Omega Diagnostics

Building A Thriving Practice



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Lessons From Anna's and My Journey

❖ Key takeaways from today:

- Embrace a Business Mindset
- Invest in Digital Marketing Support
- Know Your Worth – Price Fairly
- Build Strong Financial and Marketing Habits
- Identify Your Ideal Audience
- Business Structure
- Consultation pricing, nutritional packages & functional testing

❖ Help tips and skills to make life easier:

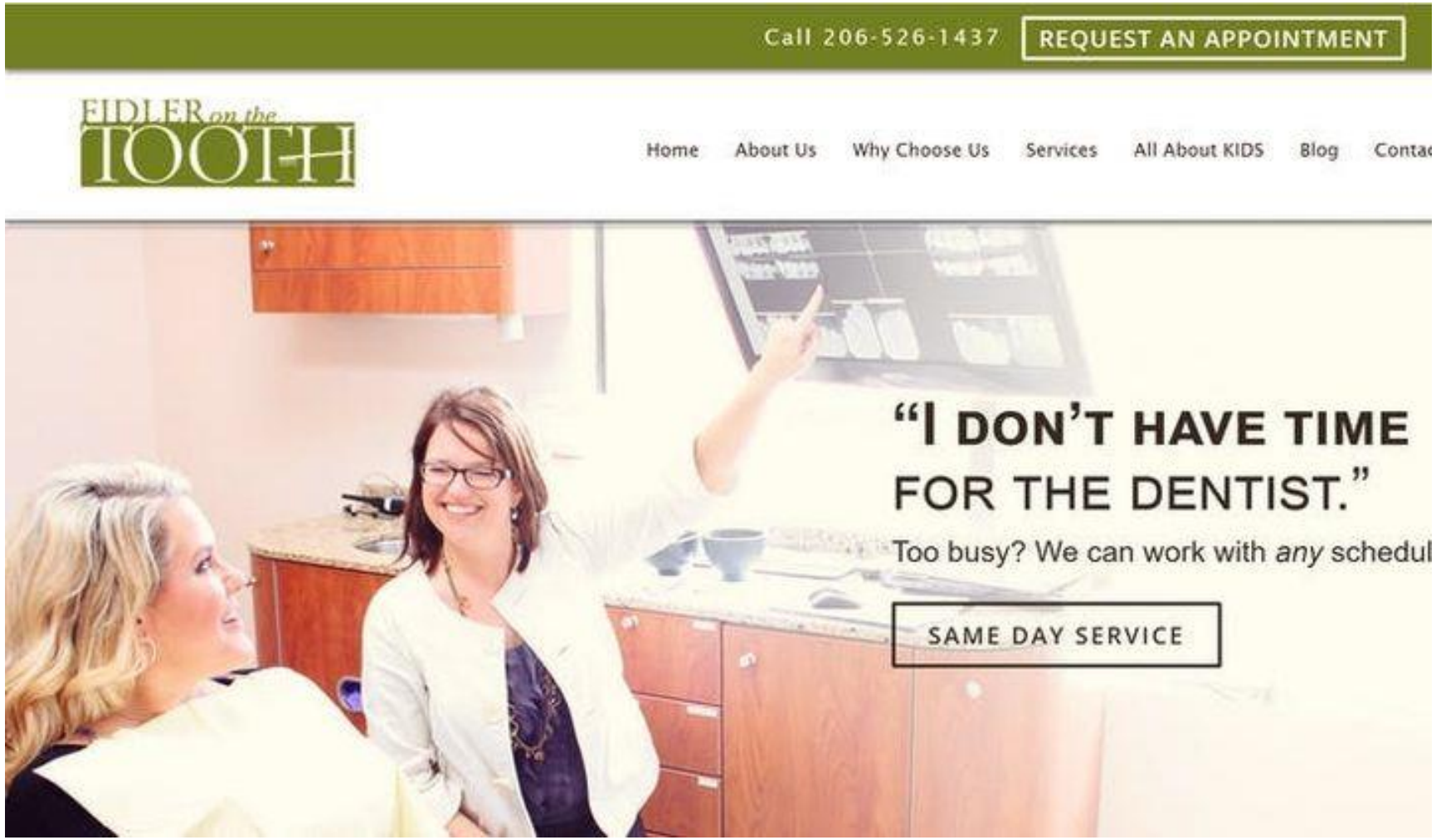
- Building a website and social media presence
- Content creation
- Understanding the target audience
- Understanding appropriate and relevant test
- Understanding Data





The Start of Your Journey

Pick A Name


Call 206-526-1437
REQUEST AN APPOINTMENT
EIDLER on the TOOTH
Home
About Us
Why Choose Us
Services
All About KIDS
Blog
"I DON'T HAVE TIME FOR THE DENTIST."
Too busy? We can work with any schedul
SAME DAY SERVICE

Embrace a Business Mindset

See Your Practice as a Business

- Balance your passion with strategic planning
- Implement business structures and processes

Set Clear Goals and Objectives

- Define your vision for success
- Use SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound)

Seek Professional Guidance

- Consult with accountants or business advisors
- Network with other successful practitioners

Prioritise Time Management

- Utilise scheduling tools and apps
- Delegate tasks when possible

Invest in Your Own Development

- Attend business and marketing workshops
- Stay updated on industry trends and technologies





Marketing Tips

Know You Audience



Understand Your Passion and Expertise

- Reflect on what truly excites you
- Leverage your unique skills and qualifications

Create Client Personas

- Understand your ideal clients
- What is their age, lifestyle, health challenges, motivations

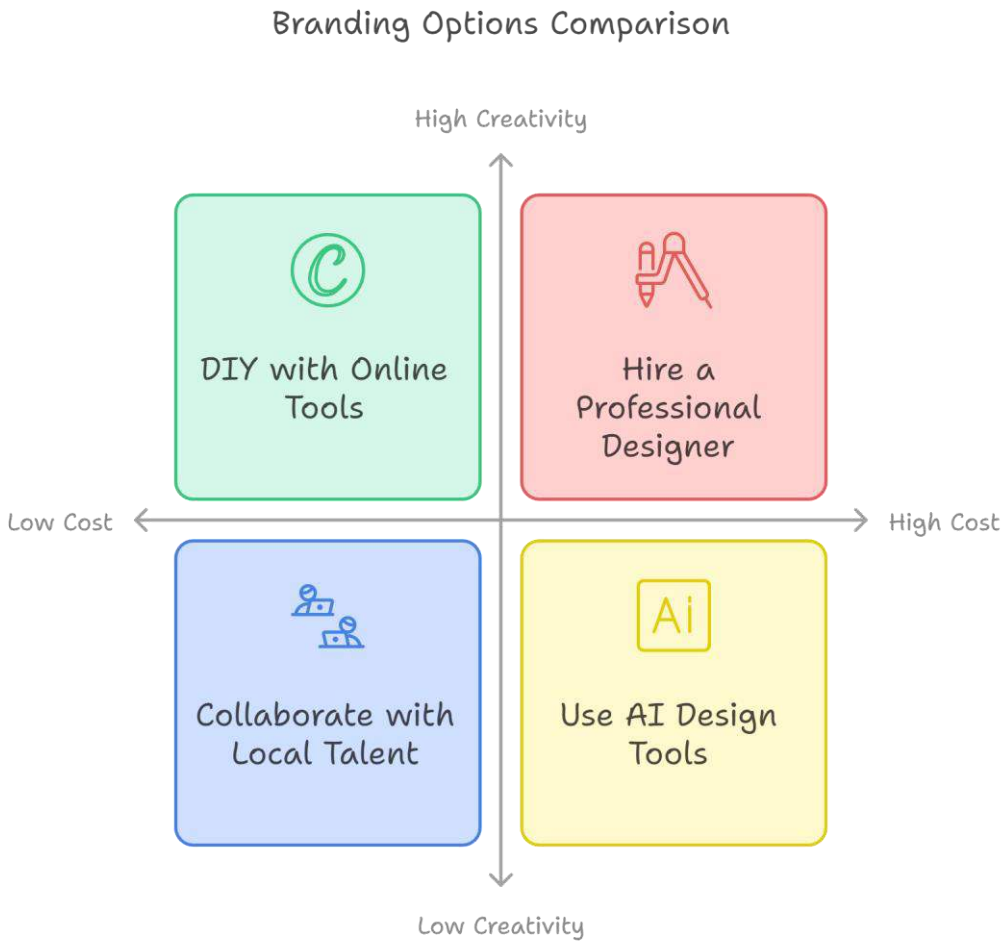
Tailor Your Marketing Efforts

- Use language and imagery that resonate with your audience
- Choose marketing channels they frequently use

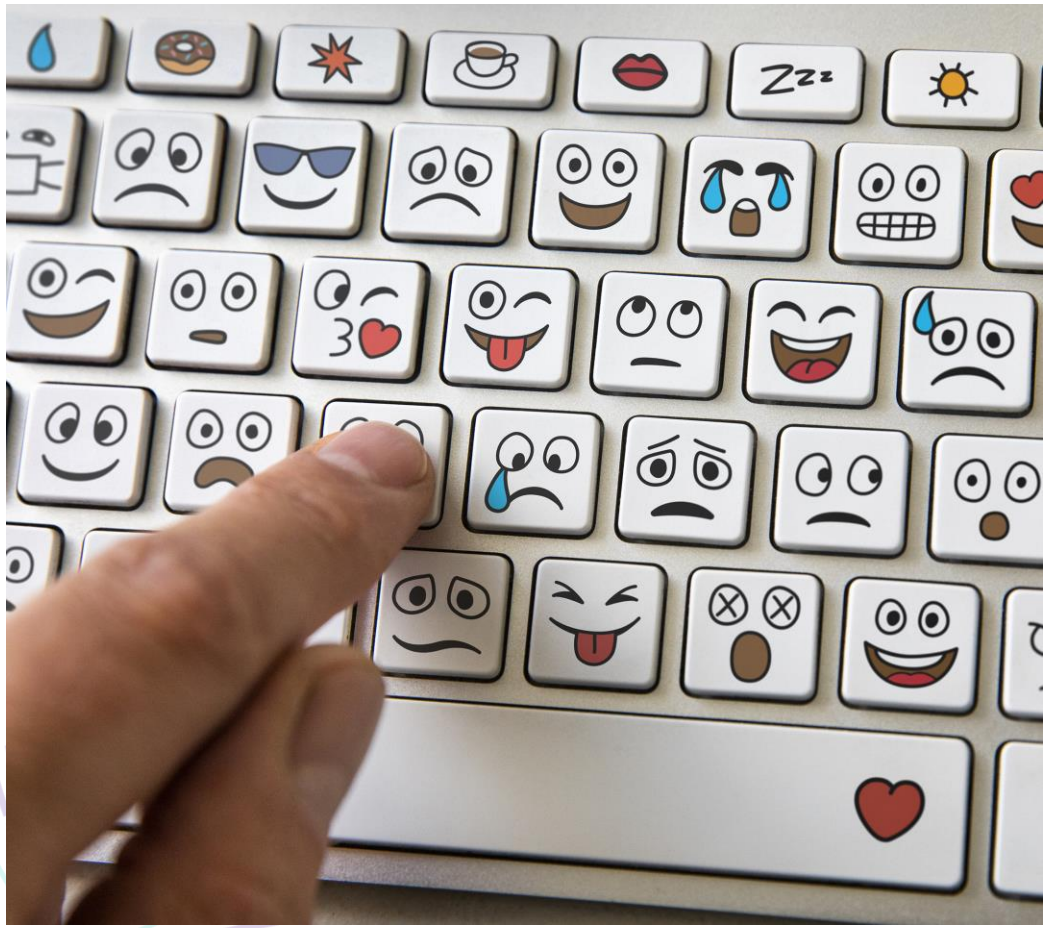
Embrace Digital Marketing

Start with Professional Branding - Before diving into digital marketing, it's crucial to establish a strong brand identity.

- **Option 1: DIY with Online Tools**
  - If you're creative, use tools like Canva to design your own logo and branding.
  - **Cost:** Canva Free or Canva Pro at **£100 per year** for one person.
- **Option 2: Hire a Professional Designer**
  - If you have some extra budget, hire a freelancer for a professional logo and brand identity.
  - **Cost:** Freelancers on Fiverr or Upwork starting from **£100 - £3000+**.
- **Option 3: Collaborate with Local Talent**
  - Reach out to family, or local university/college students studying design.
  - Often more affordable and supports emerging talent.
- **Option 4: Use AI Design Tools**
  - AI-powered tools like Looka or Brandmark can generate logos.
  - **Cost:** Packages start at **£15**.



Embrace Digital Marketing



Use your new branding to enhance your online platforms.

Website Builders

- Platforms like Wix, Squarespace, and WordPress.com offer user-friendly interfaces.
- You can customise templates with your branding elements.
- Costs:
  - Wix: from £10/month.
  - Squarespace: from £15/month.
  - WordPress.com: free basic plans, premium options from £7/month.

Content Creation

- Continue using Canva to create cohesive social media posts, flyers, and other marketing materials.
- Keep your messaging consistent to strengthen your brand identity.

Develop a Consistent and Engaging Writing Style

- Humanise your brand by telling your story
- Connect emotionally with your audience

Harness the Power of Social Media

Choose the Right Platforms

- Focus on where your ideal clients are active

Create Engaging and Valuable Content

- Share tips, success stories, and personal insights

Build a Bank of Blogs and Articles

- Have content ready to share as needed
- Showcases your expertise and drives people to your website

Be Consistent with Posting

- Post on consistent days and times to build a following
- Leverage awareness months/weeks/days for trending topics

Interact and Build Relationships

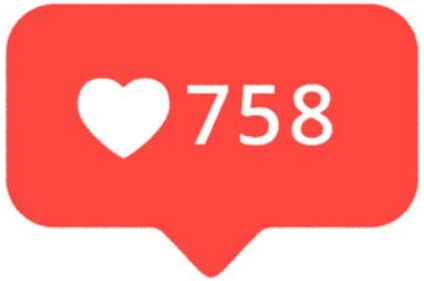
- Respond to comments and messages promptly

Utilise Tools and Resources

- Use scheduling apps and content creation tools

Measure Your Impact

- Track engagement and adjust your strategy accordingly



Create Quality Content



Importance of Accurate and Reliable Information

- Uphold professional integrity
- Build trust with your audience

Use Trusted Sources for Content Creation

- Refer to reputable research and guidelines
- Stay updated with the latest industry developments (Google Alerts)

Leverage Resources from CNSLab

- Access the dedicated practitioner portal
- Utilise the educational webinar programme
- Benefit from free training videos and educational documents

Tips for Effective Content Creation

- Cite sources appropriately
- Simplify complex information for your audience
- Keep content engaging and relevant

Leverage Data

Understand the Importance of Data

- Data helps you make informed decisions
- Track what's working and what needs improvement

Google Analytics for Your Website

- Monitor website traffic and user behaviour
- Identify popular content and pages
- Set up goals to track conversions

Meta Insights for Social Media

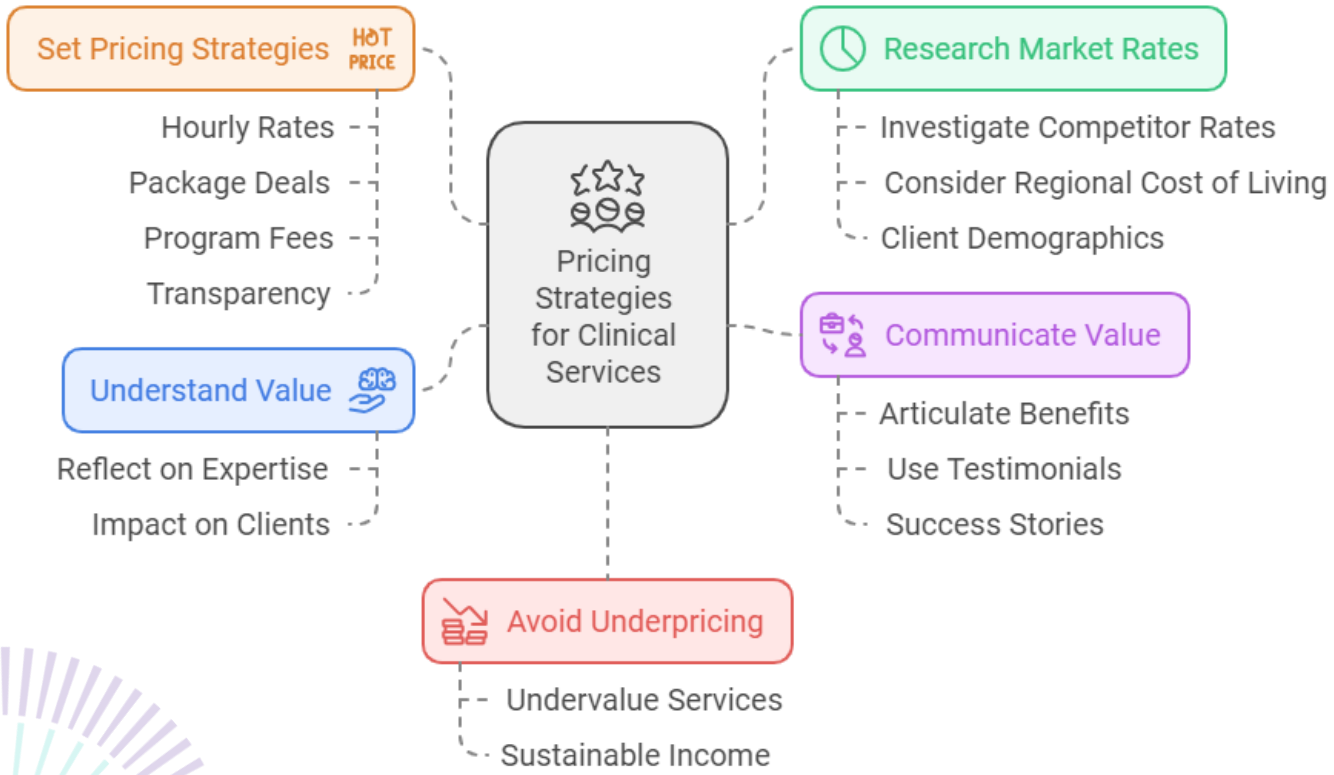
- Analyse engagement on Facebook and Instagram
- Understand your audience demographics
- Adjust your content strategy based on performance

Steps to Get Started

- Set up Google Analytics on your website (free)
- Use Meta Business Suite for social media analytics (free)
- Regularly review and act on the insights



Know Your Worth – Price Fairly



Understand the Value of Your Services

- Reflect on your expertise and the impact you make

Research Local Market Rates

- Investigate what other practitioners charge
- Consider regional cost of living and client demographics

Set Clear Pricing Strategies

- Decide on hourly rates, package deals, or programme fees
- Be transparent with your pricing

Avoid Underpricing Yourself

- Low prices may undervalue your services
- Aim for sustainable income that reflects your worth

Communicate Your Value Effectively

- Articulate the benefits clients receive
- Use testimonials and success stories



Building Your Practice

Decide Who You Will Be Working With



Identify Your Ideal Demographic

- Determine who you want to work with and why

Specialise Early in Your Career

- Focus on a niche within the first two years

Develop an Area of Expertise

- Become an expert to attract clients directly

Understand Client Motivation

- Learn how your clients are motivated to make changes

The Importance of the Discovery Call

Offer Free 20-Minute Consultations

- Lower the barrier for potential clients
- Provide a glimpse into your services

Demonstrate Empathy and Active Listening

- Build trust and rapport
- Understand client needs and concerns

Your Character as a Unique Selling Point

- Showcase your personality and approach
- Differentiate yourself from other practitioners

People Buy from People

- Personal connections influence decision-making
- Establish a strong foundation for client relationships



Invest in Creating Patient Support Documents

Prepare Pre-Consultation Questionnaire Templates

- Gather essential client information upfront

Develop Follow-Up Questionnaire Templates

- Monitor client progress and adjust plans

Create a Library of Generic Meal Plans

- Blood Glucose Regulating Meal Plan
- Anti-Inflammatory Dietary Plan
- Gluten-Free Dietary Plan
- Dairy-Free Dietary Plan
- Foods for the Brain Dietary Plan



Benefits of Patient Support Documents

- Enhance client engagement and compliance
- Save time with reusable resources
- Provide added value to your services

Advertising Your Nutritional Practice

Register with Professional Directories

- In addition to BANT, join the Nutritionist Resource
- Increases your visibility to potential clients
- Monthly fee from £19.50 on a 30-day rolling contract
- BANT members receive a reduced rate

Invest Time in Writing Articles

- Contribute content to the Nutritionist Resource
- Showcase your expertise and knowledge
- Enhance your credibility and attract clients

Benefits of Professional Directories

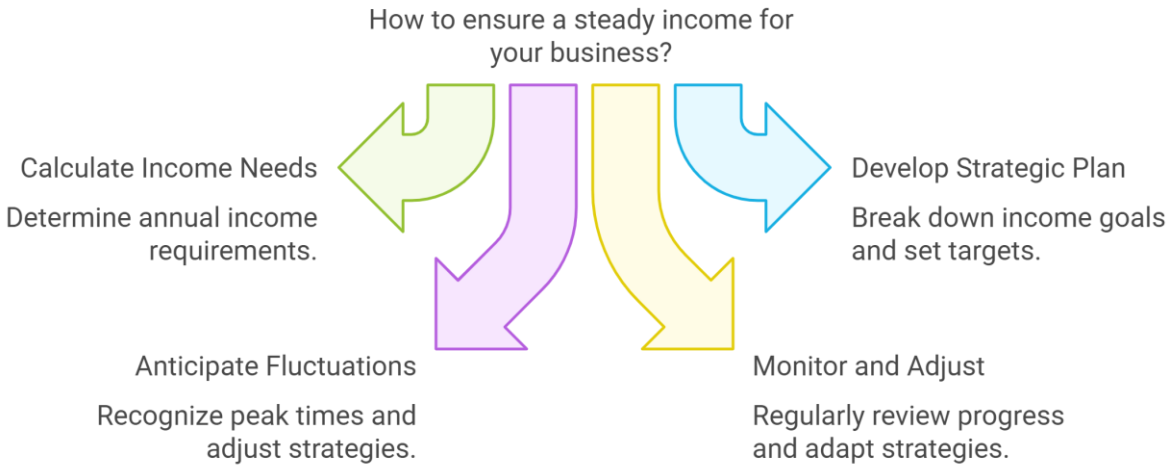
- Improved online presence
- Access to a broader audience
- Opportunities for networking with other professionals

BANT®
British Association for Nutrition and Lifestyle Medicine

Nutritionist Resource

Consultation Pricing, Nutritional Packages & Functional Testing

Planning Your Income and Managing Seasonal Fluctuations



Determine Your Income Needs

- Calculate how much you need to earn annually
- Consider personal and business expenses

Develop a Strategic Plan

- Break down your income goals into achievable targets
- Set monthly and quarterly objectives

Anticipate Seasonal Fluctuations

- Recognise peak times (e.g., February, September)
- Adjust your marketing and scheduling accordingly
- Plan holidays during quieter periods

Monitor and Adjust Your Plan

- Regularly review your financial progress
- Be flexible and adapt strategies as needed

Financial Considerations – Setting Up In Practice

Adopt a 4-Day Working Week

- Encourage an ideal work/life balance

Plan for Unpaid Time Off

- Holidays and absences due to illness are not paid

Account for Professional Expenses

- Medical insurance
- Professional fees:
  - BANT Membership: £145
  - CNHC Registration: £70
  - Professional Indemnity Insurance: Approximately £60

Choose Convenient Payment Methods

- Online payments pre-consultation
- Card reader in clinic
- Ensure client convenience and security



Pricing Your Services and Projecting Potential Earnings

Based upon initial consultation with two follow ups:

Initial Consultation Fee (£100 – £150)

- Includes:
  - Review of pre-consultation questionnaire
  - Analysis of any blood test reports before consultation
  - Post-consultation write-up (2–3 hours of additional work)
- *Industry Comparison*: GP-trained functional medicine practitioners in London charge up to £400 per consultation (excluding tests)

Follow-Up Consultations

- Two sessions of 45 minutes each
- Fee range: £120 – £170 for both sessions

Total Package for Initial and Follow-Up Consultations

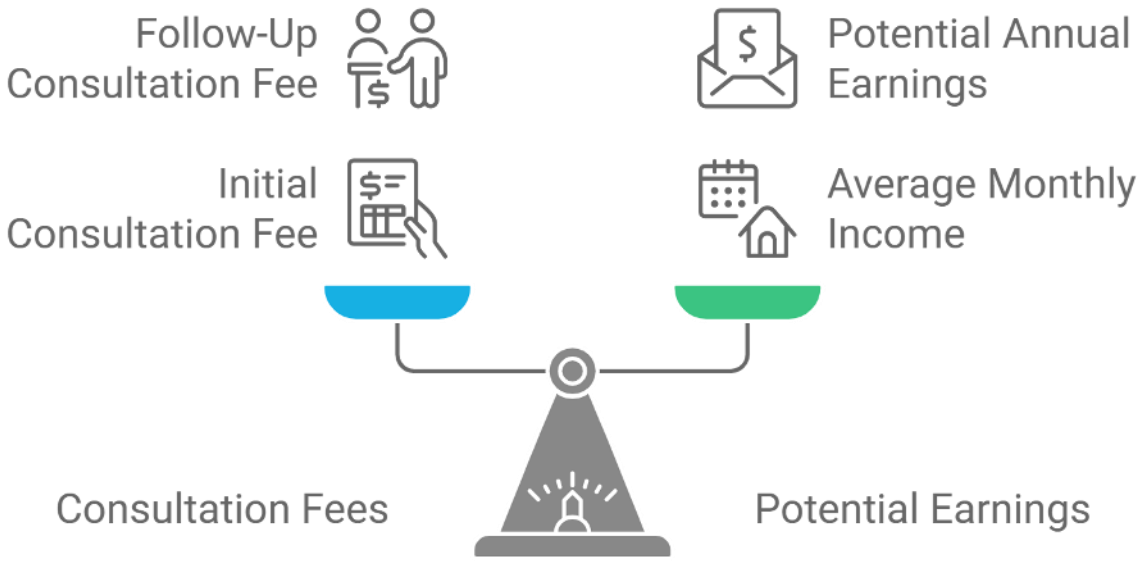
- Combined fee range: £220 – £320

Average Monthly Income per Client (Over 3 Months)

- Approximately £73 – £107 per month per client

Potential Annual Earnings

- Based on 20 new clients per month (5 per week):
  - 20 clients x £90 average monthly fee x 12 months = £21,600 per year



Balancing consultation fees with potential earnings.

Benefits of Offering 12-Week Nutrition Packages

Comprehensive Support Over Time

- Includes initial consultation and two follow-up sessions
- Provides consistent guidance and accountability

Increased Client Commitment

- Clients make a personal investment in their health
- More likely to implement lasting changes

Enhanced Practitioner Support

- Opportunity to keep clients on track
- Adjust plans as needed for optimal results

Guaranteed and Increased Income

- Stable income from each client through instalments
- Requires fewer new clients to achieve income goals

Flexible Pricing Tiers

- Offer different package options based on individual needs
- Attract a wider range of clients

Improved Client Outcomes

- Higher success rates in achieving goals
- Leads to positive testimonials and increased referrals
- Promotes your practice through word-of-mouth



Examples of Current Nutritional Packages

Price (£)	Package length	Initial Consultation (mins)	Follow up consultations	Support	Personalised Plan	Testing/Analysis	Support Documents	Recipes
379	1 month	60-90	1X 30 mins	?	Yes	?	?	?
495	1 month	60	2X 30 mins	?	Yes	?	?	?
499	1 month	75	1X 30 mins	WhatsApp	Yes	Recommended	Support handouts	Yes
995	1 month	60	4X 30 mins	2X Metabolic health assessments	Yes	?	?	?
350	6 weeks	75	3X 30 mins	Email/WhatsApp	Yes	On request	Downloadable recipe book	Yes
385	6 weeks	60	5X 30 mins	Recipe ideas	Yes	On request	Support handouts	Yes
420	6 weeks	60	3X30 mins	Weekly food diary analysis	Yes	On request	Downloadable recipe book	Yes
420	6 weeks	60	5X30 mins	Weekly food diary analysis	Yes	On request	Downloadable recipe book	Yes
459	6 weeks	60-90	5X 30 mins	?	Yes	?	?	?
300	8 weeks	90	1X 45 mins 1X 30 mins	?	Yes	On request	?	?
689	8 weeks	60-90	4X 30 mins	?	Yes	?	?	?
395	3 months	60	11X 30mins	Weekly food diary analysis	Yes	On request	Downloadable recipe book	Yes
450	3 months	60-90	5X 60mins	?	Yes	Recommended	Support handouts	Yes
485	3 months	90	3X45 mins	?	Yes	On request	?	?
627	3 months	30	1X 40 mins 5X 30 mins	Weekly food diary analysis	Yes	Recommended	Gut health protocol	Yes
741	3 months	60	11X 30 mins	Recipe ideas	Yes	On request	Support handouts	Yes
780	3 months	60	6X 30 mins	Weekly food diary analysis	Yes	On request	Downloadable recipe book	Yes
780	3 months	60	11X30 mins	Weekly food diary analysis	Yes	On request	Downloadable recipe book	Yes
945	3 months	90	11X 45 mins	Weekly food diary analysis	Yes	On request	Meal planning and shopping list	Yes
987	3 months	60-90	6X 30 mins	?	Yes	?	?	?
999	3 months	90	3X 20 mins	WhatsApp	Yes	Recommended	Support handouts	Yes
2995	3 months	90	9X 30 mins	3X Metabolic health assessments	Yes	?	2 week diet plan	?
1250	6 months	90	6X 45 mins 2X 30 mins	?	Yes	On request	?	?
1350	6 months	60	25X 30 mins	Recipe ideas	Yes	On request	Support handouts	Yes
1500	6 months	60	19X 30mins + 2X 60 mins	Weekly food diary analysis	Yes	On request	Downloadable recipe book	Yes

Functional testing and a patient-centric approach

Improve Client Adherence and Outcomes

- Personalised plans lead to better engagement
- Encourages word-of-mouth referrals

Benefits of Functional Diagnostic Testing

- Enables the creation of tailored dietary and lifestyle plans
- Addresses root causes based on individual test results



Examples of Functional Testing Solutions

- Food Sensitivity Testing
- Comprehensive Stool Analysis
  - Microbiome assessment
  - Digestive status
  - Zonulin levels
  - Parasite detection
- Vitamin and Mineral Status
- Hormonal Panels Adrenal Stress Profiles
- Inflammatory Panels

Benefits of Testing

Provides Personalised Client Care

- Enables tailored protocols based on diagnostic evidence
- Eliminates guesswork and assumptions

Supports Evidence-Based Practice

- Informs protocols from the outset
- Enhances client trust and outcomes



Enhances Practice Revenue

- Offers additional income streams through tests and supplements
- Ensures financial sustainability of your practice

Balances Consultation Fees

- Profit from tests and supplements can keep consultation fees affordable
- Without additional revenue, consultation fees may need to be significantly higher (£200–£300), which could be a barrier for clients

Revenue Opportunities from Functional Testing and Supplements

At initial/follow up consultations based upon 3 beneficial suggested tests:

For example:

- Citiassays Vitamin D at £29 (RRP £40) — Revenue: £11
- CNSLab FST test at £185 (RRP £275) — Revenue: £90
- Genova GI Effects at £310 (RRP £375) — Revenue: £65



Possible resultant supplements via Natural Dispensary for example:

- Multi, digestive and gut barrier support total — Revenue: £34
- Total for functional tests + supplements — Revenue: £200
- Possibly add report interpretation of more in-depth functional tests into total costs (e.g. £20/test)

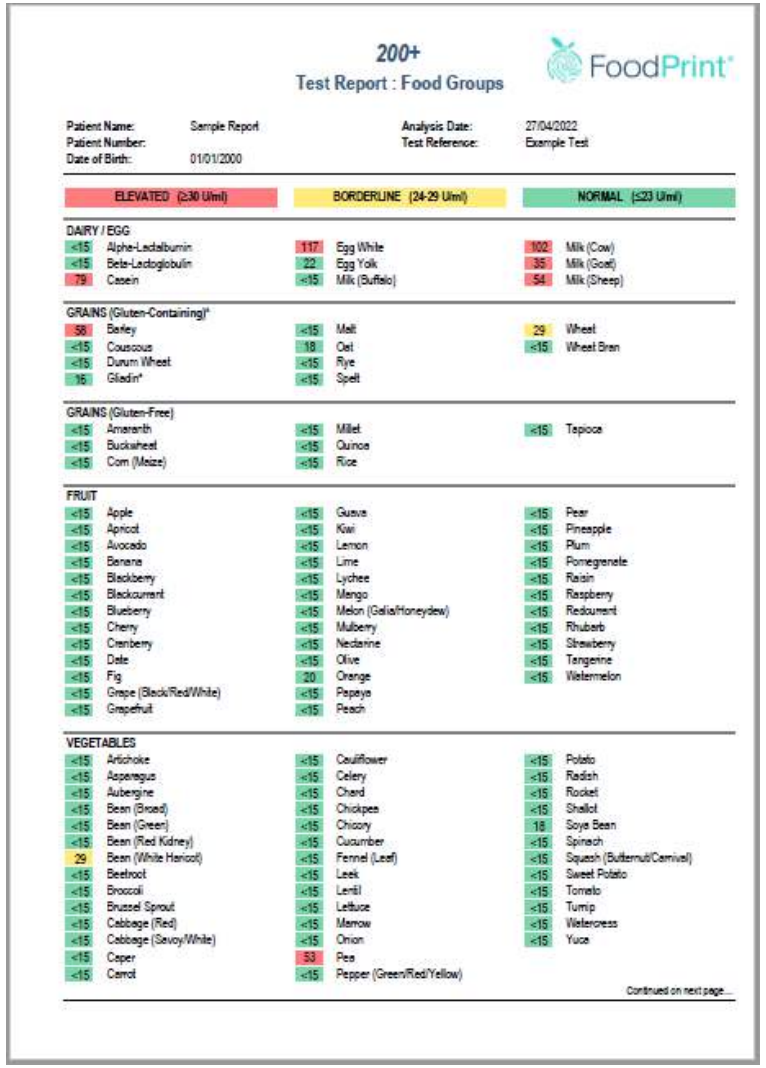
Benefits of food sensitivity testing

Research has demonstrated the efficacy of IgG guided diets for improving symptoms in individuals suffering from IBS, IBD (e.g., Crohn's, ulcerative colitis etc.) and chronic migraine in addition to other inflammatory conditions. All diseases have inflammation at their core.



Testing is a scientific approach to food elimination, removing fear and stress surrounding foods and preventing dietary mismanagement from the outset.

Interpreting a FoodPrint report



200+
Test Report : Food Groups

FoodPrint

Patient Name: Sample Report
Patient Number:
Date of Birth: 01/01/2000

Analysis Date: 27/04/2022
Test Reference: Example Test

ELEVATED (≥30 U/ml)		BORDERLINE (24-29 U/ml)		NORMAL (≤23 U/ml)	
DAIRY / EGG					
<15	Alpha-Lactalbumin	117	Egg White	102	Milk (Cow)
<15	Beta-Lactoglobulin	22	Egg Yolk	35	Milk (Goat)
79	Casein	<15	Milk (Buffalo)	54	Milk (Sheep)
GRAINS (Gluten-Containing)*					
58	Barley	<15	Malt	29	Wheat
<15	Couscous	18	Oat	<15	Wheat Bran
<15	Durum Wheat	<15	Rye		
16	Gliadin*	<15	Spelt		
GRAINS (Gluten-Free)					
<15	Amaranth	<15	Millet	<15	Tapioca
<15	Buckwheat	<15	Quinoa		
<15	Corn (Maize)	<15	Rice		
FRUIT					
<15	Apple	<15	Guava	<15	Pear
<15	Apricot	<15	Kiwi	<15	Pineapple
<15	Avocado	<15	Lemon	<15	Plum
<15	Banana	<15	Lime	<15	Pomegranate
<15	Blackberry	<15	Lychee	<15	Raisin
<15	Blackcurrant	<15	Mango	<15	Raspberry
<15	Blueberry	<15	Melon (Galia/Honeydew)	<15	Redcurrant
<15	Cherry	<15	Mulberry	<15	Rhubarb
<15	Cranberry	<15	Nectarine	<15	Strawberry
<15	Date	<15	Olive	<15	Tangerine
<15	Fig	20	Orange	<15	Watermelon
<15	Grape (Black/Red/White)	<15	Papaya		
<15	Grapefruit	<15	Peach		
VEGETABLES					
<15	Artichoke	<15	Cauliflower	<15	Potato
<15	Asparagus	<15	Celery	<15	Radish
<15	Aubergine	<15	Chard	<15	Rocket
<15	Bean (Broad)	<15	Chickpea	<15	Shallot
<15	Bean (Green)	<15	Chicory	18	Soya Bean
<15	Bean (Red Kidney)	<15	Cucumber	<15	Spinach
29	Bean (White Haricot)	<15	Fennel (Leaf)	<15	Squash (Butternut/Carnival)
<15	Beetroot	<15	Leek	<15	Sweet Potato
<15	Broccoli	<15	Lentil	<15	Tomato
<15	Brussel Sprout	<15	Lettuce	<15	Turnip
<15	Cabbage (Red)	<15	Marrow	<15	Watercress
<15	Cabbage (Savoy/White)	<15	Onion	<15	Yuca
<15	Caper	53	Pea		
<15	Carrot	<15	Pepper (Green/Red/Yellow)		

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Food Groups



200+
Test Report : Order of Reactivity

FoodPrint

Patient Name: Sample Report
Patient Number:
Date of Birth: 01/01/2000

Analysis Date: 27/04/2022
Test Reference: Example Test

ELEVATED FOODS (≥30 U/ml)

117	Egg White	58	Barley	35	Milk (Goat)
102	Milk (Cow)	54	Milk (Sheep)		
79	Casein	53	Pea		

BORDERLINE FOODS (24-29 U/ml)

29	Bean (White Haricot)	26	Cashew Nut
29	Wheat	25	Brazil Nut

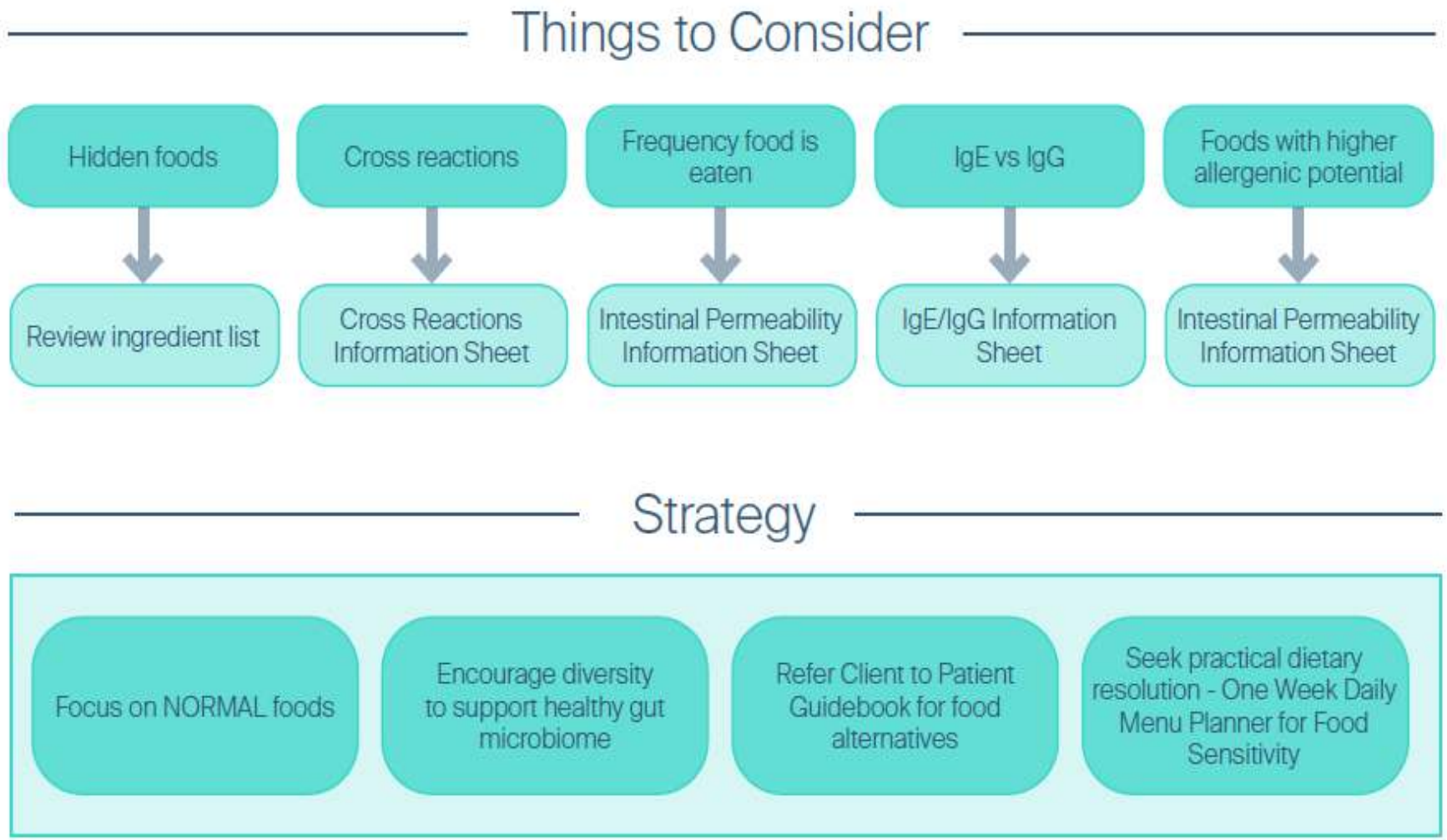
NORMAL FOODS (≤23 U/ml)

23	Pistachio	<15	Salmon	<15	Buckwheat
22	Egg Yolk	<15	Spelt	<15	Cabbage (Savoy/White)
22	Hazelnut	<15	Squash (Butternut/Carnival)	<15	Camomile
20	Orange	<15	Cod	<15	Chestnut
18	Oat	<15	Cuttlefish	<15	Clove
18	Soya Bean	<15	Horse	<15	Haddock
17	Almond	<15	Malt	<15	Hake
16	Clam	<15	Shallot	<15	Herring
16	Gliadin*	<15	Tiger Nut	<15	Peach
<15	Corn (Maize)	<15	Basil	<15	Pear
<15	Potato	<15	Carp	<15	Pike
<15	Sunflower Seed	<15	Caviar	<15	Sole
<15	Bean (Red Kidney)	<15	Curry (Mixed Spices)	<15	Spinach
<15	Yeast (Brewer's)	<15	Flax Seed	<15	Strawberry
<15	Durum Wheat	<15	Plum	<15	Tangerine
<15	Peanut	<15	Trout	<15	Tomato
<15	Carob	<15	Yeast (Baker's)	<15	Tuna
<15	Amaranth	<15	Blackcurrant	<15	Turbot
<15	Rice	<15	Couscous	<15	Yuca
<15	Lentil	<15	Fig	<15	Alpha-Lactalbumin
<15	Aloe Vera	<15	Lime	<15	Anchovy
<15	Agar Agar	<15	Lobster	<15	Aniseed
<15	Eel	<15	Mackerel	<15	Apple
<15	Nectarine	<15	Nettle	<15	Apricot
<15	Rabbit	<15	Redcurrant	<15	Artichoke
<15	Radish	<15	Rye	<15	Asparagus
<15	Squid	<15	Shrimp/Prawn	<15	Aubergine
<15	Bean (Broad)	<15	Swordfish	<15	Avocado
<15	Mint	<15	Walnut	<15	Bass
<15	Ostrich	<15	Banana	<15	Bean (Green)
<15	Plaice	<15	Bayleaf	<15	Beef

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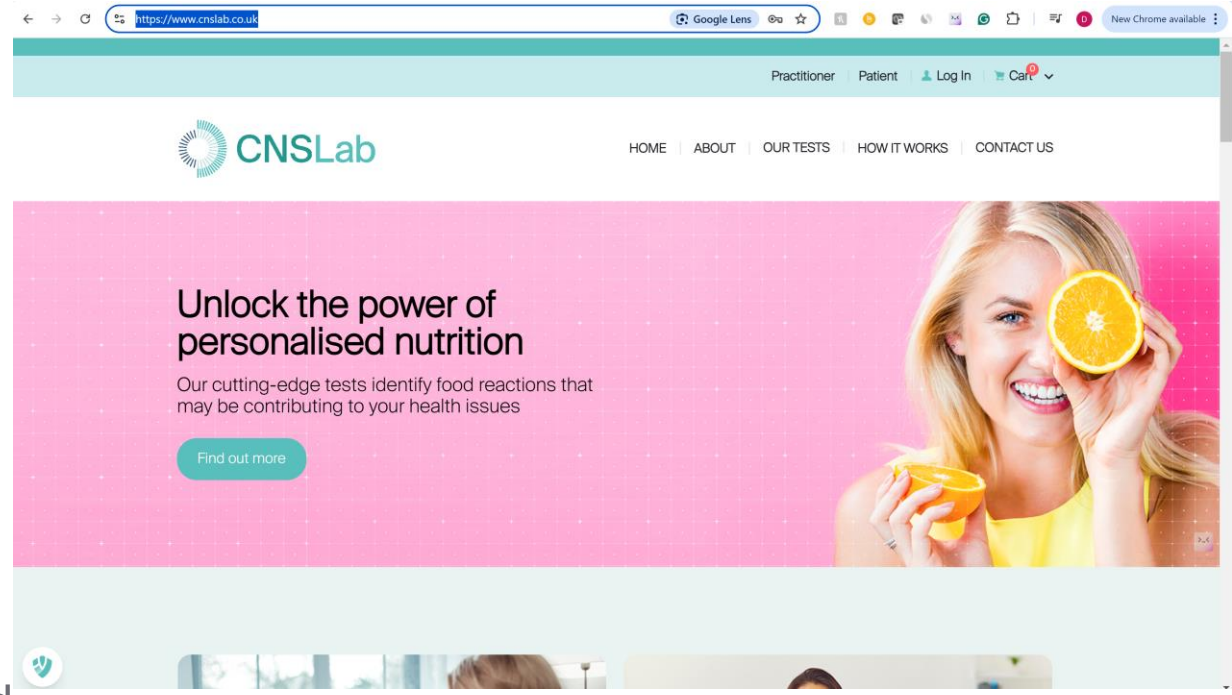
Order of Reactivity

Interpreting a FoodPrint report



Selecting Functional Diagnostic Testing Laboratories

- ✓ Registration process must be simple
- ✓ Clear visual markers on test vital for instant analysis and easy client explanation
- ✓ Validity of testing and regulatory status of lab
- ✓ Support is key, including education from testing company
- ✓ Fast response query support from company crucial, replied to within 24 hours
- ✓ Offers not just to 1st time practitioners with further discounts on quantity purchased
- ✓ Start with 1 or 2 testing companies, become familiar, before using another.
- ✓ Build practice carefully based on full understanding and competency using tests
- ✓ Complement your clinic with a dietary meal plan app (e.g. BBC Good Food App at £24.99/year)





Taking Your Clinic To the Next Stage

Develop networking and local partnerships



Expand your reach and create a referral network

Practical advice:

- Attend local healthcare meetups and create your own with your target audience
- Join various networks and groups within LinkedIn/local area
- Share ideas on not only nutritional, lifestyle, functional testing and supplement interventions but also posts/blogs in the areas relevant to you as a practitioner
- Create a referral program with safe & trusted practitioners & incentives for partners
- Access to alternate client lists
- Collaborate with partners to conduct group programmes => 1-1 client opportunities

Expanding Your Services

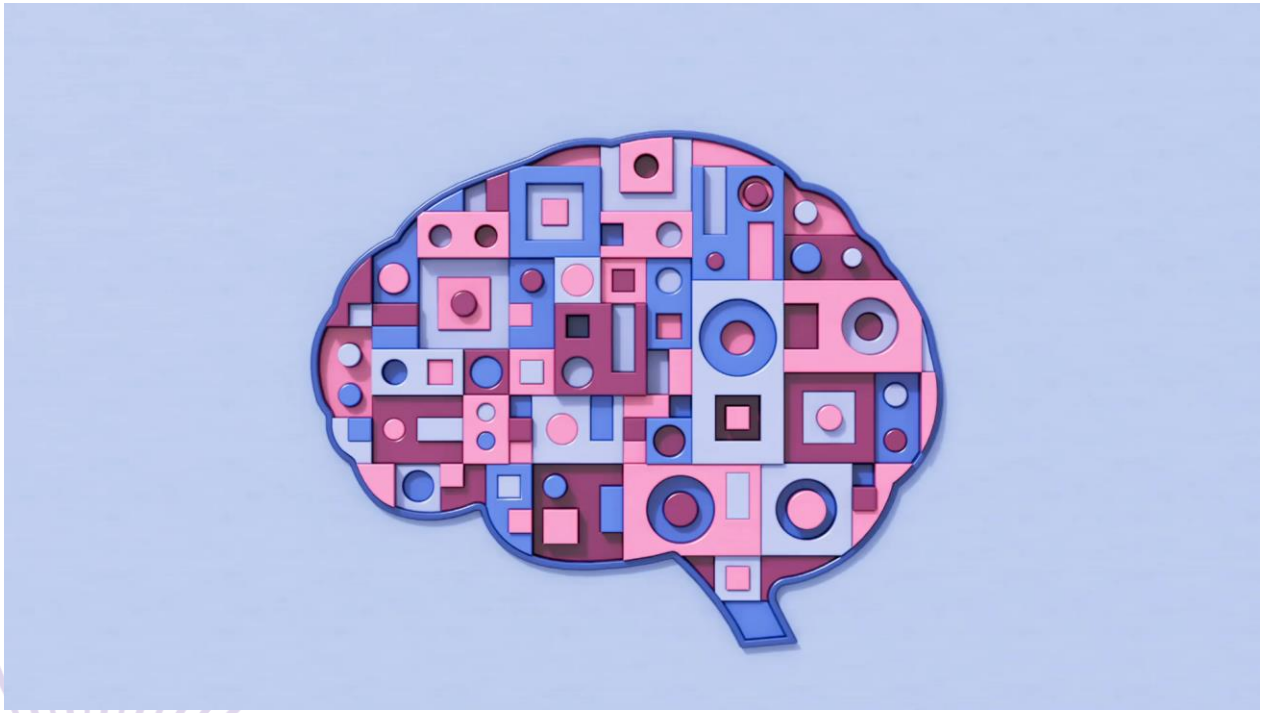
- ✓ Coffee mornings
- ✓ Group programmes
- ✓ Functional wellness workshops
- ✓ Health and wellness talks
- ✓ Corporate and wellbeing events
- ✓ Online clinics
- ✓ Online courses





Keeping Ahead of the Game

Utilise Educational Resources

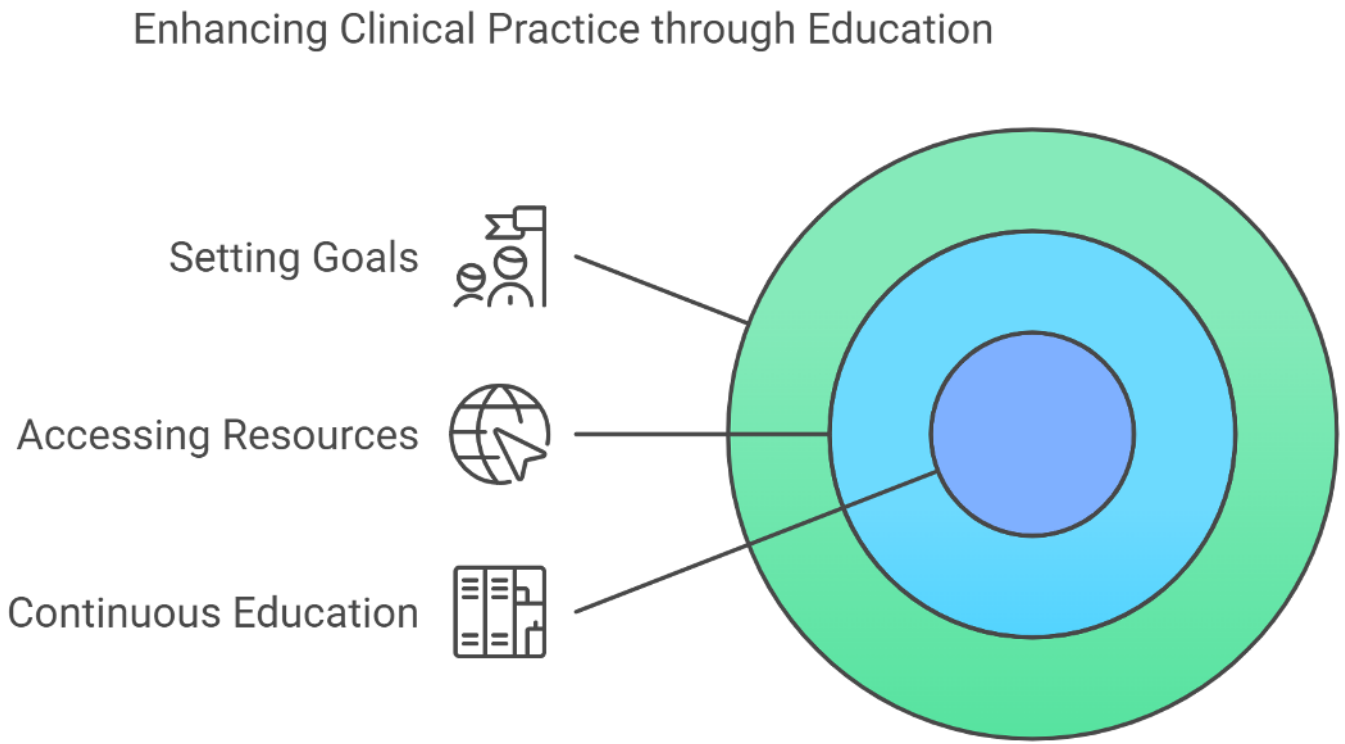


- Staying informed builds your expertise and credibility
- Attend training workshops to build knowledge and confidence in how to successfully utilise testing as part of your essential clinical toolkit
- Familiarise yourself as a practitioner with the educational resources available to you

Maintain Professional Development

Keeps your practice cutting-edge and expands your service offerings

- Take advantage of the practitioner education programmes – Like **CNSLab**
- Sign up to access webinars and educational materials and familiarise yourselves with all of the educational written resources available to you as a practitioner
- Set quarterly goals for learning new skills or obtaining certifications



Practitioner Resources

Educational Resources | Other Materials



Cross reactions



Intense exercise and the stress response



Inflammation Information Sheet



Medications and HPA Functio



Medications and Food Specific IgG Testing



HPA Axis and Stress Function Information Sheet



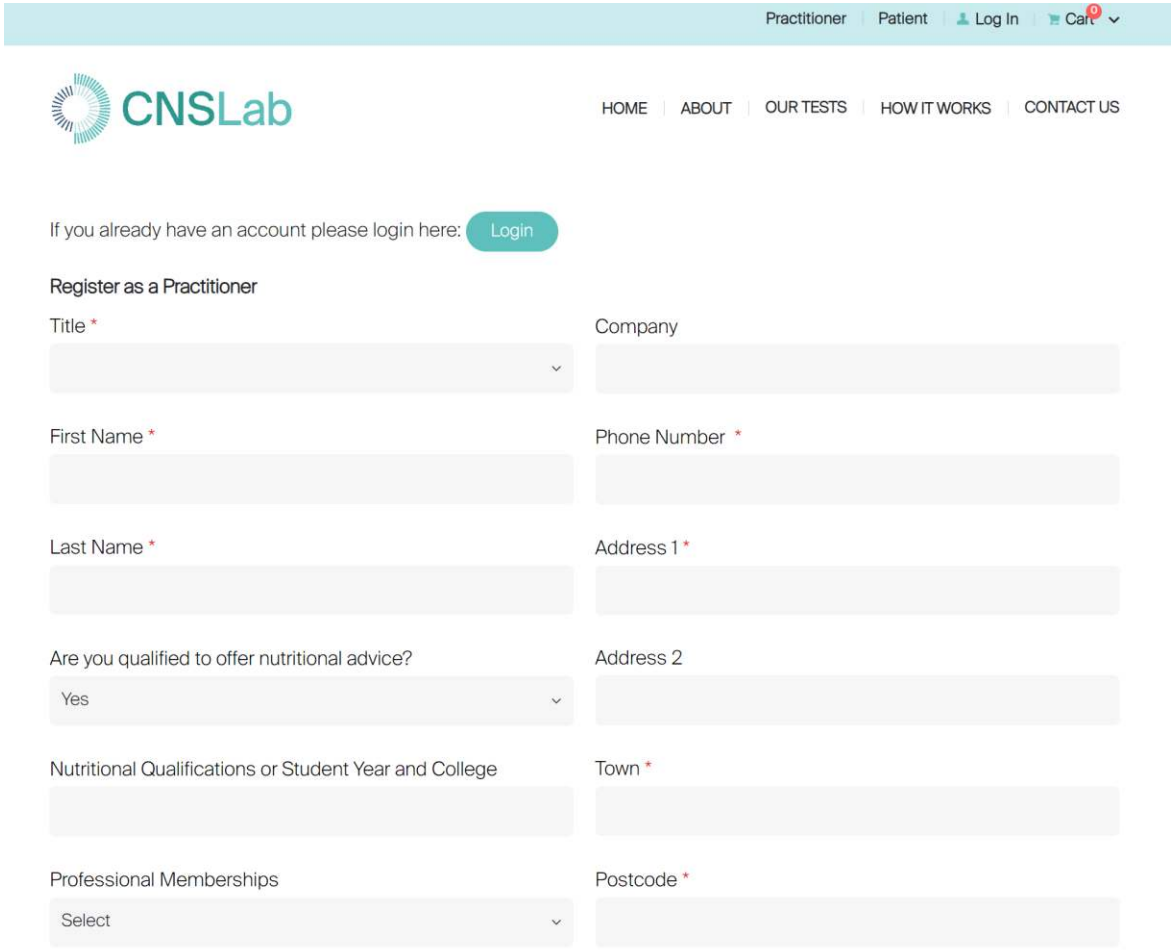
Food Detective step by step instructions video



Hs-CRP Informa

CNSLab Practitioner Registration





Practitioner Meeting Booking



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Meeting: **Booking link**

