance**
- **Stress Resiliency Training**
- **Biofeedback Tools**
- **A Personalized Mobile App and Patient Portal**
- **Ongoing Support**
- **In Office Care (for brick & mortar clinics)**
- **Done For You Patient Education**
- **And More...**



THE SFM APPROACH

THE 4 PILLARS OF HEALTH RESTORATION



“THE 4 PILLARS OF HEALTH RESTORATION”

RHYTHM RESETTING

NUTRITIONAL HEALING

STRESS RESILIENCY

FUNCTIONAL THERAPY

By using a combination of the very best protocols we've developed a powerful, comprehensive yet streamlined approach to helping patients get incredible results.

THE SFM APPROACH

THE 5 FUNDAMENTALS OF HEALTH

WE'VE DEVELOPED A 5-PART SERIES OF DONE-FOR-YOU WORKSHOPS THAT TEACH PATIENTS THE LONG-TERM STRATEGIES THEY'LL LEARN TO ACHIEVING AND MAINTAINING THEIR HIGHEST LEVELS OF HEALTH!



**WORKSHOP #1:
HEALTH GOAL SETTING**



**WORKSHOP #2:
THE SCIENCE OF HABIT FORMATION**



**WORKSHOP #3:
PROPER BIOMECHANICAL & BIOCHEMICAL FUNCTION**



**WORKSHOP #4:
STRESS RESILIENCY**



**WORKSHOP #5:
FUELING OURSELVES PROPERLY**



THE SFM APPROACH

Included are our 6 Pre-Done
New Patient Attraction Workshops!

Based on the most common symptoms/conditions these workshops are designed to attract leads into your practice and convert them into new patients.

THYROID PROBLEMS



DIGESTIVE PROBLEMS



DIFFICULTY LOSING WEIGHT



HORMONE PROBLEMS



FATIGUE & SLEEP PROBLEMS



DEPRESSION & ANXIETY

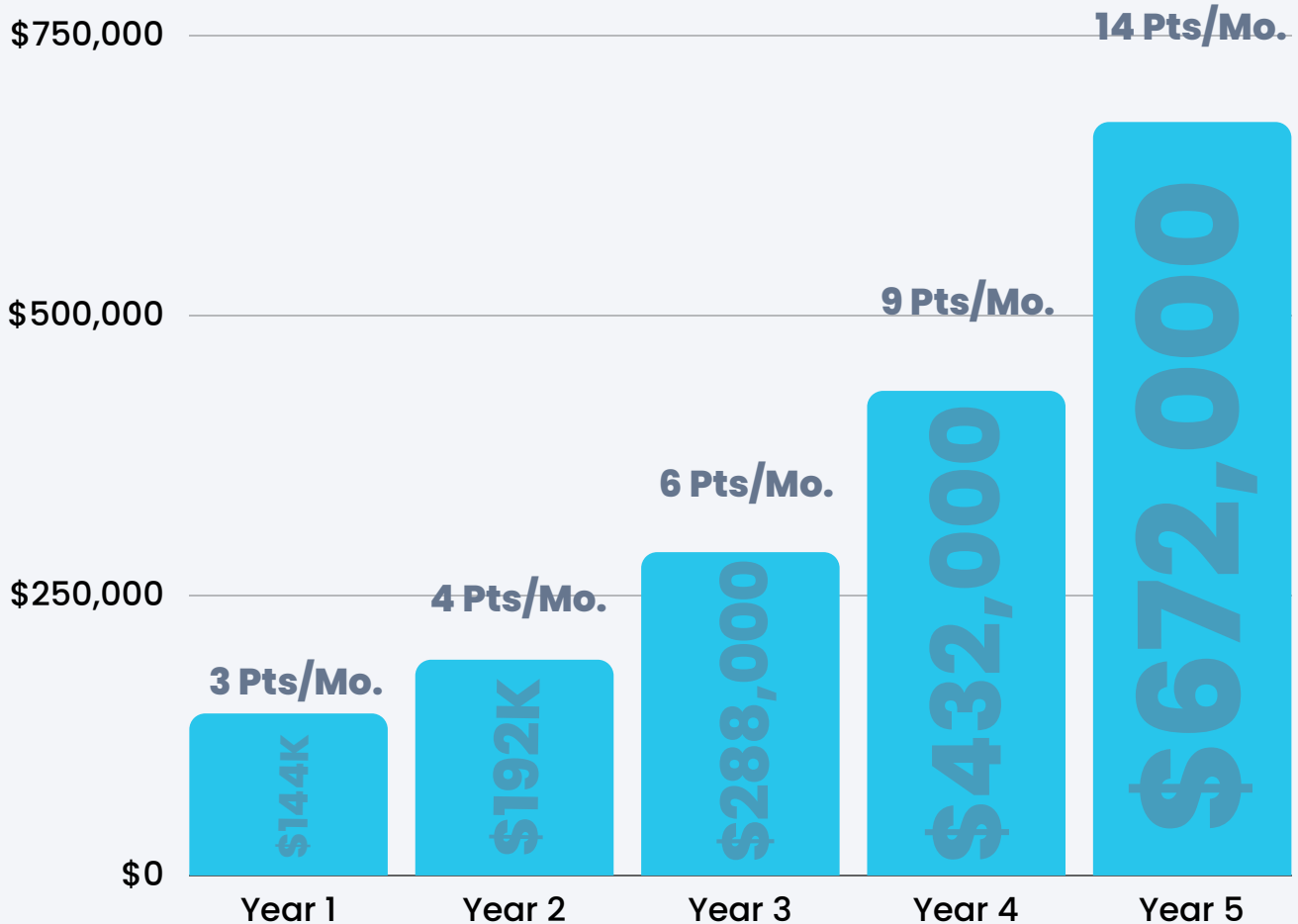


**PLUS, A SPECIAL WORKSHOP SPECIFICALLY
ON LOW LEVEL LASER THERAPY**



OPPORTUNITY

This pervasive problem creates a tremendous opportunity for practitioners to grow their clinic while serving their community in a profound way. Here is a conservative 5 year financial projection for SFM practitioners:



KEY METRICS:

Year 1 revenue is based off of 3 patient enrollments per month with an average \$4,000 case value. Years 2-5 are based off of 50% annual growth rate.

Conservatively, the average clinic that fully implements the SFM systems can see a growth in revenue of \$1,728,000 over the next 5 years.



REVENUE ESTIMATE

(\$4,000 Average Program)

MONTHLY ENROLLMENT	AVERAGE PROGRAM	MONTHLY REVENUE	ANNUAL REVENUE
2 Enrollments	\$4,000	\$8,000	\$96,000*
4 Enrollments	\$4,000	\$16,000	\$192,000
6 Enrollments	\$4,000	\$24,000	\$288,000
8 Enrollments	\$4,000	\$32,000	\$384,000
10 Enrollments	\$4,000	\$40,000	\$480,000
15 Enrollments	\$4,000	\$60,000	\$720,000
20 Enrollments	\$4,000	\$80,000	\$960,000
25 Enrollments	\$4,000	\$100,000	\$1,200,000
30 Enrollments	\$4,000	\$120,000	\$1,440,000
40 Enrollments	\$4,000	\$160,000	\$1,920,000

*** At \$96,000 in annual revenue you have a 7:1 ROI**

REVENUE ESTIMATE

(\$6,000 Average Program)

MONTHLY ENROLLMENT	AVERAGE PROGRAM	MONTHLY REVENUE	ANNUAL REVENUE
2 Enrollments	\$6,000	\$12,000	\$144,000*
4 Enrollments	\$6,000	\$24,000	\$288,000
6 Enrollments	\$6,000	\$36,000	\$432,000
8 Enrollments	\$6,000	\$48,000	\$576,000
10 Enrollments	\$6,000	\$60,000	\$720,000
15 Enrollments	\$6,000	\$90,000	\$1,080,000
20 Enrollments	\$6,000	\$120,000	\$1,440,000
25 Enrollments	\$6,000	\$150,000	\$1,800,000
30 Enrollments	\$6,000	\$180,000	\$2,160,000
40 Enrollments	\$6,000	\$240,000	\$2,880,000

*** At \$144,000 in annual revenue you have an 11:1 ROI**

MARKETING PROJECTIONS

WORKSHOP MARKETING

*These projections are based on very conservative estimates based on several years of experience using the open house/workshop strategy.
This is based on an average case value of \$4,000*

Monthly Workshop Ad Spend: \$2,000



Estimated Cost Per Attendee: \$100 = 20



30% Initial Test Conversion = 6



30% Enrollment Conversion = 2



**TOTAL REVENUE GENERATED PER WORKSHOP:
\$8,000**



**6 MONTH REVENUE = \$48,000
12 MONTH REVENUE = \$96,000**

MARKETING PROJECTIONS

DIRECT TO CLINIC MARKETING

*These projections are based on very conservative estimates based on several years of experience using the direct to clinic marketing strategy.
This is based on an average case value of \$4,000*

Monthly Ad Spend: \$2,000



Estimated Cost Per Lead: \$66 = 30



30% Initial Test Conversion = 9



30% Enrollment Conversion = 3



**TOTAL REVENUE GENERATED PER MONTH:
\$12,000**



**6 MONTH REVENUE = \$72,000
12 MONTH REVENUE = \$144,000**

PROGRAM COMPARISON

A brief comparison breakdown of Simplified Functional Medicine compared to other programs.



SIMPLIFIED

Functional Medicine

**A COMPARISON BETWEEN
SFM AND OTHER PROGRAMS**

	COMPREHENSIVE CLINICAL TRAINING	COMPREHENSIVE BUSINESS TRAINING	TURN-KEY BUSINESS SYSTEMS	AUTOMATED PATIENT EDUCATION	AUTOMATED PATIENT ENROLLMENT	CLINICALLY VALID TESTING	PATIENT & PRACTITIONER APP	PATIENT SUPPLEMENT/RESOURCE KITS	DONE FOR YOU MARKETING	ONGOING CLINICAL SUPPORT	ONGOING BUSINESS SUPPORT	HANDS ON CLINICAL TRAINING	GUARANTEED ROI
SIMPLIFIED FUNCTIONAL MEDICINE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CONVENTIONAL FUNCTIONAL MEDICINE	✓	✗	✗	✗	✗	✓	✗	✗	✗	✓	✗	✓	✗
OTHER NICHE BASED PROGRAMS	✗	✓	✓	✗	✗	✓	✗	✗	✓	✗	✓	✓	✗

With Simplified Functional Medicine you receive a complete and comprehensive, turn-key system that includes:

- Comprehensive clinical training
- Proven business & marketing systems
- Automated patient education & enrollment systems
- Clinical testing and supplement protocols
- A custom provider & patient tracking & coaching app
- Personalized patient program kits
- Hands-on clinical training with certification
- Ongoing support
- And much, much more!



SIMPLIFIED
Functional Medicine

IMPLEMENTATION TIMELINE

With over 100 practitioners having been through the SFM program, our data shows that the average implementation timeframe is less than one month (27.2 days to be exact.)

STEP 1

INITIAL ONBOARD (1-2 weeks)



During this timeframe you will be going through the course material, while awaiting delivery of supplements, test kits, etc. We will take you through everything step-by-step to ensure rapid implementation

STEP 2

CLINICAL / SYSTEMS TRAINING (1-2 weeks)



Here you and your team will go through the clinical training along with setting up all your necessary initial accounts and ordering any necessary supplies in preparation for your initial launch.

STEP 3

MARKETING LAUNCH (2 weeks)



Once you have gone through the initial clinical and business system training you will then focus on preparing for your initial marketing launch. At this stage you will establish your marketing calendar along with your clinic goals and success path.

WANT TO LEARN MORE?

CHECK OUT OUR ON-DEMAND TRAINING
AND SETUP A RISK-FREE DEMO CALL



SIMPLIFIED FUNCTIONAL MEDICINE

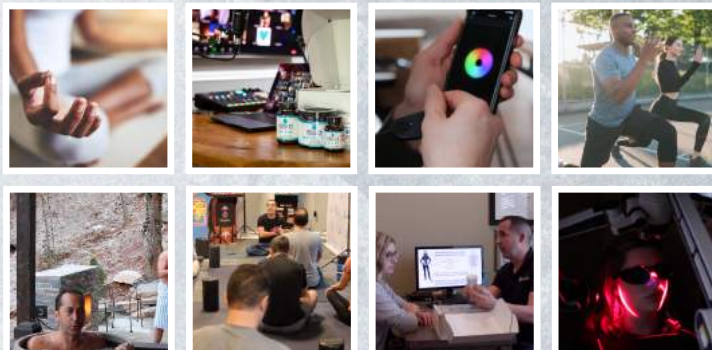
- ✔ Streamlined Testing
- ✔ Focused Supplement Protocols
- ✔ Automated Patient Education & Enrollment
- ✔ Reproducible Business Systems
- ✔ Comprehensive Lifestyle Curriculum
- ✔ Turn-Key Marketing Systems
- ✔ Low Inventory Costs
- ✔ Staff Driven



CONVENTIONAL/ DYSFUNCTIONAL MEDICINE

- ⚠ Dozens of Complex Tests
- ⚠ Hundreds of Supplement Protocols
- ⚠ No Patient Enrollment Strategies
- ⚠ No Business Systems
- ⚠ Little to No Lifestyle Protocols
- ⚠ No Marketing Systems
- ⚠ High Inventory Costs
- ⚠ Doctor Driven / Doctor Dependent

VS



Join Our Growing Network of Providers in Nearly All 50 States!

