



Practice Implementation Training

MODULE TWO **IMPLEMENTATION**

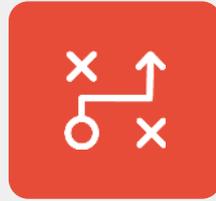
What's Covered in Module Two



**IMPLEMENTATION
STRATEGIES FOR
DIFFERENT
BUSINESS MODELS**



**HOW TO USE WELL
WORLD IN YOUR
PATIENT JOURNEY
& PRACTICE
WORKFLOW**



**CREATE YOUR
WELL WORLD
PRACTICE
IMPLEMENTATION
PLAN**



**KICK-OFF YOUR
WELL WORLD
IMPLEMENTATION
WITH YOUR STAFF**

Before You Start

If you haven't done so already, review Module One and complete the Well World Practitioner Implementation Plan.

Practitioner Implementation

PLAN

- 1** What is your business model (check one)?
 - Solopreneur or Single Practitioner
 - Supported practitioner with administrative or supportive staff
 - Multiple practitioner practice

- 2** What is your practice model service method (check one)?
 - Are you a practitioner in practice in a physical location with no virtual practice?
 - Are you a practitioner that currently sees patients in a brick-and-mortar practice and you also see patients virtually?
 - Are you a completely virtual practitioner?
 - Do you have a practice where you work in groups (1-to-many)?
 - Do you have a practice where you work in groups (1-to-many)?

- 3** Describe your intention for Well World in your practice (what value do you want Well World to provide for your patients, practice and your brand)?

- 4** Will you be using the pre-built protocol bundles or making your own product bundles?
 - Yes No

- 5** Will you be using the telemedicine feature?
 - Yes No

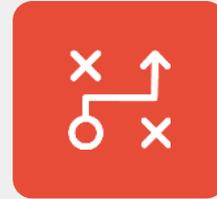
- 6** List your top 3-5 meal plans from Well World:
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

The 2-Step Implementation Process



STRATEGY

**Identify Your Desired
Business Model**



TACTICAL

**Steps for Successful
Implementation**



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CEO & Founder of Perfect Practice Blueprint[®]
Living Well Dallas Functional Medicine Center



**STRATEGY
& BRAND**

What
is your
business
model?

Solo Practitioner

Solo Practitioner
with Health Coach

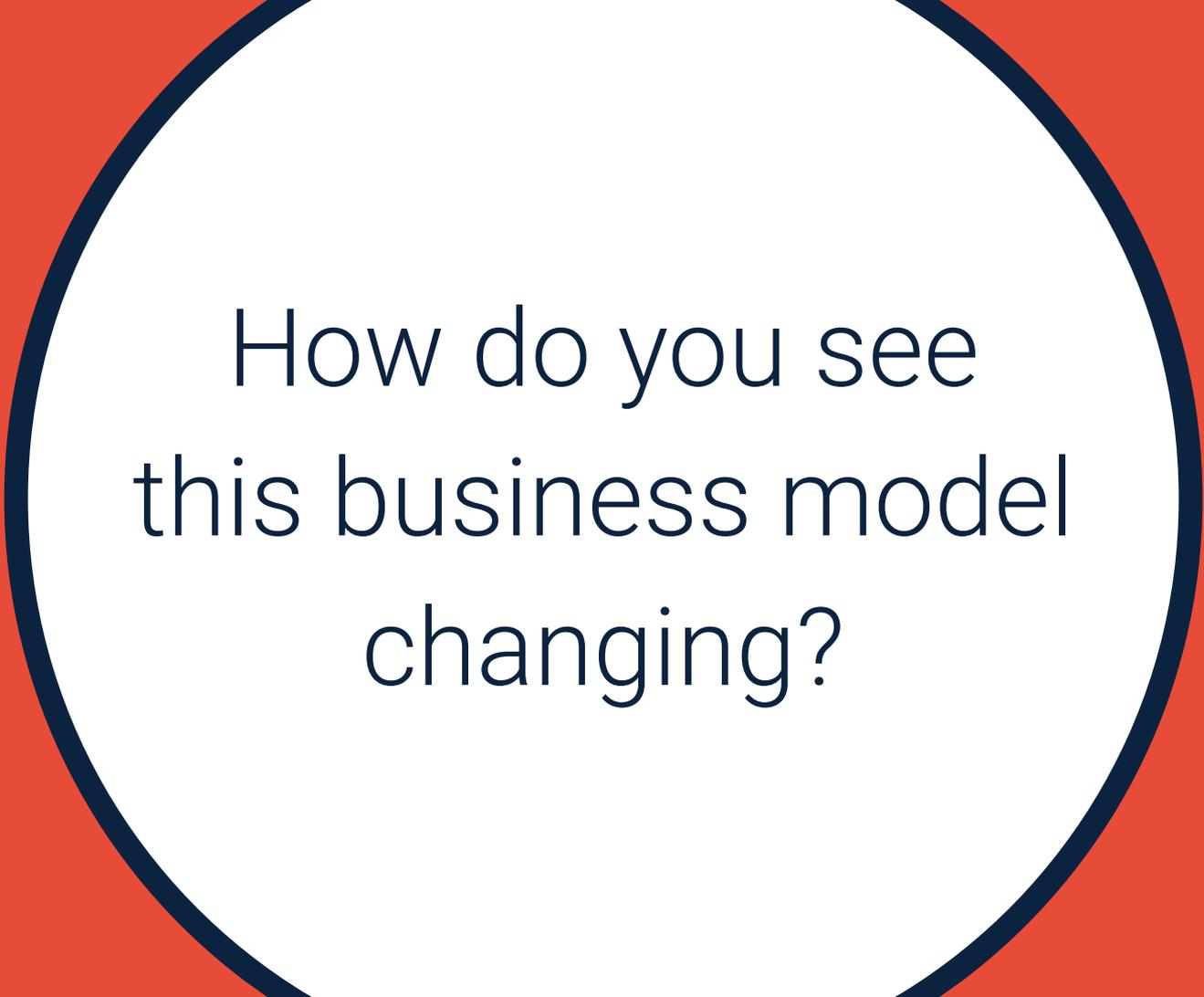
Solo Practitioner
with Clinical Staff

Multi-practitioner practice or
practice with health coaches

What is your practice model?

- **Are you a practitioner in practice in a physical location with no virtual practice?**
- **Are you a practitioner that currently sees patients in a physical practice and virtually?**
- **Are you a completely virtual practitioner?**
- **Do you have a practice where you work in groups (1-to-many)?**
- **Do you sell supplements in practice or online?**





How do you see
this business model
changing?

What are your goals with Well World in your practice?



Get better patient
outcomes



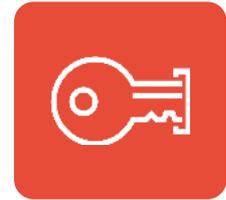
Support for patients
to implement my
recommendation



Generate more
practice revenue



To stand out as a
practice
differentiator in the
marketplace



Use Well World as a
tool to support
changes to my
business model

Strategic Plan Questions

What are your top 3-5 diet and lifestyle plans you use in your practice? (Well World has you covered)

Will you be monitoring the patient activity yourself or will you have a Health Coach monitor progress and print status reports for review at visits?

Will you be using the telemedicine video chat feature in Well World?

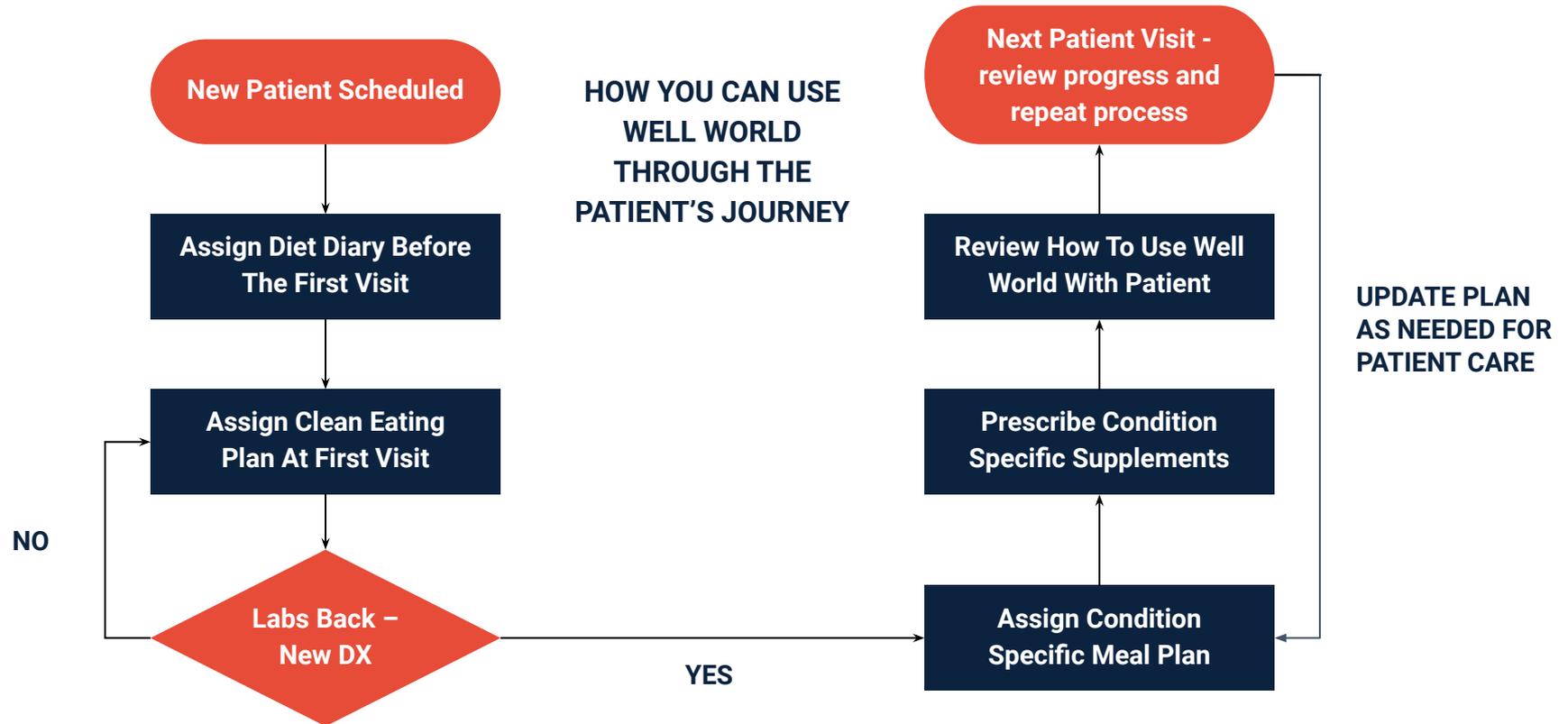
Are you going to personalize patient messages, documents and videos in the App?

Will you use the Supplements Only feature in Well World to support patients ordering online.



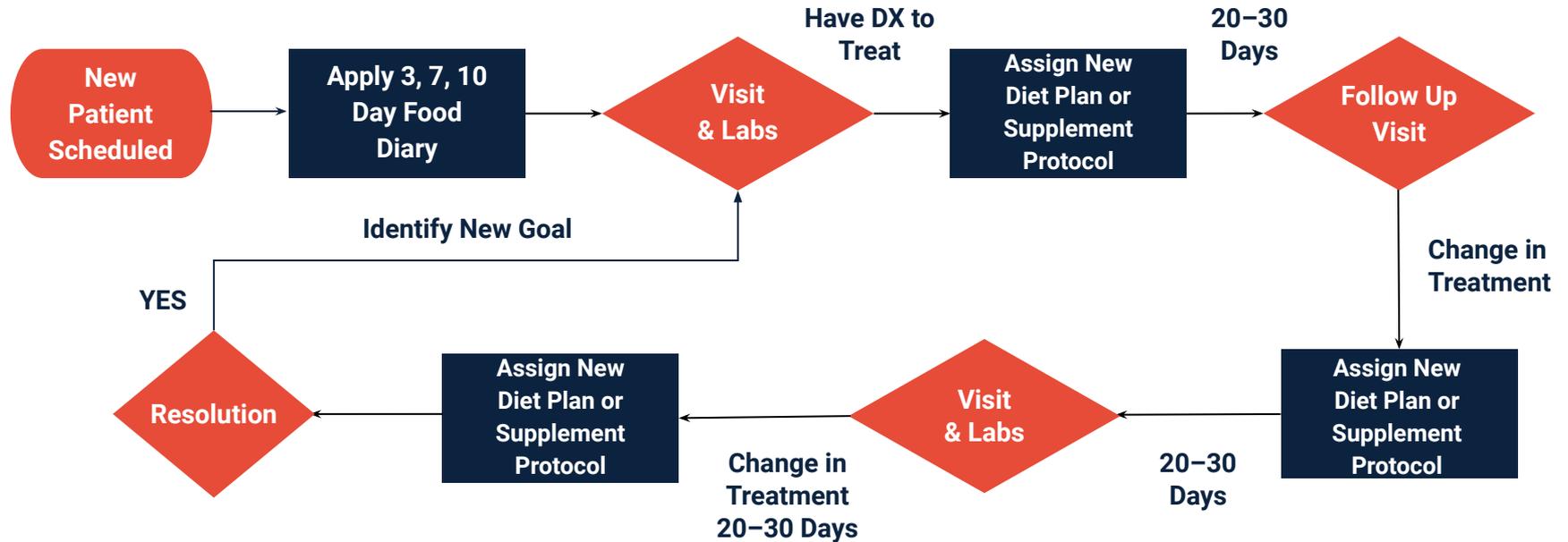
PATIENT JOURNEY

Example of Well World Patient Flow



Long-Term Patient Lifecycle

USING WELL WORLD THROUGHOUT THE TREATMENT TIMELINE



Ways to recommend supplements

1

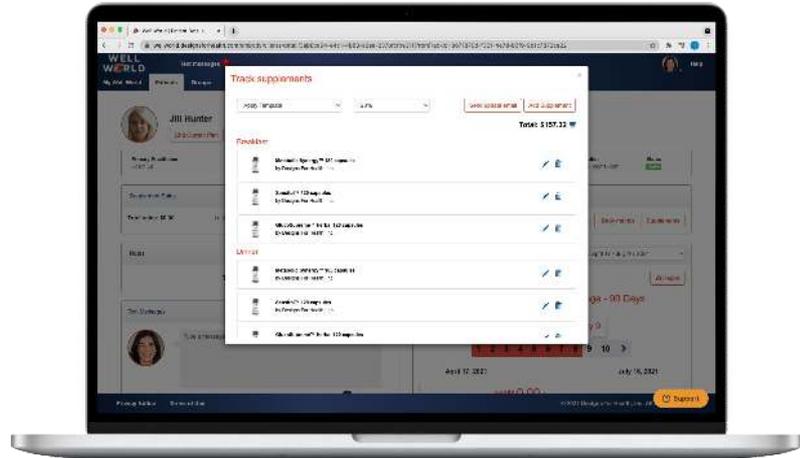
Well World offers a Supplements Only e-Scripting feature to offer online supplement ordering to patients

2

Assign a Well World Lifestyle Plan and use the pre-built Designs for Health supplement protocols

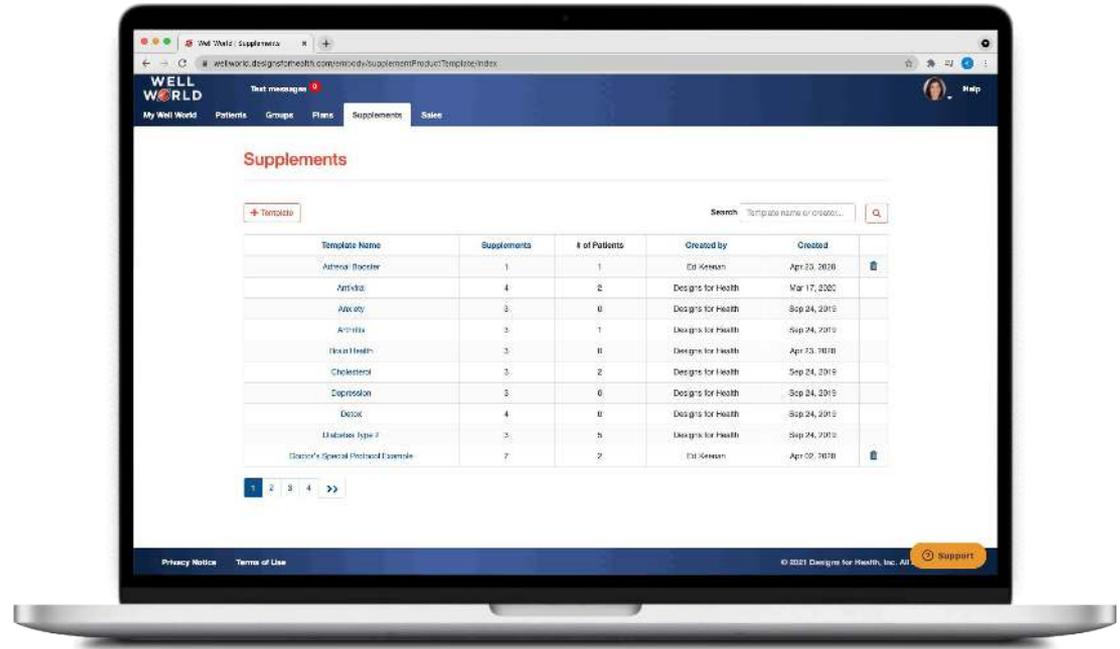
3

Assign a Lifestyle Plan and select supplements individually for each patient based on your individualized recommendations



Tip: Use Supplement Protocol Templates

To easily recommend multiple supplements at one time, use the built-in supplement protocol templates covering foundational support and many other health conditions, or build your own.



TACTICAL PROCESS



Tactical Questions

- Are you going to be responsible for setting up Well World in your practice or do you have a staff member that can lead the implementation process?
- Create a Delegation plan if you have a Health Coach or staff:
 - Who will set up patients?
 - When do you think it makes sense to add a patient to Well World?
 - Who will be reviewing progress with patients?
 - Will you use the reporting feature to get a high-level overview of patient compliance and engagement in visits?
 - Who will be providing you with the progress reports?

Select your business model



Solo Practitioner



Solo Practitioner
with Health Coach



Solo Practitioner
with Clinical Staff



Multi-practitioner practice or
practice with health coaches

Solo: Implementation Plan

STEP ONE

Set up your Well World practice based on your business strategy: telemedicine, text chat, custom content, and your supplement product strategy.



STEP TWO

Start adding your patients to Well World based on your patients' journey through the patient flow.



STEP THREE

Monitor your patient progress and use report feature in Well World with your patients during visits to support your treatment plan.



STEP FOUR

Re-assign new plans as patients overcome their health concerns and are ready for the next step in the patient lifecycle.

Practitioner with Health Coach

STEP ONE

Set up your Well World practice based on your business strategy: telemedicine, text chat, custom content, and your supplement product strategy.

STEP TWO

Have your Health Coach start adding your patients to Well World based on your patients' journey through the patient flow.

STEP THREE

Have your Health Coach monitor your patient progress and prepare client progress reports to review with your patients during visits to support your treatment plan.

STEP FOUR

Have your Health Coach re-assign new plans as patients overcome their health concerns and are ready for the next step in the patient lifecycle.

Practitioner with Staff: Implementation Plan

STEP ONE

Set up your Well World practice based on your business strategy: telemedicine, text chat, custom content, and your supplement product strategy.

STEP TWO

Determine roles and responsibilities for staff members in implementing Well World Start based on your patient flow.

STEP THREE

Determine if you will have a health coach or staff member monitor patient progress and use report feature in Well World so that you can review progress with your patient.

STEP FOUR

Plan how you will use Well World through the patient lifecycle to keep your patient engaged. Re-assign new plans as patients overcome their health concerns and are ready for the next step in the patient lifecycle.

Multi-Practitioner & Staff: Implementation Plan

STEP ONE

Set up your Well World practice based on your business strategy: telemedicine, text chat, custom content, and your supplement product strategy.

STEP TWO

Determine roles and responsibilities for staff members in implementing Well World Start based on your patient flow. You may centralize adding patients to Well World or have each practitioner support staff set up the patient.

STEP THREE

Determine if you will have a health coach or staff member monitor patient progress and use report feature in Well World so that you can review progress with your patient.

STEP FOUR

Plan how you will use Well World through the patient lifecycle to keep your patient engaged. Re-assign new plans as patients overcome their health concerns and are ready for the next step in the patient lifecycle.

Tactical Steps for Implementation

1

Determine the steps you will take to use Well World with your patients using your practice implementation worksheet.

2

Conduct a kick-off meeting to share your strategic plan and assign roles to your staff.

3

**Experience Speaks!
Set your staff on up Well World.**



**KICK-OFF
WITH STAFF**

Kick-off Meeting Agenda

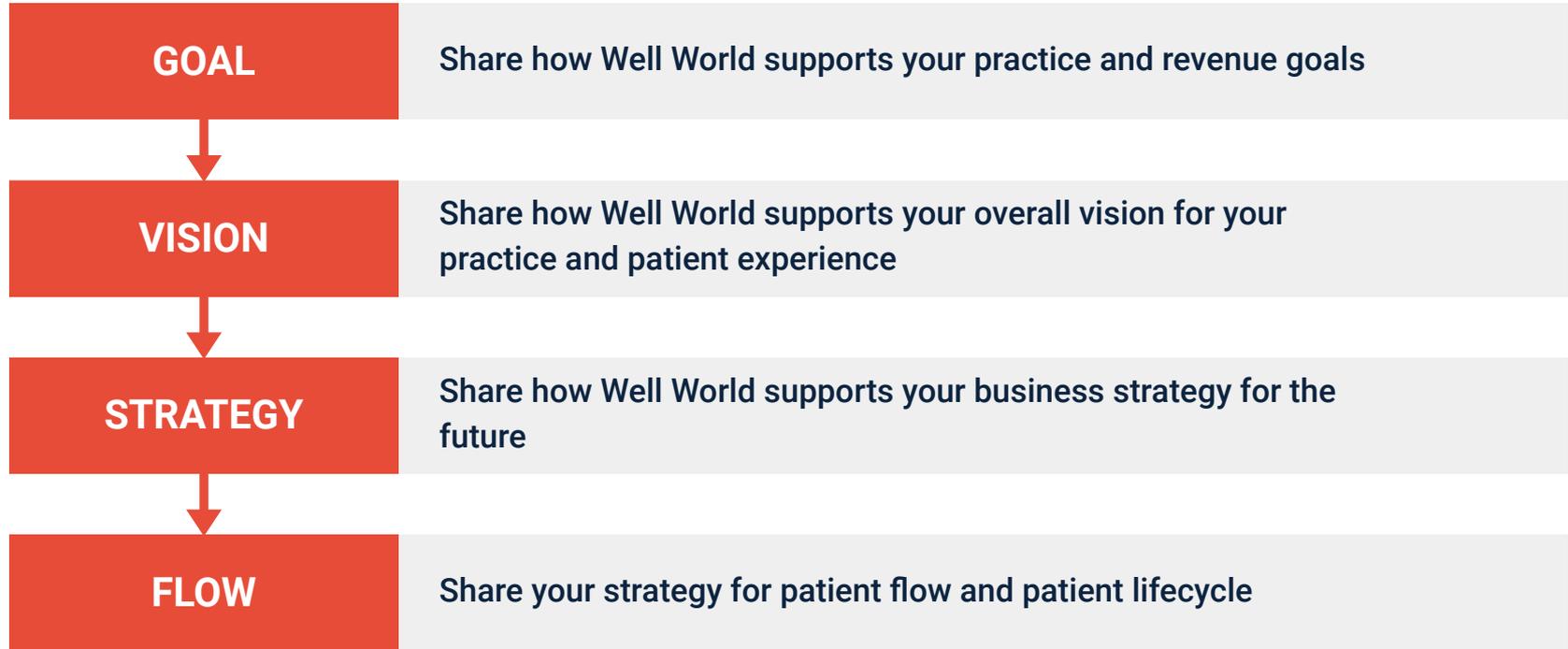
GOALS

- Share your strategy and vision for how you want to use Well World in your practice from your implementation plan document
- Share how Well World plays a role in that strategy and vision

AGENDA

- Share Well World implementation vision and strategy
- Share your plan for the delegation plan for the Patient flow and Patient Lifecycle using Well World
- Train your staff how to use the Well World portal
- Set up staff with a Well World lifestyle plan
- Share how you want your staff to discuss the feature and benefits talk in-office (role play in video) selling to the patient

Kick Off Meeting: Share Your Vision



Kick Off Meeting: Delegation Plan

ASSIGN

Assign your implementation leader to assist you in getting Well World rolled out

ASSIGN

Assign who sets up the patient on Well World and at what time in the process

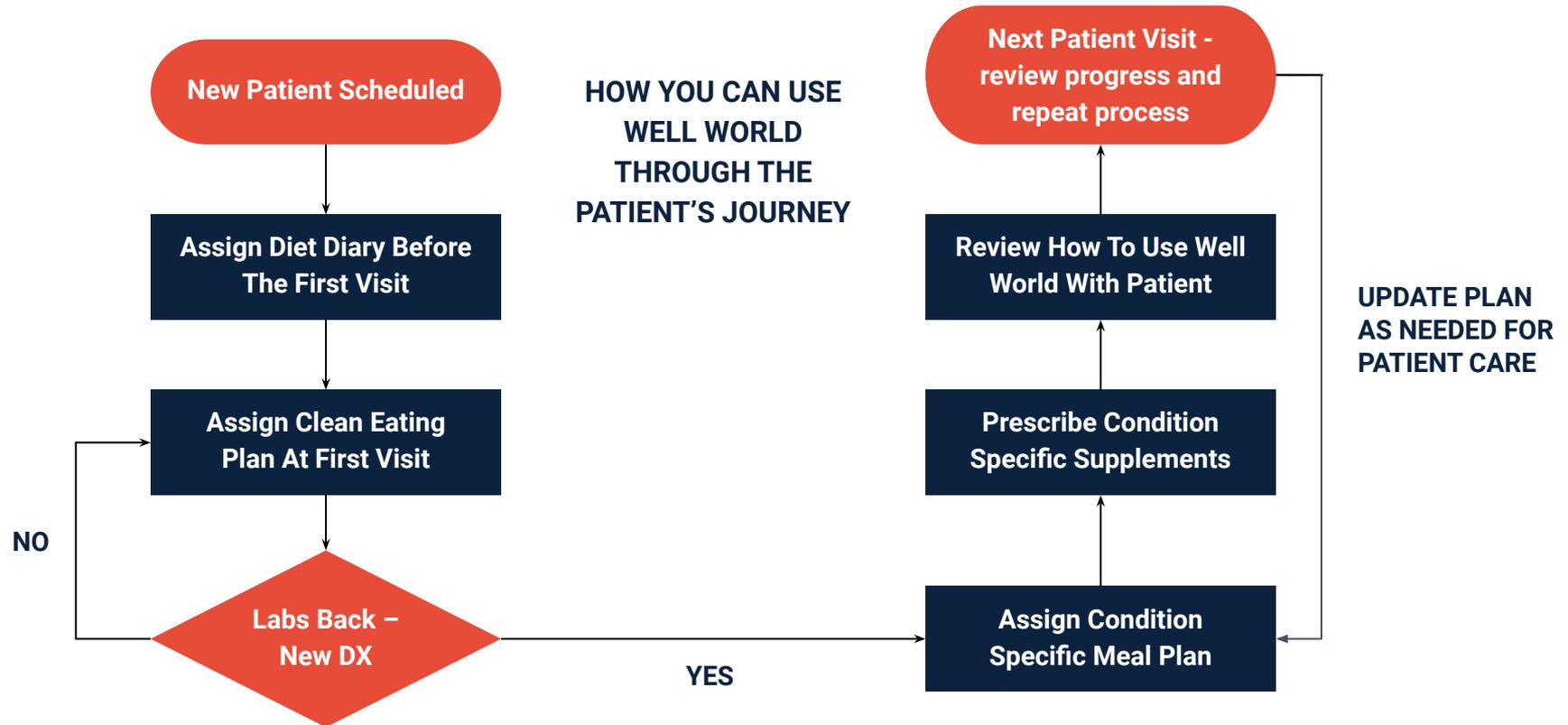
ASSIGN

Assign who will be reviewing progress with patients (practitioner or coach)

ASSIGN

Assign who will prepare reports for patient visits to share with the practitioner for patient compliance and engagement

Share Your Patient Flow Strategy





Experience Speaks!
Set up each of your staff
as a patient in your Well
World Practice.

Get Everyone on Well World

1

Set each of your staff up on Well World as a patient

2

Select a meal plan to assign (personalize it)

3

Select products to add to your plan or a built-in protocol

4

Employee: Download the app from the email sent from Well World

5

Employee: Login to the app and review the meal plan and recipes

6

Start using the app

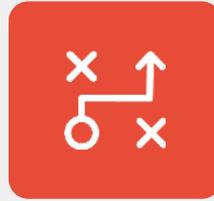
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What's Coming in **MODULE THREE**



How to personalize Well World to fit your practice niche, personality and patient needs



How to use Well World as a business building and lead generation tool



How to use Well World to add value and revenue to existing patient activities



How to use Well World to re-engage dormant patients



How to use Well World for group programs



How to use Well World to launch evergreen programs and generate recurring revenue

Proceed to

MODULE THREE — AMPLIFY

If you need assistance please contact support@wellworld.io



wellworld.io