

# Incorporating ZYTO into your practice



Elite

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The Elite is a powerful clinical tool that gives practitioners the ability to develop and/or use biosurveys dealing with nearly every aspect of health. The ZYTO Library for the Elite contains more than 15,000 different virtual stimulus items (VSIs) and with the Elite you have the ability to access each of those VSIs individually, in collections, or you can even include them in your own custom biosurveys. The Elite gives you the ability to add additional libraries and run biosurveys that have been authored by some of the best and brightest minds in the industry. Many of these biosurveys are included with your initial purchase, and many more are available through the ZYTO Online Store.

Because the Elite is so versatile and powerful it is difficult to suggest what approach you should take clinically. Your biocommunication approach should be tailored to fit the needs of your practice.

To improve your likelihood for success, it is wise to develop a business and use strategy before you set up and install your new ZYTO program. This guide provides you recommendations and best practices to help you implement your biocommunication program quickly and efficiently. Properly setting up your office to include ZYTO scanning will have a significant impact on your overall success.

## Step 1 – Determine Your Fee Structure

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### **Option 1: Offering specific biosurvey scans to your patients - free of charge.**

This strategy is particularly effective when the biosurvey you are using focuses on nutritional supplements, and the objective is to help your patients select biologically preferred supplements. When your patients understand their biological preferences for the supplements you sell, they are more likely to purchase from you. Some practitioners set a price for this type of scan, which establishes value, then allows this cost to be credited toward products or services that are purchased in the clinic.

### **Option 2: Establishing a price for each scan based on the type of scan, complexity, and how long it takes.**

Some practitioners charge a flat rate for the use of ZYTO technology; others charge by the hour, billing for the time spent with the patient. Either of these approaches makes your ZYTO technology a direct source of revenue for your practice.

### **Option 3: Including biocommunication as part of the services you already provide.**

This approach gives you an opportunity to increase the value of your current services and perhaps to increase your current fees because of the added value. With this approach you will not have a separate billing line on your patient invoice, your ZYTO system will simply be viewed as a tool used during an office visit.

## **Step 2 – Determine Where to Place Your ZYTO System**

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The best location for your system depends on how you're planning to use it. Here is an overview of three of the most common ways the Elite can be used in a clinical setting.

**1. Limited Assistance, General Nutritional Scans.** These offer patients the ability to get a scan with limited assistance from the practitioner or the office staff. The only assistance needed is to create or recall the patient file in the software, and then print the final report and deliver it, together with appropriate marketing material, to the patient. No appointment is necessary.

**2. Assisted, Pre-Appointment Scans.** These involve a limited amount of assistance, offered by the front office staff or by a designated office technician. The scan selected may be more comprehensive than a general nutritional scan, and the report is printed and given to the practitioner either before or at the time the patient sees the practitioner. By scanning the patient in the waiting room before the visit, the practitioner can print the report for review during the visit.

**3. Consultation/Coaching Appointments.** This approach uses ZYTO to add value to the actual patient consult. This gives the practitioner direct access to the technology. A variety of scans can be initiated depending on the physical exam and interview with the patient. Using your ZYTO System in this way allows you to leverage the use of your expertise and training as a practitioner to customize your approach and dig deeper into the issues. Including ZYTO biocommunication in your session increases the value of the time you spend with your patients, giving you a tool to make more informed decisions about your patient's health and wellness. Many practitioners increase the price of their patient sessions when including ZYTO technology, even though they may be spending less time with the patient.

Let's explore these options in a little more detail:

*Note: many clinics choose to incorporate multiple ZYTO licenses for expanded possibilities.*

### **Limited Assistance, General Nutritional Scans**

Most people purchase supplements from the local grocery or health food store, guessing what they should buy. Some even make purchasing decisions based on what is on sale. With a ZYTO program, your clinic can provide each patient a personalized nutritional program, giving them the opportunity to purchase the high-quality supplements that they have a biological preference for. This helps them purchase the right products with confidence and ultimately achieve better results.

ZYTO biocommunication is a quick and painless way to add nutritional expertise to your practice whether you are implementing nutrition for the first time, or if you are revitalizing your supplement program.

*Benefits of a limited assistance program*

- Grow your nutrition business: A scanning station in the lobby will allow the patient to access a scan at any time, without an appointment. This allows patients to maintain a supplement

regimen based on the products that they can purchase in your clinic.

- **Service Referrals:** The ZYTO software can include information about your clinic services, and the scan will report your patient's biological preferences for the services and the products you offer. This is a powerful way to help your patients become familiar with services you provide that they may not be using.
- **New Patient Referrals:** Encourage your patients to bring their friends and family by your office and experience a free biocommunication scan. In addition to an opportunity to sell quality supplements, you will have the opportunity to promote your services. ZYTO reports can be personalized to include your contact information and allow you to easily set a follow-up appointment.

*Scanning location:*

Clinic Front Lobby

### **Assisted, Pre-Appointment Scans**

At appropriate scanning intervals, this is a powerful tool for the busy clinic and can make the time in the waiting room incredibly productive. This scan is typically conducted by your front-office staff as part of the check-in process. This gives the practitioner the luxury of reviewing the report findings with the patient during the visit.

Scan results provide the practitioner clues that identify areas that should be explored at a deeper level through diagnostic testing, what clinic services might best serve the patient, and nutritional supplements or medications that should be recommended or prescribed.

*Benefits of a Pre-Appointment Scan:*

- **Saves You Time:** By having the report a few minutes before the visit, you can review the findings before you consult with your patient. Having this information will allow you to customize each visit and make your time with each patient more efficient.

- **Utilize Existing Staff:** At appropriate scanning intervals your front-office staff can run a scan on every patient, while they wait in your lobby. This adds value to your office staff, allowing you to see more patients a day.
- **Expand Your Expertise:** The vast amount of information that is provided in the ZYTO report will allow you to apply your skills to broader areas of your patient's health and well-being. You can look into expanded or related issues, allowing you to explore wellness as the solution to chronic problems in addition to dealing with those that are acute.

*Scanning location:*

Clinic Front Lobby

### **Consultation/Coaching Appointment**

Many practitioners use ZYTO as a tool to help them discover root cause issues and customized care. Often this approach is used for practitioners that are seeing patients who have tried several other healthcare options and have not been successful in obtaining the healing they seek.

For this model, practitioners will spend more time with each patient. Although prebuilt biosurvey scans may be used, often practitioners choose to identify specific stressors and balancers as part of the scanning process and as appropriate for each patient. This tailored approach can take a significant amount of time and requires a private setting.

*Benefits of a Consultation/Coaching model:*

- **Added Value:** When offering in-depth consultation in conjunction with a scan, you add customized biocommunication to your expertise, and can provide these custom findings to your patient in a helpful report. This ultimately results in increased satisfaction and an increased value for the services you provide.

- **Enhance Your Expertise and Tackle Difficult Cases with Confidence:** Taking time to use ZYTO technology as part of your consult sessions will provide you information and insights that will help you unravel complex cases that tend to baffle other healthcare providers.
- **Become an Industry Leader:** Becoming the expert in difficult cases will establish you as an industry leader. You may even develop new and innovative protocols that you can incorporate into your practice with ZYTO Technology.

*Scanning location:*

Private Office or Treatment Room

## Step 3 - Setting up the Location

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Now that you have identified the ideal location for the scanning station, you should note the physical requirements that are needed for each ZYTO station.

### **Site Requirements**

*Computer:*

ZYTO software is designed to run on a Windows based Personal Computer. You can run the software on a laptop or a desktop system. A single license can only be run on one computer at a time. For a full list of system requirements visit [www.ZYTO.com](http://www.ZYTO.com).

*High-speed Internet connection:*

An internet connection is required to load the ZYTO software on your computer. In addition, updates to the software are made via the internet. It is a good practice to regularly sync your system. For this reason we recommend a permanent connection to the internet. Although you don't have to be online to operate your ZYTO System, several functions including remote scanning and report emailing require an active internet connection.

### *Color Laser Printer:*

Many biosurveys include session reports that you are encouraged to share with your patient. Using a color printer adds value to the report. Printing reports and sharing them with your patient can be a powerful marketing tool to promote your practice. The use of a color laser printer is relatively inexpensive and is HIGHLY recommended.

### *Comfortable space for the patient and the practitioner:*

Although this may seem obvious, it is important that you have a comfortable location to conduct your scans. A typical scanning station may include the following:

- Desk or table for the computer, monitor, printer & Hand Cradle
- Chair for the patient
- Chair for the operator

## **Step 4 - Installing ZYTO Software**

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Installing ZYTO software on your computer is simple, and takes place through an internet connection. Simply follow the instructions that are included in your purchase confirmation email and in your Quick Start Guide. Updates to your ZYTO software will automatically be delivered during the sync or when you boot your program. When your computer is connected to the internet, syncing happens automatically when you log in to your ZYTO software and again when you close it. Syncing regularly will ensure that you have the latest software updates available.

The speed of installing and updating ZYTO software can be significantly influenced by the speed of your internet connection, the speed of your computer, and your available computer memory. See computer recommendations on ZYTO.com for more detailed information.

Note: It is not necessary to be connected to the internet when you scan, but you do need an internet connection to update and sync your software, to email reports, and to do remote scans.



## Step 5 - Setting up a Nutritional Program

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When you add a nutritional program to your practice it is important that you provide your patients access to purchase the supplements you recommend.

There are two ways that clinics provide nutritional supplements to their patients.

1. Stock and sell the products from an inventory in your clinic.

This option will provide your patients immediate access to the nutritional products that you recommend but it will require you to maintain an inventory of these products. Your ZYTO software includes an option for scanning only those products included in your inventory.

- 2 Drop-shipping products directly to your patients. This option will allow you to scan a larger product selection because you aren't concerned with your personal inventory, but your patients will not be able to go home with the products they purchase. Check with your product suppliers for additional information and guidelines. We also recommend that you charge your patients for their supplements at the time of the scan. This increases the likelihood that they'll follow through and receive the benefits that only come from taking the supplements.

## Step 6 - The Session Report

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The report is one of the most powerful marketing tools available for your clinic. When your patients understand the session report, they are more likely to share it with their friends and family. This often leads to inquiries and referrals to your clinic.

ZYTO recommends that each report include a recommended date for a follow-up scan. This will encourage your patients to come by your office for their nutritional supplements and it will keep them accessible to your practice when they need additional clinic services.

# Success!! Now you are ready to begin!

## **Selecting a biosurvey to run:**

There are many options you can choose when selecting a biosurvey. A biosurvey is essentially a pre-programmed protocol that in most cases has been developed by a practitioner with particular knowledge and experience relative to the biosurvey.

Your strategy will have an impact on your biosurvey selection. Explore your options. General nutritional assistance biosurveys will help to identify your patient's biological preference for the products you sell. Other biosurveys may provide you with information specific to disease, toxins or organs and body functions; but remember, the biosurvey is not a diagnostic test. It gives you information to help you make better decisions faster, it doesn't identify disease, deficiency, or need.

You can work with your Certified ZYTO Trainer and/or account manager to help you decide where to begin. Biosurveys are effectively used to broaden your offering and to provide additional expertise to your patients. Practitioners typically begin with biosurveys that are more general in nature when they begin with a new patient. As a history is developed, the selection of biosurveys can be refined for subsequent visits as you are able to focus in on specific issues.

Look through the biosurveys that are included with your particular software license and visit the online store by logging in at [ZYTO.com](http://ZYTO.com) to see what other biosurveys and libraries are available to you.

## **Understanding and Explaining the Session Report**

When the scan is complete, a report is generated. This report is a powerful marketing tool because it is specifically about your patient, making it more likely to be studied. It contains educational information, and many contain written narrative to help your patient understand what they're seeing. This means they will need less of your time in the office (interpreting the report for them), and they will be able to explain it to their friends and family with whom they share it.

Session reports will also provide you with insights that may call your

attention to problems and solutions that may otherwise go unnoticed.

The data included in the report is based on your patient's responses to computer stimuli called Virtual Stimulus Items (VSIs). These responses are expressed in terms of "biological preference" and "biological aversion."

Biological preference and aversion are simply positive or negative responses to those VSIs.

Using the session report to identify the nutritional supplements and clinic services your patients have a biological preference for will keep you central in their lives. This will help you to better serve their overall healthcare needs.

## Using ZYTO to bring patients back

### **Setting a follow-up visit:**

One of the strongest benefits of a ZYTO biocommunication program is that you have the ability to invite the patient back to your office to check and track their progress. Bringing them back for a follow-up visit gives you another opportunity to offer additional assistance or expand your service offering. You can use the ZYTO software to set follow-up appointments with your patients. The next scheduled appointment can be automatically printed on their personalized session reports.

Establishing a regular regimen of ZYTO scans will help you identify trends and give you the ability to "look-back" through time and show your patient the progress that has been made because of regular office visits.

Depending on the implementation model you have chosen you may recommend they stop by every four to six weeks and rescan with the idea of adjusting the supplements they are taking to fit their changing needs, recommending they purchase enough product to carry them to the next appointment.

## Marketing:

### Brochure samples

The brochure samples included with your initial purchase will facilitate greater success as you implement your ZYTO System into your practice.

The brochures in particular, were created with the intent of assisting your patients to further understand ZYTO biocommunication and how important it is that they continue to visit your clinic for future scans.

You can purchase additional ZYTO literature by visiting the ZYTO Store at: [www.ZYTO.com](http://www.ZYTO.com)

### ZYTO Referral Card

This unique referral card will assist you to build your clientele by inviting them to your clinic for a scan!

## Digital Content

In order to assist you in providing the best possible messaging for your patients, we have developed exclusive digital content for you as a ZYTO user. This content can be used to create custom marketing materials for your office. This exclusive content can be accessed by following these four easy steps:

1. Go to: **<http://www.ZYTO.com>**
2. Click on the **Company** Tab, select **Marketing ToolKit**.
3. You will be prompted to log in using your ZYTO **username** and **password**. Use the same username and password you use to login to your ZYTO software (this is called your Universal ZYTO Username and Password).
4. You will now be able to access the digital content.

## ZYTO Help and Support:

ZYTO proudly offers a full-range of training, education and customer

support to all ZYTO practitioners. From one-on-one training over the phone to online training, live webinars, and regional ZYTO workshops, you are provided help and support at no additional charge.

To learn more about the products and services available from ZYTO, please visit [www.ZYTO.com](http://www.ZYTO.com).

ZYTO has a complete line of professional biocommunication tools that can be tailored to fit your specific needs. Licensed practitioners can choose from the Balance, Select, Elite, and EVOX programs. Go to [www.ZYTO.com](http://www.ZYTO.com) for more information or call to talk with a ZYTO representative directly. Phone: 801-224-7199 or 866-369-2265

## Standard 5.0 Product Features:

### **Support / Training:**

All ZYTO 5.0 licenses include limited lifetime equipment warranty, lifetime software support and updates, 24/7 online training resources and after hours emergency technical support. *See your purchase terms & conditions for further details.* In addition, all 5.0 practitioners have free access to ZYTO workshops and conferences and may schedule individual training as needed.

### **Reports:**

The colorful, descriptive session reports can be branded to include your clinic information and logo. Reports are auto generated. Because these reports include specific information about your patient, they are a powerful marketing tool for your clinic.

### **What is an Appropriate Scanning Interval?**

As a rule, a scan every 4-6 weeks is appropriate, assuming you are selling each patient a one-month supply of products at the time of each scan. Scanning more often has limited value, because you will not be resupplying products before your patient has had time to consume the ones they have previously purchased. Clinic services that are recommended in each scan will likely have more effect if they are

'consumed' over time as well. Scanning intervals with the Elite may be recommended on a more frequent basis, based on the condition of the patient and the objective of the practitioner.

# 5.0 Product Features

	BALANCE	SELECT	ELITE	EVOX 5.0
Price	\$597	\$5,750	\$10,750	\$5,750
Subscription	\$50 per-month	\$50 per-month	\$50 per-month	\$50 per-month
Product Companies	7*	150+	150+	150+
Add Custom Products			✓	
Lifetime Equipment Warranty**	✓	✓	✓	✓
Online Training	✓	✓	✓	✓
Free Personalized Training (by appointment)	✓	✓	✓	✓
Lifetime Upgrades & Support**	✓	✓	✓	✓
24/7 Online Training Resources	✓	✓	✓	✓
After Hours Emergency Tech Support	✓	✓	✓	✓
Complementary Conference Access	✓	✓	✓	✓
Online Account Access	✓	✓	✓	✓
Standard Patient Reports	✓	✓	✓	✓
Create Custom Patient Reports			✓	
Display Relationships Between Organs, Spine, Teeth and Meridians	✓	✓	✓	
Pre-made Biosurveys / Protocols	✓	✓	✓	✓
Balance 5.0+ Biosurvey	✓			
Food Biosurveys / Protocols		✓	✓	
Purchase Biosurveys / Protocols		✓	✓	
Author Biosurveys			✓	
Sell Biosurveys			✓	
Assisted Remote Scans	✓	✓	✓	✓
Custom Scan / Custom Balancing For Ultimate Flexibility			✓	
Customize Library Items / Categories		✓****	✓	
Can Be Tailored To Include Your Inventory Items Only	✓****	✓****	✓	✓
Add Library Items			✓	
Include Standard Clinic Services/Therapies	✓	✓	✓	
Add Custom Clinic Services/Therapies			✓	
Dosing Capabilities		✓***	✓	
Can Be Combined With EVOX License	✓	✓	✓	
Perception Reframing				✓
Transgenerational Protocols				✓

\* Choose one of the 7 available companies.

\*\* Active subscription required.

\*\*\* Some purchased biosurveys have dosing options.

\*\*\*\* Limited capabilities.

THE GLOBAL LEADER IN BIOCOMMUNICATION

**ZYTO™**

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