

MYPHENOME

Education Materials & Messaging Toolkit

These resources are intended to help you best communicate with your patients when incorporating MyPhenome test into the treatment decision making process.

(Updated March 2025)

MyPhenome Education Materials & Messaging Toolkit

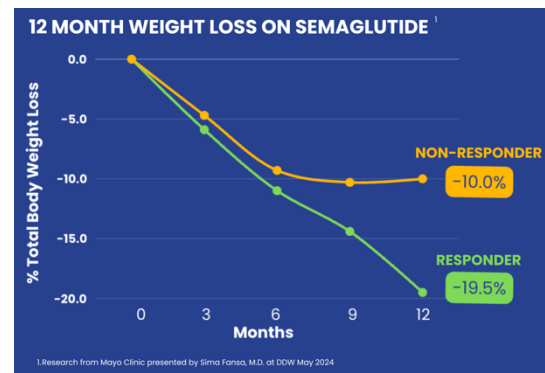
Many patients are familiar with journaling and logging tools that are great for tracking progress and building confidence along the journey, but what about the tools available to make sure they're on the right path in the first place?

We want to make sure that our providers have what they need to effectively educate patients about MyPhenome Test, the benefits of testing, and the tools and resources available to them. Educating patients can facilitate shared decision-making with an evidence-based precision medicine approach, so that both patients and providers can feel more confident that they are on the right track for long-term success.

Below we have provided a list of patients most likely to benefit from testing, followed by a toolkit of educational materials that can be utilized. ***These resources are intended to help you best communicate with your patients when incorporating MyPhenome test into the treatment decision making process. No matter where a patient might be at in their journey, MyPhenome provides the guidance and confidence a patient needs to achieve success.***

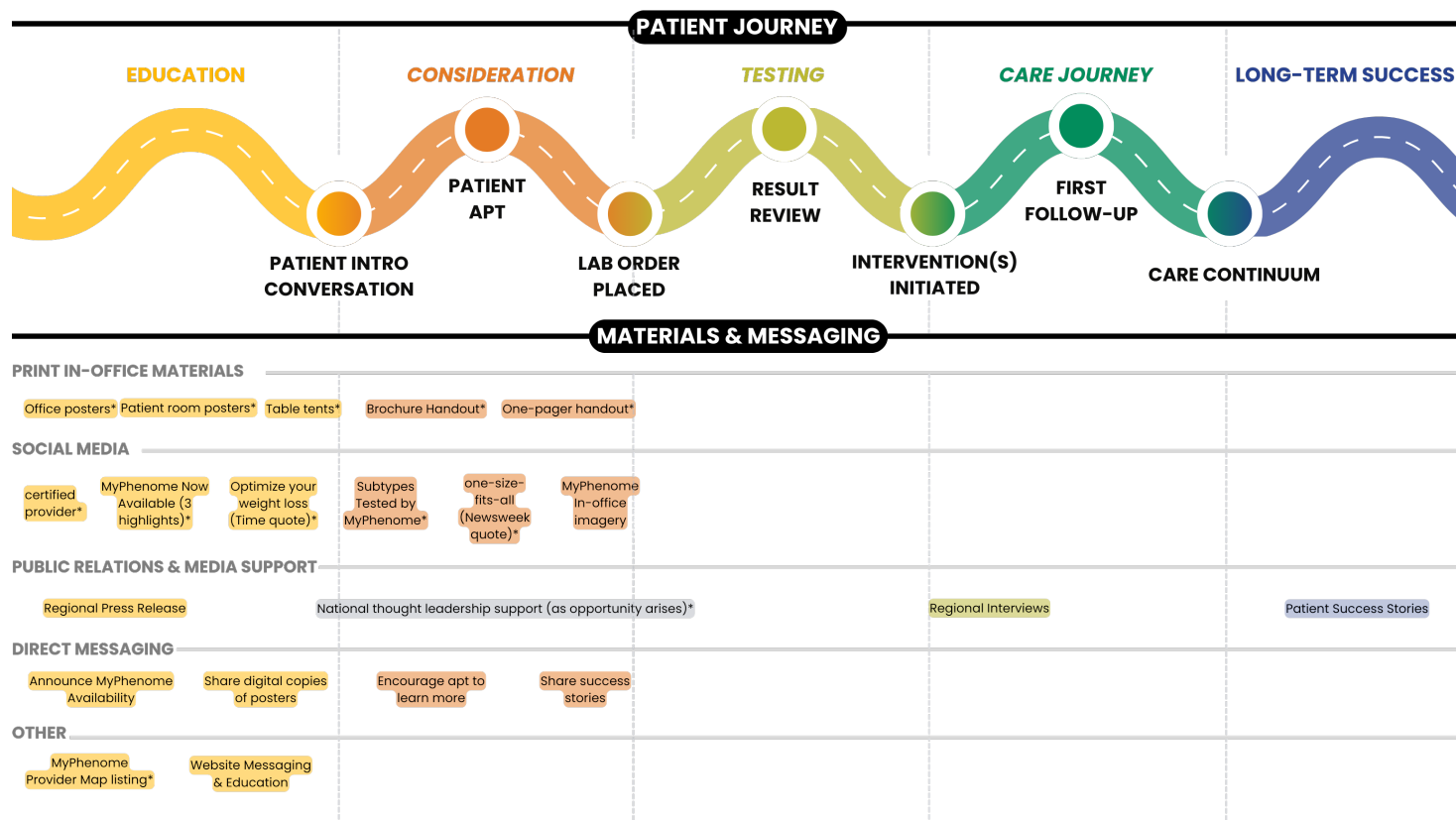
Patients most likely to benefit from MyPhenome:

- (1) Patients **not responding to GLP-1** medications.
 - Patient with <5% total body weight loss (TBWL) within 3 months on a GLP-1.
 - Patients with <10% TBWL within 6 months on a GLP-1.
- (2) Patients you may be **contemplating making a treatment change** for or adding an intervention to the patient's current treatment regimen.
- (3) Patients who have **plateaued** in their weight loss.
- (4) **First time, treatment-naïve patients** looking to start with the most effective approach.
- (5) Patients who have "**tried everything**" or patients who are already doing "everything."
- (6) Patients looking to **optimize sustaining weight loss** long term.
- (7) Patients who **prefer lifestyle guidance** for their individual metabolic subtype.
- (8) Patients looking to **get ahead of a known increased risk** for overweight/obesity.
- (9) Patient losing weight for the first time **looking for the most clinically and cost-effective approach.** (see table in appendix A)



MYPHENOME PATIENT JOURNEY: INTEGRATING EDUCATION & TESTING

Below is a map of the education material and messaging that can be integrated into clinical practice. These materials can assist with effectively communicating the clinical utility of MyPhenome test to improve patient outcomes. The map below is an overview the details that are provided in the rest of this toolkit.



- Notes:
- 1.Items with an asterisk (*) are materials / opportunities Phenomix Sciences has pre-prepared and provided to you
 - 2.Items listed without an asterisk (*) are additional suggestions your practice may want to take advantage of. If your team is looking for creative assistance for non-asterisk items, please reach out to your Phenomix representative who can help support.

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PRINT IN-OFFICE MATERIALS

Introduce and educate patients about MyPhenome Test using our complimentary printed materials. These materials include:

- Brochures
- One-pagers
- Table tents
- Posters

Key Benefits:

- *Place an order for printed materials directly in your MyPhenome portal:* Order materials with just a few clicks directly from the resources tab in your MyPhenome Portal.
- *Digital Content:* You may download materials to print, upload them to your website and easily share content with patients through your preferred patient communication system.

[?](#) [VIEW ORDERS](#) [VIEW CART](#) [BACK](#)



Order MyPhenome Marketing Materials

Brochures	One-Pager	Table-Tents	Patient Room Poster	Office Area Poster
				
PREVIEW BROCHURES	PREVIEW ONE-PAGER	PREVIEW TABLE-TENTS	PREVIEW PATIENT ROOM POSTER	PREVIEW OFFICE AREA POSTER
- 0 +	- 0 +	- 0 +	- 0 +	- 0 +
Brochures Pack(s)	One-Pager Pack(s)	Table-Tents Pack(s)	Patient Room Poster Pack(s)	Office Area Poster Pack(s)
Max Quantity Available = 1 Pack(s)	Max Quantity Available = 1 Pack(s)	Max Quantity Available = 1 Pack(s)	Max Quantity Available = 1 Pack(s)	Max Quantity Available = 1 Pack(s)
1 Pack = 25 Brochures	1 Pack = 25 One-Pager	1 Pack = 5 Table-Tents (dimensions: 5"7")	1 Pack = 2 Patient Room Poster (dimensions: 20"24)	1 Pack = 2 Office Area Poster (dimensions: 20"24)

SOCIAL MEDIA *(section includes links to digital creative assets available)*

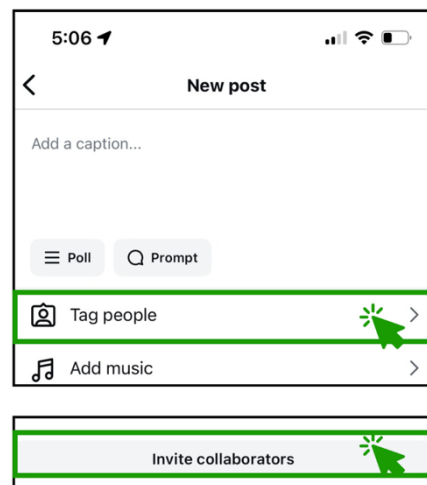
Digital Graphic Use Guidelines:

1. Graphics **cannot** be edited in any other way than the following permission:
 - Customer logo may be added to graphics in the space outlined to do so as shown here
2. When sharing on both Instagram and Facebook: please tag @myphenometest
3. When sharing on LinkedIn: please tag @Phenomix Sciences and please include the www.myphenometest.com website URL in the post.
4. See page 8 for content options to use with your posts! Select one of the copy options provided in this guide as the caption to accompany digital assets upon sharing



Maximize Your Reach:

1. Capture In-Office Photos
 - Take photos of the MyPhenome test in your office (with patient or provider consent) to create social media content. Use these images to build trust and share behind-the-scenes moments of your services.
2. Invite Relevant Accounts as Collaborators on Instagram
 - "Tag People" - Tag accounts such as your providers or @MyPhenomeTest to be "collaborators" on your posts.
 - "Invite as Collaborators" - Use this when you want the other account to cross-post on their own page (this will look like "@YOURACCOUNT and @PARTNER" above the photo)

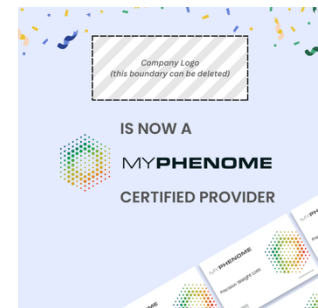


Linked Digital Creative Asset Templates & Copy Options

[Certified provider announcement](#)

Suggested post copy

- (option 1):
 - Big news! We're now a MyPhenome certified provider! That means we are trained and ready to offer MyPhenome DNA testing for an optimized weight loss approach - the same approach doctors use at world-renowned institutions such as the Mayo Clinic.



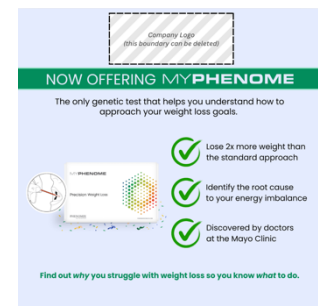
When you have an energy imbalance, getting to the right weight loss solution without cycles of trial and error is critical to achieving success. If you are ready to start your weight loss journey, we're ready to help. Schedule your appointment today to get started.

- (option 2):
 - Weight loss isn't one-size-fits-all-and now it doesn't have to be. We're proud to offer MyPhenome, a genetic test designed to identify how your body responds to different treatments, like GLP-1s. Backed by Mayo Clinic research, this personalized approach helps identify the most effective options for you! Schedule your appointment today to get started **[insert link to book on your website]**

["MyPhenome Now Available" + 3 highlights](#)

Suggested post copy

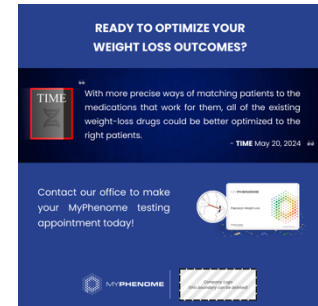
- (option 1):
 - Your health is unique—your weight loss plan should be too. That's why we're thrilled to announce we now offer MyPhenome test! This test, developed with Mayo Clinic research, helps you uncover how your body responds to different treatments, so you can achieve long-lasting results. Schedule your appointment today to get started **[insert link to book on your website]**
- (option 2):
 - Struggling to find the weight loss plan that works for you? We're excited to share that MyPhenome Test is now available through our clinic! Backed by Mayo Clinic research, this test offers personalized insights to guide you toward a healthier future. Call now to schedule your MyPhenome test and take the next step.



Weight loss optimization (TIME quote)

Suggested post copy

- (option 1):
 - Is your goal to achieve optimal weight loss? Our clinic is now offering the MyPhenome Test from Phenomix Sciences that will give you a head start on your weight loss journey. Call now to schedule your test with our trusted team of providers!
- (option 2):
 - Take control of your weight loss journey by understanding your body's unique biology. With MyPhenome now available in our clinic, uncover the root cause of weight gain and get a personalized path to successful weight loss.



Subtypes Tested by MyPhenome

Suggested post copy

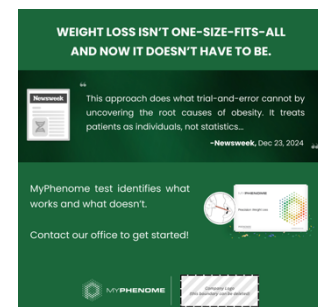
- (option 1):
 - Take control of your weight loss journey by understanding your body's unique biology. With MyPhenome from @Phenomix Sciences, uncover the root cause of weight gain and get a personalized path to successful weight loss. Schedule an appointment at our clinic to tested and finally achieve your weight loss goals.
- (option 2):
 - One size doesn't always fit all, especially with your weight loss journey. Your obesity phenotype plays a key role in how your body responds to different treatments. The MyPhenome Test offered in our clinic helps uncover what's driving YOUR weight struggles—so we can create a plan that actually works.



Weight loss is not one-size-fits-all (Newsweek quote)

Suggested post copy

- (option 1):
 - Your weight loss journey should be as unique as you are. MyPhenome from @Phenomix Sciences helps uncover the best approach for your body, based on real science. Contact our office to get started and get a personalized plan that can jumpstart your weight loss!
- (option 2):
 - Struggling with weight loss? It's not your fault. Your body responds to treatments in its own unique way. MyPhenome from @Phenomix Sciences, now available in our clinic, takes the guesswork out of the process by identifying what works best for you. We can help create a plan that finally fits—schedule your test today!



PUBLIC RELATIONS AND MEDIA SUPPORT

Regional PR Campaign:

Press Release - Our team will develop a press release announcing the test is now available in your clinic and region.

Interviews - Our team will support outreach to media to secure coverage and coordinate interviews regionally and in relevant trade media (like Medscape or Healio).

Patient Success Stories - Media may be interested in highlighting patients who benefited from using the test and received care at your clinic.

National Thought Leadership Support:

Our team will coordinate media interviews or include your voice in roundtables with key experts in the field to further boost credibility and visibility on a national level. This is ongoing as opportunities arise.

DIRECT MESSAGING

Below are recommendations for messages that can be sent out to your current patient lists to provide them information and education about MyPhenome Test and the benefits of being tested.

Links to YouTube videos:

Linking videos to additional information about MyPhenome test is a great way to introduce the test to your patients! Here are a few we'd recommend sharing:

1. [What is obesity phenotyping](#)
2. [What is MyPhenome Test?](#)
3. [What are the different phenotypes?](#)
4. [How do I get tested?](#)
5. [What happens after the test?](#)

Message Recommendations:

MESSAGE 1: Announce MyPhenome Availability

Why it's Effective: This message creates excitement and builds awareness among patients about the availability of the MyPhenome test. It positions the provider as an innovative, forward-thinking clinic offering cutting-edge genetic insights.

Recommended Messaging:

Subject Line: Discover Personalized Weight Loss Solutions with MyPhenome!

Body Copy:

- Briefly introduce MyPhenome as a revolutionary genetic test that tailors weight loss strategies to an individual's unique biology.
- Provide links & encourage patient check out
 - myphenometest.com website
 - [@MyPhenome](#) Instagram and to learn more
- Highlight the clinic's commitment to personalized care.
- Encourage patients check out the first 2 YouTube videos to learn more:
 - [What is obesity phenotyping](#)
 - [What is MyPhenome Test?](#)
- Include a call-to-action: "Schedule your consultation today to learn how MyPhenome can help you achieve your goals!"

MESSAGE 2: Share Digital Copies of Posters

Why it's Effective: By sharing visuals and educational materials, patients can better understand the benefits of MyPhenome. This builds trust and curiosity on how the test may be able to help them.

Recommended Messaging:

Subject Line: See How MyPhenome Can Transform Your Weight Loss!

Body Copy:

- Add pdf attachment to posters provided by Phenomix.
 - Include an image of the poster and key highlights about MyPhenome.
- Emphasize patient benefits like scientifically tailored results and better long-term outcomes.
- Encourage patients check out YouTube videos 3 & 4 to learn more:
 - [What are the different phenotypes?](#)
 - [How do I get tested?](#)
- Provide a call-to-action: "Schedule your appointment to learn how MyPhenome can help you achieve your goals!"

MESSAGE 3: Encourage Patient Aptitude to Learn More

Why it's Effective: This message drives engagement by simplifying the ease of the testing process, highlighting what the outcomes of testing are and lifelong benefits to the patient, which reduces hesitation and addresses uncertainties that patients may have before purchasing the test.

Recommended Messaging:

Subject Line: Jump-Start your Journey to Achieving your Weight Loss Goals!

Body Copy:

- Acknowledge common struggles with weight loss and emphasize how MyPhenome provides clarity.
- Highlight that testing uses a simple cheek swab, and only requires 30 minutes of fasting prior to collection!
- Encourage patients check out YouTube video 5 to learn more about what happens after testing
 - [What happens after the test?](#)
- Share a testimonial or brief success story for social proof.
- End with a call to action: *"Don't wait—take the first step today by scheduling your MyPhenome test!"*

MESSAGE 4: Share Patient Success Stories

Why it's Effective: Sharing real-world outcomes builds emotional connections with patients and fosters trust in the test. Success stories inspire confidence and encourage word-of-mouth referrals.

Recommended Messaging:

Subject Line: Success Stories: See How MyPhenome is Changing Lives!

Body Copy:

- Highlight one or two compelling stories, focusing on how the MyPhenome test transformed their weight loss journey.
- Use engaging quotes like: "For the first time, I felt like my plan was made just for me—and it worked!"
- Include a call-to-action: "Your story could be next. Start your journey today!"

OTHER

MyPhenome Provider Map Listing

Our website www.myphenometest.com includes a find a provider map for patients to locate and get connected with a provider. Please make sure Phenomix Sciences has the following information to ensure you are listed in the map. Any concerns related to map listings can reach out help@phenomixsciences.com.

1. An address for the account
2. Website URL for patients to connect with you / schedule an appointment

Website Messaging & Education

An account can effectively use their website to share and promote the MyPhenome Test by integrating educational, engaging, and actionable content that informs potential patients and encourages them to take the next step. Below are recommendations on how to use your website as a tool to market the availability of MyPhenome Test and how to help encourage patients be tested.

Call-to-Action Messaging for Website Education

- **“Take the First Step Toward Personalized Weight Loss.”**
 - Place this CTA at the bottom in the homepage banner.
- **“Schedule Your Consultation Today!”**
 - Include this with a clickable phone number or appointment scheduling link.
- **“See How MyPhenome is Changing Lives!”**
 - Link this CTA to success stories or testimonials.

Website Education Ideas:

1. Highlight MyPhenome on your Website’s Homepage
 - Add a prominent banner, hero image, or section on the homepage that highlights the availability of MyPhenome Test.
 - *Why It’s Effective:* Homepage placement ensures maximum visibility, as it’s the most visited part of the website.
 - *Example Options:*
 - A rotating carousel image with the headline: “Discover Your Personalized Weight Loss Solution with MyPhenome.”
 - A call-to-action button: “Learn More About MyPhenome Today!”
 - Include a patient testimonial or success stat: “90% of patients saw better results with personalized plans.”
2. Blog or News Article
 - Write an educational blog post or news article introducing the test. Discuss the science behind MyPhenome, its benefits, and how it fits into the clinic’s mission of personalized care.
 - *Why It’s Effective:* Blogging improves SEO rankings and positions the clinic as a thought leader in advanced weight loss solutions.
 - *Example Titles:*
 - “How Genetic Testing is Optimizing Weight Loss: Introducing MyPhenome.”
 - “3 Reasons to Try the MyPhenome Test for Your Weight Loss Goals.”
3. Patient Stories and Testimonials
 - Create a testimonials section where patients share their experiences with the MyPhenome Test. Include before-and-after visuals, if possible.
 - *Why It’s Effective:* Personal stories build trust and connect emotionally with website visitors.

APPENDIX A: ANTI-OBESITY MEDICATIONS: SIDE EFFECTS, EFFECTIVENESS, & COSTS

With weight loss medication popularity on the rise, we think it is important that patients looking for a successful and cost-effective weight loss approach are educated on all of their options (including those beyond GLP-1s) their effectiveness, and the costs associated.

Weight Loss Medication	Regimen ¹	Side Effects ¹	Efficacy ¹	MyPhenome Guided Efficacy	Monthly Cost
Phentermine-Topiramate	Once daily in the morning with a meal	"Pins and needles" sensation on skin, dry mouth, constipation, altered sense of taste	Loss of 11% total body weight	Loss of ~20% total body weight ²	\$158.19 ⁵
Bupropion-Naltrexone	Twice daily, best with behavior therapy	Nausea, constipation, headache, vomiting, dizziness	Loss of 6% total body weight	Loss of 12% total body weight ³	\$99 ⁶
GLP-1	Weekly Injection	Nausea, diarrhea, constipation, headache, vomiting	Loss of 8%-21% total body weight	Loss of ~20% total body weight ⁴	\$500-\$1,308 ^{5, 7}

1. Voelker R. Medications for Obesity. JAMA. 2025;333(1):96. doi:10.1001/jama.2024.18189

2. Research from internal validation study (November 2023)

3. Acosta, Andres et al. "Selection of Antiobesity Medications Based on Phenotypes Enhances Weight Loss: A Pragmatic Trial in an Obesity Clinic." Obesity (Silver Spring, Md.) vol. 29,4 (2021)

4. Research from Mayo Clinic presented by Sima Fansa, M.D. at DDW May 2024

5. GoodRx list price

6. Contrave website with CurAccess program

7. Eli Lilly Press Release - List price

We are always willing to collaborate with our partners on press releases or other media opportunities and can provide quotes and other content as needed.

Any questions? Please reach out to our team at help@phenomixsciences.com