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Dr. Brimhall's Health Puzzle Piece | **January 8, 2007**

headline :::

[Brimhall Wellness Web Sites Keep Getting Better]
You Can't Beat the Service, The Value and Marketing Support Only Available to Web Site Owners

2007 Seminars:::			
	January 13-14 Basic & Intermediate Dr. David Lee **Atlanta, GA** NW Blue Ridge 800-334-3793 or 843-342-3688	**January 19-21** Advanced Brimhall **Homecoming** **Mesa, AZ** NW 4-Life 800-255-3292 or 505-237-9680	**January 27** Workshop Dr. Kevin Usry **West Palm Beach, FL** NW Florida 800-451-5620 or 813-996-7322

The Whole Enchilada at one Homecoming Picnic!

by Dr Ben Bowers

HOMECOMING 07 revealing the new **Wellness Assessment Questionnaire** and the **Laboratory Interpretation Service for Blood, Urine, Saliva, & Toxicology Analysis.**

At this year's Annual Homecoming, I have the special opportunity to share with all of those who attend, a new Laboratory Interpretation Service for Blood, Urine, Saliva, & Toxicology Analysis. This is a dynamic web based service that we call the "Wellness Lab Report." We also have a dynamic questionnaire that we call "Wellness Assessment Questionnaire." We will be going over these two items in detail at Homecoming. These specific diagnostic tools will be made available to you at Homecoming with a Brimhall only, special one-time reduced price! You can choose to pay only $10 per patient report, which includes one or both of these reports for this unbelievable low cost. Or you can choose unlimited #'s of patients per month at only $60 per month.

As wellness doctors, we know that the "Sickness Care" model is failing our patients and healthcare. We simply want to offer our patients the best! This testing and reporting system adds more insights and accuracy to help complete the Puzzle. It consists of a complete blood, urine and toxicology analysis that is accurate, simple to use and makes very specific Nutri-West product recommendations.

As we all know, blood labs are considered the gold standard in evaluating a patient's internal and overall health. Yet most blood lab reports are not specific for gender, age, critical high and lows, and optimal levels, nor do they offer an interpretation service. And none of them make specific Nutri-West product recommendations!

For most doctors, this has become frustrating. In the past, when it came time to interpret labs, doctors had to look in many places to get all the information that they needed for the average patient. Not taking into account the specifics regarding; gender, age, critical values as well as optimal values. All of this is needed for the doctor to be able to make an accurate diagnosis and prescribe the correct treatment plan.

Most doctors think that all lab values are pretty much the same, but they are not! Consider that most labs only have about 600 variations for the most common 165 ordered tests, and they are not very specific.

In our data, we currently have over 1,000 different lab tests, and the "Wellness Lab Report" database is the most complete database in the world! It has been developed from over 19 years of experience, thousands of patients and from literally 100's of scientific referenced resources including: laboratory books; national lab companies; medical and hospital universities; periodical journals and many chiropractic/medical seminars!

With our release at Homecoming, we are using the most ordered 171 lab tests. In these 171, we have the following:

- 2761 unique criteria
- 1135 Normals
- 1135 Optimals
- 138 Critical Highs
- 107 Critical Lows
- 421 Male Specific components
- 424 Female Specific components
- 1296 Pediatric Specific components
- 310 Geriatric Specific components
- **There are Over 63,000 Distinct Components for these 171 tests!**
- This does not include over 6,000 Interfering factors and Differentials diagnosis's
- A Drug database, with over 5,000 drugs and their interactions.

Each test with in the database contains these components:

- Patient Friendly Descriptions

- The Expected Ranges, Optimal Ranges, High and Low Ranges as well as the Critical High and Critical Low Ranges
- Gender Specific Reports
- Age Specific Coverage from Birth to over 100 years

- Including separating Children and the Elderly

- Doctor Detailed Descriptions
- Differentials for High and Low results

- Interfering Factors for High and Low results

- Multiple Lab Name Recognition
- Side by Side Comparisons with Old & New Data

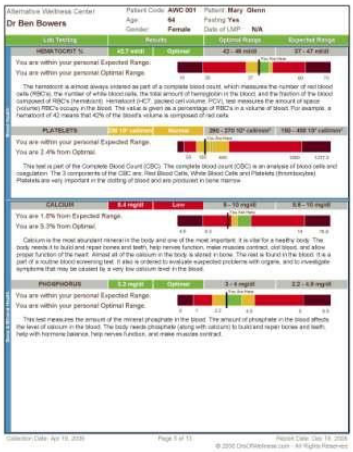
- Colorful Graphical Data
- The common and 2nd most common SI and US (CU) units

- SI & US (CU) Conversions for each lab

- Organ System Assignments for each test

- Lab Source References
- Related Tests for each lab
- Product Recommendations for High and Low results

- Supplemental Prescription/Recommendations, dosage, ingredients, contraindications.



We Provide a Dual Reporting System!

The Patient's Report contains: (A Complete report for the patient)

- Easy-to-Read Descriptions of Each Test

- The % from (their age/gender specific) Normal

- The % from (their age/gender specific) Optimal

- Results in Organ or Disease Specific Groups

- Nutri-West Specific Recommendations with supportive functions and contraindications
- Doctor Prescribed or Entered Additional Recommendations

The Doctor's Report contains: (A Complete report for the Doctor)

- Descriptions of Each Test
- Differential Diagnosis
- Interfering Factors
- Additional Labs that would be useful
- Follow up Recommendations

This Web Based Data Software Service:

- Could easily cost $100,000 to set up on you own. Yet you get it for $10 per patient report or less if you choose the unlimited package available at Homecoming.
- The most sophisticated software (Web 2.0) available on the market today

- Customizable, interactive, available 24 hours a day any where in the world
- Software packed with smarts and artificial intelligence
- Never out of date, it is automatically and constantly updated.
- You will always have the latest data or version each time you print a report!

In the next Puzzle Piece we will go over the **"Wellness Assessment Questionnaire"** that could easily be utilized for each patient, giving nutritional and health recommendations. It may be completed by itself, or can be an adjunct to the lab testing.

Yours in Health and Wellness,

Ben Bowers, DC, CCSP, DABCI
John W Brimhall, BA, BS, DC, DIBAK, FIAMA

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