

JUNE 2, 2021

How to Get Reliable Results

Using Functional Medicine Lab Analysis





INTRIGUE

You are curious (and overwhelmed) about functional labs and how to integrate them into your current practice

INCONSISTENT RESULTS

Your clients are getting decent results, but you know there is a piece missing that could unlock additional healing potential

IMPOSTER SYNDROME

You want to dive into labs, but you're unsure of your ability to apply it in practice

WHY YOU ARE HERE

If this sounds like you, type
"YES" in the comment box!

DIRECTION

You will have a better idea of which labs resonate with your program and how to start integrating them into your practice

UNDERSTANDING

You will see how all the pieces fit together to start offering more comprehensive care

CONFIDENCE

You will know the next step needed to boost your confidence, skillset and ability to effectively create personalized protocols

WHAT YOU WILL LEAVE WITH

Reliable Results



Let's Dive In



WHAT TO EXPECT

- How to educate your patients and clients on the relevance and importance of functional labs, so they “get it”
- Why most practices fail [especially virtual practices]
- How to incorporate functional labs into a successful practice, even in the online space
- The core functional lab tests I use and recommend
- The main strategy MOST practitioners are missing
- Taking Aligned Action PLUS Q+A



MY PHILOSOPHY

When we give our body the right information, instructions + environment, it will do what it does best → HEAL.

We have the
capacity to
change the
world.

Michelle Rogers, ND, MSAOM, FDN-P

THE RIPPLE EFFECT



YOU

The choices you make affect how you show up and operate on the day-to-day → leadership, decisions, direction, etc.



YOUR SPHERE

How you show up affects everyone you come into contact with during your day → team, negotiations, communication, etc.



THEIR SPHERE

That effect is transferred + transmuted throughout every person they encounter → clients, customers, patrons, etc.

“

Reliable Results

**IF WE ALL DID THE THINGS
WE ARE CAPABLE OF DOING,
WE WOULD LITERALLY
ASTOUND OURSELVES.**

THOMAS EDISON

A hand with white nail polish holds a thin green stem with several long, pointed green leaves. The background is a light, neutral tone.

How to help your clients "get it"

ISSUE #1: Lack of Client/Patient Education

As practitioners, we tend to assume our clients/patients already TRUST our strategy and then get frustrated when they don't follow-through.

CAN WE JUST RUN ONE LAB?

They don't see the value
of a comprehensive
approach or cross-
referencing.

WHY ARE THE LABS SO EXPENSIVE?

They are used to the
conventional paradigm of
insurance + subsidized
medicine.

CAN MY INSURANCE COVER IT?

They don't understand
that insurance doesn't
recognize holistic +
preventive care.

CAN WE USE MY TEST FROM LAST YEAR?

They don't understand how
much the body can shift +
change over time or the
value of cross-referencing.

**WE GET
QUESTIONS,
LIKE...**



My Analogy

THINK OF A PAINTING

When we look at only one or two biomarkers, or even one or two lab tests, it's like trying to appreciate a painting through a pinhole.

We can't see the full picture.

Our mind ends up filling in the gaps and making assumptions, based on information that is not present.

How to help your clients "get it"

ISSUE #2: Client Self-Sabotage

In The Big Leap, Gay Hendricks describes this as an "Upper Limit Problem" -- our inner thermostat that determines how much success we allow ourselves to enjoy in various areas of life.



“

Reliable Results

**YOUR CURRENT HABITS
ARE PERFECTLY DESIGNED
TO DELIVER YOUR
CURRENT RESULTS.**

JAMES CLEAR

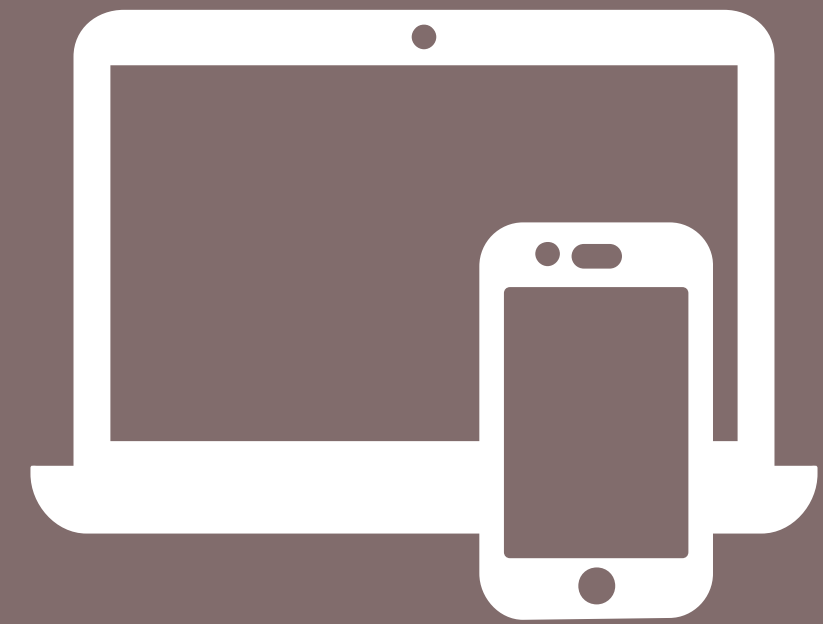
Upper Limits + Self-Sabotage



SUBSTANCES



FOOD



DISTRACTION

Habit Change

When clients see the data,
the motivation appears.

Many times, it's the validation that they
have been seeking.



Why Most Practices Fail

AND HOW TO CREATE A THRIVING &
SUSTAINABLE PRACTICE



RESULTS

WHY MOST ONLINE PRACTICES FAIL...

- I see a lot of practitioners who underestimate the initial effort it takes to make sure that their clients are feeling happy, safe and successful.
- If you lack the skills to make your clients feel understood and important, they start complaining, stop showing up or doing the work, they ask for refunds... or worst of all, they share their “negative” experience with others.
- To create a sustainable practice, you need to get reliable results.

What I see...

THE WRONG APPROACH

Most practitioners are blindly guessing how to approach their client cases based on symptoms and possibly a few labs.

This is like trying to appreciate a painting through a pinhole.

Without knowing what is going on at the cellular level, we are offering nothing more than someone can get with a health coach or a simple Dr. Google search.

Your clients and patients deserve more.

What I would like to see...

EMPOWERED PRACTITIONERS
WHO EMPOWER THEIR CLIENTS

Practitioners creating comprehensive strategies with
customized protocols that create consistent results

Clients getting the support, care and follow-through they
deserve from practitioners who see, hear and understand them

Practitioners who are taken care of -- physically, mentally,
emotionally, spiritually and financially -- so they can show up
even better for their clients and the people they love

NOTE

YOUR REPUTATION IS YOUR MOST
IMPORTANT ASSET.

GET RELIABLE RESULTS!

How to Incorporate Functional Labs

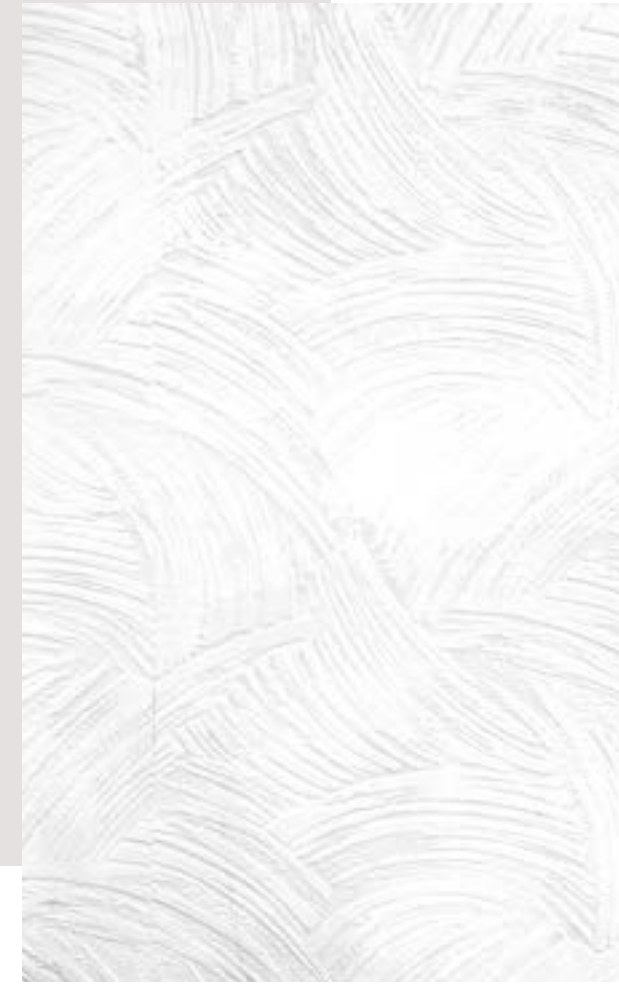
FOR A MORE CUSTOMIZED + EFFECTIVE
APPROACH WITH YOUR CLIENTS/PATIENTS

Comprehensive Labs Provide



Validation

Your client
feels more
seen, heard &
understood.



Confidence

You & your
client/patient
can feel more
confident
moving forward.



Strategy

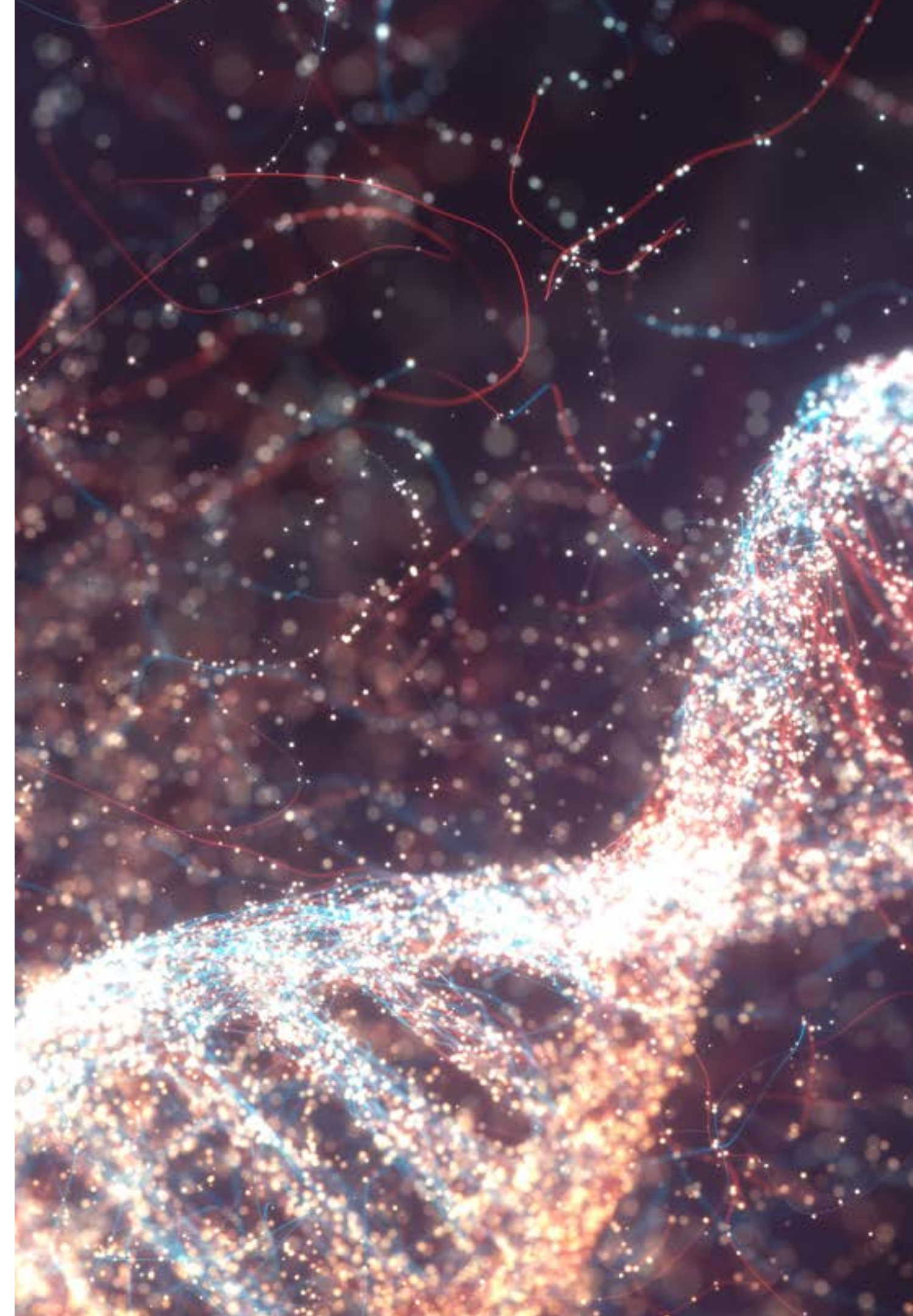
You have the
data needed to
create a
strategy that
works.

Bio-Individuality

We are all biologically + genetically unique and are all impacted by various life experiences + exposures.

Our overall health is determined by these unique factors, plus the health of our biological terrain.

The concept of epigenetics allows us to take control of our health outcomes.





ADRENAL + HORMONE HEALTH

measure your stress
resilience to prevent
burnout + restore hormonal
balance

DIGESTIVE ANALYSIS

assess the health of your
digestive tract, microbiome
+ identify any pathogenic or
opportunistic imbalances
that may be present

FOOD SENSITIVITIES

identify which foods are
currently triggering an
inflammatory response that
is interfering with healing

Functional Labs

Functional Labs I Use

●

ADRENAL +
HORMONE
HEALTH

DUTCH PLUS
urine and saliva test

●

DIGESTIVE
ANALYSIS

GI MAP
stool test

●

FOOD
SENSITIVITIES

MRT
blood test





ORGANIC ACIDS

identify specific nutrient deficiencies, metabolic function, neurotransmitter balance, toxicant exposures + mitochondrial function

BLOOD CHEMISTRY

identify inflammatory factors, blood sugar imbalances, nutrient imbalances, thyroid + immune function

GENOMICS

address genetic patterns + long-term health through targeted nutrient therapy + lifestyle enhancements

Functional Labs

Functional Labs I Use

ORGANIC ACIDS

ORGANIX
COMPREHENSIVE
urine test

BLOOD CHEMISTRY

DETAILED PANEL // You
can access this with my
lab freebie
blood and urine test

GENOMICS

THE DNA COMPANY
saliva test



Have you run any (or all)
of these labs on yourself?

The Strategy

You don't have time to guess

The labs give us the roadmap. You cannot heal the gut, if the adrenals are burned out. You cannot detox, if your gut lining is leaky + inflamed.



I run all the labs at the same time to see a comprehensive picture of what is going on at the cellular level.

Considering the subjective and objective data helps formulate a plan that works for that person in that period of their life.

It's not just the labs -- it's HOW you interpret them.

Reliable Results



Cross-referencing...

COMPLETE THE PICTURE

For example, the thyroid might be "off". Many practitioners would focus on the thyroid instead of looking at adrenals or micronutrient absorption.

PLAN YOUR STRATEGY

As mentioned previously, there is an order of operations.
Adrenals >> Gut >> Detox >> Long-Term Support

MAKE REFINEMENTS

Monitoring subjective feedback, using questionnaires, along with test results, gives us the ability to make adjustments.

EXAMPLES OF CROSS-REFERENCING



Hormones

Look at
 β -glucuronidase,
organic acids &
functional genomics



Secretory IgA

Look at intestinal
flora, WBC with
differential & organic
acids



Nutrient Deficiencies

Look at gut
inflammation, organic
acids & organ function

HEALTH FOUNDATIONS



NUTRITION

anti-inflammatory

whole foods, organic,
animal protein, hydration,
healthy fats, timing



DIGESTION

mindful meals

choose, cherish, chill,
chew, check



LOW-TOXICITY

environment

personal care products,
cleaning products, air,
water, food, EMFs

HEALTH FOUNDATIONS



BIO-RHYTHMS

daily / monthly

sleep, wake, meals,
menstrual cycle, moon,
ultradian



MOVEMENT

hormesis

strength training, hot/cold
therapy, sprinting



RECOVERY

balance

mobility, nature, deep
sleep, heart rate variability

THE RIPPLE EFFECT



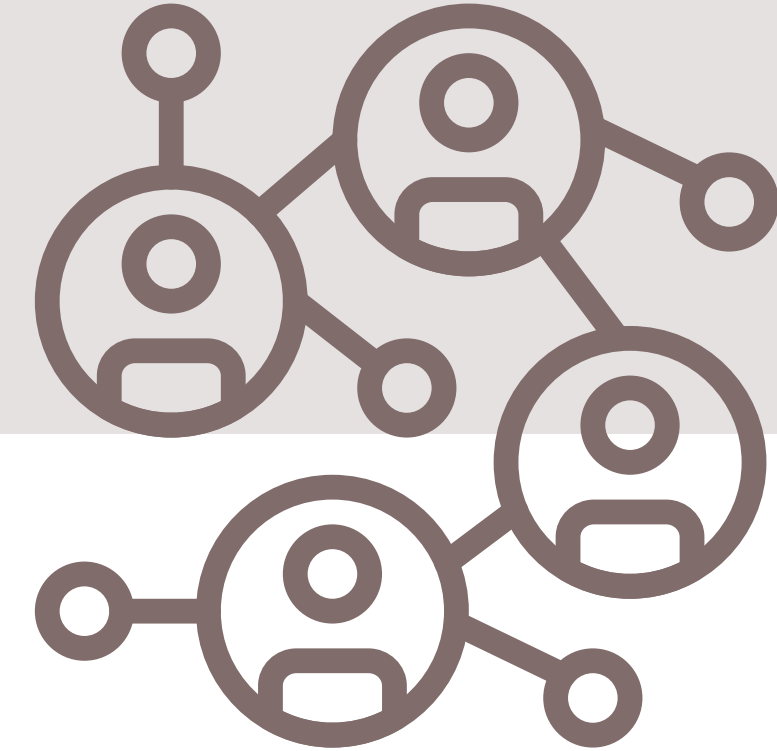
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**WHAT STEP
ARE YOU
WILLING TO
TAKE TODAY --
FOR YOU &
YOUR CLIENTS/
PATIENTS?**

Using Rupa Health

MAKING FUNCTIONAL LABS MORE
ACCESSIBLE FOR YOU & YOUR PRACTICE

My Gifts to You

1

My lab guide! Get my FULL blood panel at wellthywoman.co/labs

2

PLUS **50% OFF** my LIVE 5-DAY Workshop
>> 2021 Virtual Practice: Start To Scale <<

Use code "**RUPA**" to save \$111



Let's Connect!

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Q+A

WHAT QUESTIONS ARE COMING UP FOR YOU?

Reflection