Metagenics®

Competitive Analysis

Practitioner Portal Opportunities

HCP & Patient/Consumer Considerations

December 5, 2022

Executive Summary

Metagenics is leading the revenue race but has fallen behind in the development of digital products. Competitors are utilizing innovative packaging and tailored practitioner recommendations in attempts to increase adherence.

To ensure our customers get the most out of their experience, we need to make sure that our website is user-friendly and performant. Investing in digital optimization and providing exceptional content, will not only save time but provide a unique benefit as well – making customer satisfaction more attainable.

Let's explore some recommendations to address the competitive gap that has emerged:

1. Search/filter by health category, product benefits, usage, ingredients, and criteria (gluten-free, non-GMO, etc.)
2. Enable HCPs to build (recco) packets, attach a timeframe, and instructions, track orders, and patient adherence.
3. Support communication between practitioners, staff, and their patients.
4. Optimize UX with onboarding, tutorials, informative product videos, public-facing KB, and improved content.
5. Add user roles & permissions for HCPs, and their staff. Present insights & revenue generated on a dashboard.

Competitors have invested to optimize their digital ecosystems to address several factors.

1. Streamline the account opening process. Empower HCPs, and their staff to self-serve with onboarding, help content, and coach marks.
2. Removed friction with quality content, product videos, categories, and simple navigation.
3. Simplify matching patient needs to products with robust search and product taxonomy.
4. Reduced complexity, level of effort, and time investment required to comprehend product list.
5. Libraries of protocols, scientific studies, business tips and learning-on-demand resources.
6. Dashboards with insights, patient activity status, filled/missed orders, and communication.
7. Allow HCPs to run payout reports, clarify common sales, reselling tax questions with help and support.
8. Numerous integrations with other software products.
9. Customization, user roles and permissions.
10. Help content, digital product tutorials, KBs, FAQs.

Our Mission

How might we help more consumers live happier, healthier lives?

We have an opportunity to consider how to engage consumers who have not yet found a HCP and do not have recommendations or a treatment plan.

At Metagenics, we are dedicated to providing effective nutritional products and solutions for healthcare professionals to help people live happier, healthier lives.

November 23, 2022

Perspective

Metagenics

Value Proposition

Metagenics provides practitioners with tools & insights to manage their business and patients' outcomes.

1. Virtual patience adherence programs
   - Adherence reminder tools
   - Tool's for HCPs to easily Recommend Products and Treatments
   - Reminders to keep patients on nutritional supplement treatments

2. Patient & product real time insights
   - Easily deploy questionnaires to better understand patient needs
   - HCP insights on how to use tools to grow their business
   - Insight into how Metagenics is managing patient lifecycles

3. Operational tools to increase practice efficiency
   - Provide the reduction of cognitive overhead
   - Easy to use workflow automation, and repeatable service tasks
   - Increase loyalty with personalization tools to improve patient outcomes
   - Enable practitioners to earn commissions separate from the practice

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Market Share Numbers

$72 Billion U.S. Dietary Supplements Market

01 Metagenics

0.4108% US Market Share **$295.8 M** Revenue

02 Fullscript

0.3159% US Market Share **$227.5 M** Revenue*

03 Designs for Health

0.1875% US Market Share **$135 M** Revenue*

04 Pure Encapsulations

0.1758% US Market Share **$126.6 M** Revenue*

05 Wholescripts

0.0201% US Market Share **$14.5 M** Revenue*

***Source** *Revenue numbers pulled from Datanyze.com*

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Comparison of Metagenics and Our Competitors

Features	Metagenics	Fullscript	Designs for Health	Pure	Wholescripts
Onboarding	✗	✓	✓	✗	✗
User Tutorials	✗	✓	✓	✗	✓
Help Content	✗	✓	✓	✓	✓
High Quality Content	✗	✓	✓	✓	✓
Optimized User Experience	✓	✓	✗	✓	✓
Suggested Product Use	✗	✓	✗	✓	✗
Patient Education Materials	✗	✓	✓	✓	✗
Product Description	✓	✓	✓	✓	✓
Roles & Permissions	✗	✓	✗	✗	✓
Customization	✗	✓	✗	✗	✓
Adherence Tools	✗	✓	✓	✗	✓
Patient Communication	✗	✗	✓	✗	✓
Protocol Library	✓	✓	✓	✓	✗
Research Studies	✗	✓	✗	✓	✗
Pricing & Margin Tools	✗	✓	✗	✗	✓
Payout Reports	✗	✓	✗	✗	✗
Software Integrations	✗	✓	✗	✗	✓
Order Tracking	✗	✓	✗	✗	✗
Eco-conscious	✗	✗	✗	✓	✗
Business Resources	✗	✗	✓	✓	✗

Opportunities for Metagenics

LEGEND: Revenue Generating | Heavier Lift | Lighter Lift

Good

Marketing & Brand Content
- What are the benefits of using an eStore?
- Why practitioners should want create a Metagenics acount?
- schedule a demo

Onboarding, Tutorials & Help Content
- coachmarks
- getting started videos
- public knowledgebase
- FAQs

Business Resources
- revenue visibility

Dashboard & Customer Relationship Resources
- adherence emails/SMS
- number of active patients
- patient videos: how to use Metagenics products
- patient-facing product brochures

Customization
- preferred practitioner name
- patient notifications (turn all on/off)

Product List & Product Materials
- list both MSRP, and default/selected price
- reveal which products are often purchased together
- product tech sheets
- when viewing product, list relevant docs, protocols, etc.

Engagement & Growth
- encourage completion of account set-up with emails
- promos & offers encouraging practitioners to use portal

Better

Marketing & Brand Content
- testimonials

Onboarding, Tutorials & Help Content
- getting started videos
- virtual concierge (to schedule demo/help)

Business Resources
- segment practitioner's sales by practice/office
- business tips for practices
- educational product brochures (patient handouts)

Dashboard & Customer Relationship Resources
- simplified navigation and product category names
- insights on sales revenue generated by practitioners
- library of metagenics (non-branded) protocols
- reference charts, and product guides (brochures)
- links to relevant, published research studies
- multiple product delivery options, easy-to-use order status

Customization
- eStore vanity URL
- time zone preference/selection
- user roles & permissions (practitioners & staff)
- mark (reccos/scripts) as provided on-site

Product List & Product Materials
- product search by category, usage, benefits, ingredients
- display total price of items in cart while browsing
- inventory status listed on the product card
- add (product) quantity input field for bulk ordering

Engagement & Growth
- referral program

Best

Marketing & Brand Content
- sustainability and eco-consciousness
- remove single use plastics from our product packaging
- videos "Why choose Metagenics?"

Onboarding, Tutorials & Help Content
- import patients by CSV
- ease of account open – decrease time to first order

Business Resources
- sales, and revenue reporting to simplify book keeping
- training content, situational business advice
- LP making requirements for reselling obvious

Dashboard & Customer Relationship Resources
- order tracking for practitioners and customers
- adherence insights on missed reorders (per recco/script)

Customization
- select preference imperial or metric unit of measure
- select preference unit of measure for blood tests
- customize in-app phrase "recommendation" or "prescription"
- library of custom (pratitioner generated) protocols

Product List & Product Materials
- educational videos (rationale for purchasing by subscription)
- bundle packets for less packaging & easy daily use
- filter by alphabet, category, brand, form, and inventory status
- total sum (in both MSRP & selected price) for whole order
- include a timeframe for product expiration with bulk orders
- promote awareness of research studies

Engagement & Growth
- reward high-performing referrals with incentives
- track product sales by user role

Next Steps

Create a lightweight MVP that is easy to use and share with others internally for feedback. Develop prototypes, gain insights via usability testing, then iteratively refine accordingly.

Some considerations:

- Will HCPs be able to access the new portal easily?
- Will we have product marketing in place, so practs know it has been improved?
- How will multiple HCPs in a group access the application collaboratively as a team?
- Will we support various user roles and permissions?
- Provide patient insights and visibility into revenue?
- How might practices personalize how they choose to use the tools available?
- Will HCPs enjoy robust product search, a recommendation builder and SMS tools adherence?
- What patient insights will draw the interest and engagement of practitioners?
- A lightweight, flexible toolset is likely best as practices and HCPs vary broadly.
- How might we automate simple tasks inside and outside of the practitioner portal?

Bring Practitioners to Dashboard

LEGEND: Revenue Generating | Heavier Lift | Lighter Lift

Strategy for Increased Engagement

Promote Questionnaires & Recommendations

1. Promote why patient **questionnaires** have mutual beneficial value.
   - Promo visible while browsing products and/or via the practitioner portal
2. Promote mutual value of patient **recommendations**
   - Visible while browsing products, leads into pract portal recommendation flow
   - Promote recommendations with **questionnaire results** in the practitioner portal
3. Provide HCPs & staff with **adherence tools** (email, SMS)
   - Convey **value of adherence** for patient health and for the practice

Increase Dashboard Engagement

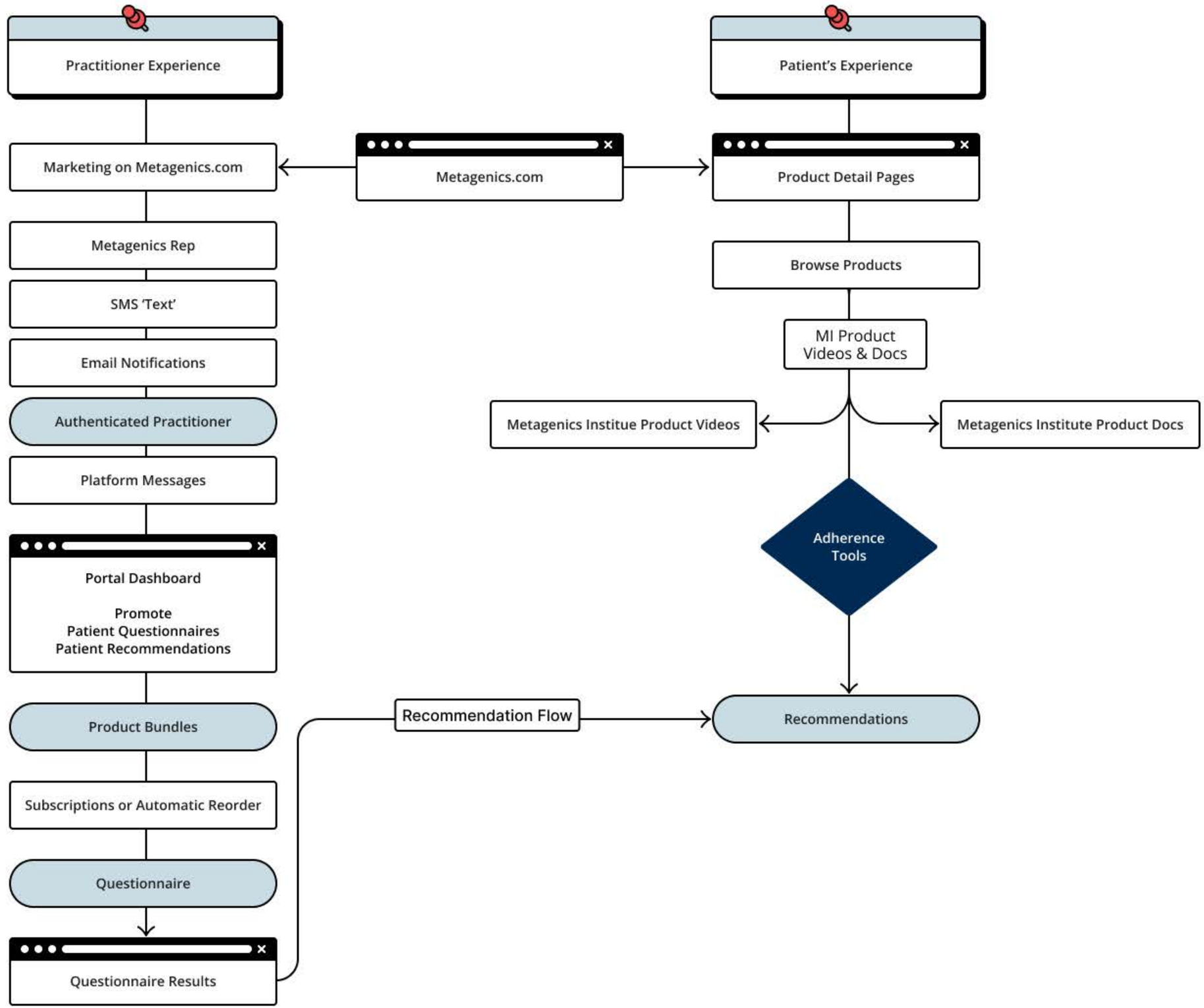
- Encourage HCPs to set revenue **goals**, track their progress on the dashboard
- **Business Insights** (via dashboard) such as quantified value of patient adherence
- Enable HCPs and their staff to track their goals by account with **roles & permissions**
- Aid users in pursuit of realizing their goals with tips, and suggestions

Setting Goals & Staying On Track

- Bring HCPs back to the dashboard with **notifications**, and **messages** on platform
- Use notifications (goal progress) to keep users **on track**
- Convey that **product bundles**, and **recommendations** have revenue potential
- Convey the value of patient product subscriptions and auto reorder

Metagenics

Unlocking Value



Unlocking Value

LEGEND: Revenue Generating Heavier Lift Lighter Lift

Ensure valuable content is easily accessible for all.

Metagenics Institute Product Content

1. Lighter Lift How to use product content (5 videos, 18 docs)
   - Ensure HCPs, patients can easily find & share **product videos/docs, resources**.
   - Ensure it's obvious to patients that they can **download product docs**.
2. Heavier Lift Prioritize production of more short, product videos.
   - practs & patients are **more likely to watch short videos** than read pages of text.

Practitioner Portal Content & Resources

1. Heavier Lift Organize by **health category, physiology and/or condition.**
   - Ensure all downloadable **(Metagenics Institute) protocol docs** are accessible.

Pract Portal Search

1. Heavier Lift **Robust search** by keyword, product name, ingredients, health category, physiology, condition, recommended use, product type, etc.
2. Heavier Lift **Optimize search results** – intuitive breakdown including all relevant resources, and content

Relevant News Articles, Blog Content

1. Lighter Lift Marketing message to patients that they can **subscribe to a separate blog, newsletter, etc.**
   - Avoids requirements to evaluate truthfulness and accuracy of implied claims.

Metagenics

Benefits of Software License Agreements

Building VS License

Licensing software is a cost-effective and efficient way for Metagenics to access the software it needs without incurring the costs and risks of building it in-house.

Benefits of a partnership with Fullscripts, Hims, or other partners.

- Reach more practitioners
- Raise product awareness
- Generate additional revenue

Lower Costs

Building software in-house can be expensive. Licensing software can be more cost-effective, as it would allow Metagenics to access the software without incurring the costs of development.

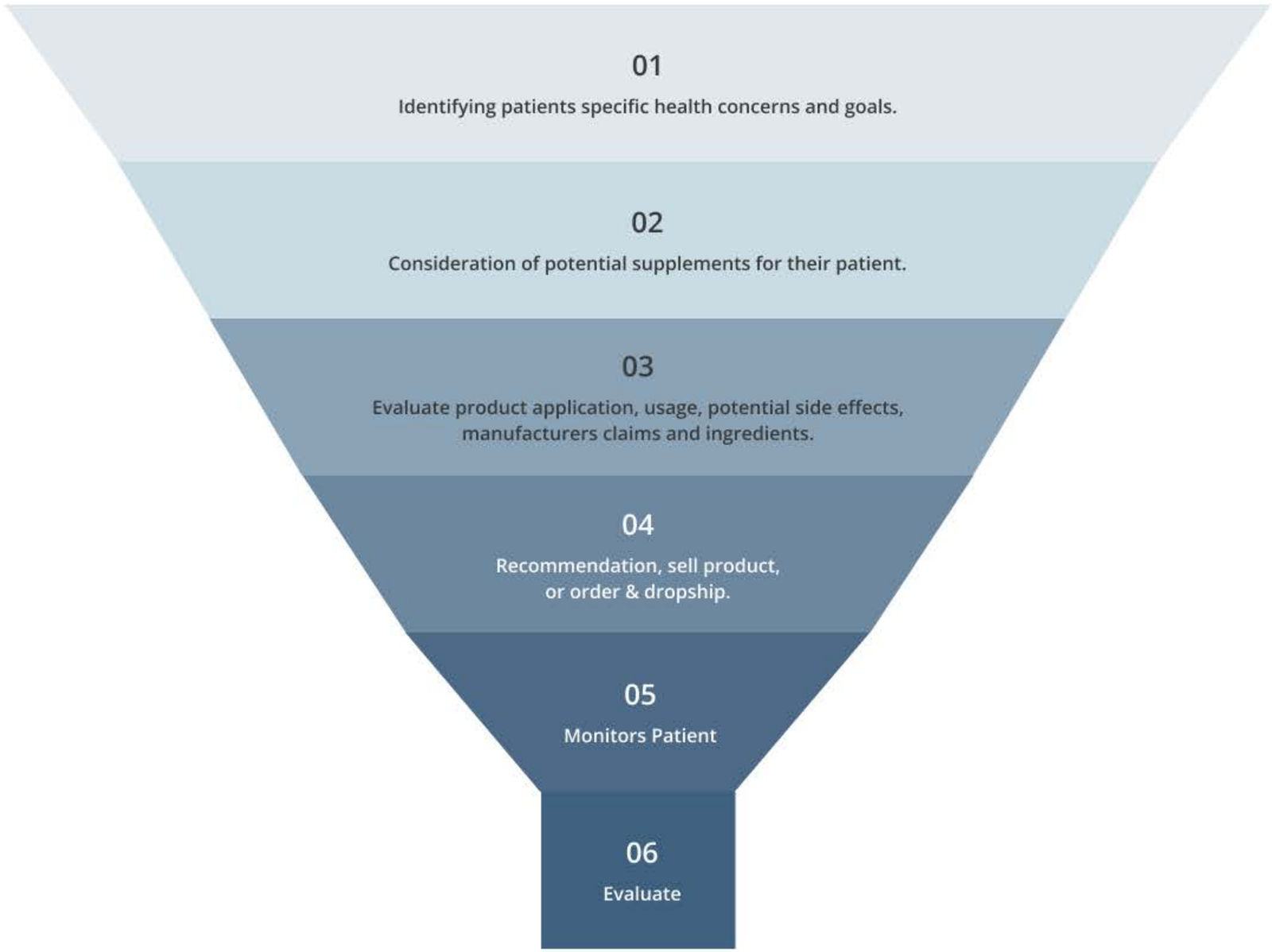
Gain Velocity

Developing software from scratch can be time-consuming, without a dedicated software development team. Licensing software can potentially provide Metagenics with access to software very quickly.

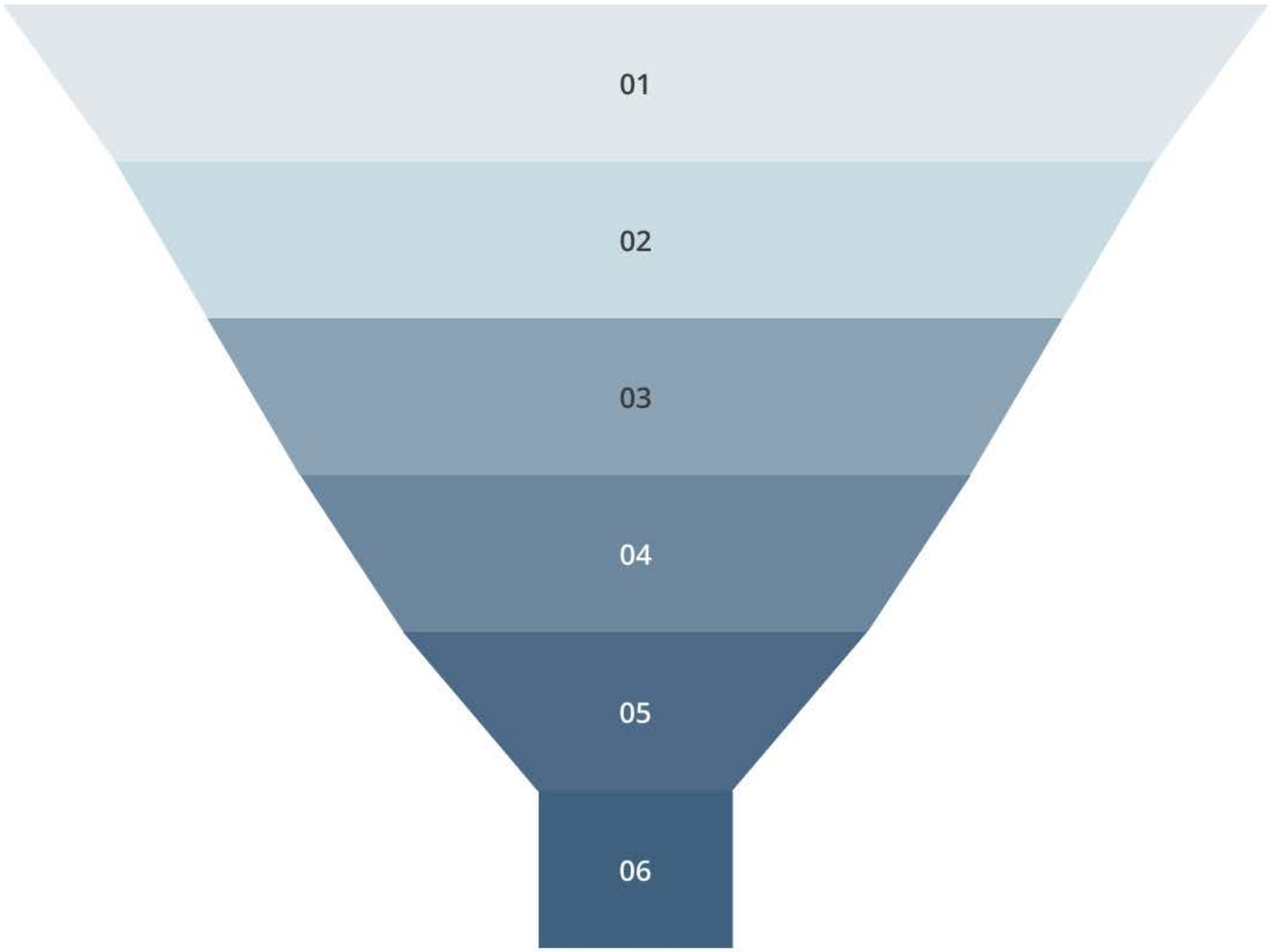
Negotiating Software Customization

Licensing software from a company that specializes in customization can be a more effective way to get the software tailored to the company's needs.

Practitioner Funnel



Consumer Funnel



01 Customers may begin by identifying a specific health goal or concern that they hope to address through the use of supplements. This might include issues such as weight loss, muscle building, or improving overall health and wellness.

02 Customers begin researching potential Metagenics supplements that may help them achieve their desired results. Searching online for information about different supplements, reading product reviews and comparisons, and consulting with healthcare professionals or other experts.

03 As customers research different Metagenics supplements, they may evaluate the claims made, and consider the ingredients used in the product. This may involve evaluating the scientific evidence supporting the effectiveness of the product, as well as any potential risks or side effects.

04 After identifying a specific Metagenics supplement that they are interested in, customers may compare prices and purchasing options to find the best deal. This may involve comparing prices at different retailers, and online stores.

05 Once customers have completed their research and found a Metagenics product that meets their needs at a price that is acceptable, they may make the purchase. This may involve placing an order online, visiting a store in person, or contacting the manufacturer or distributor directly.

06 After making the purchase, customers may begin using the Metagenics supplement as directed, monitoring their progress and adjusting their use as necessary. They may also continue to research and evaluate the effectiveness of the product to ensure that it is meeting their expectations and helping them achieve their desired results.

HEALTHCARE PRACTITIONER PORTAL

Practitioner Use Cases

This list of use cases is not exhaustive. View More Here

Primary Use Cases

1. As a practitioner I need a central location for my staff to check messages to avoid losing them in spam or accidentally deleting them.
2. As a practitioner, my staff needs a guide with written steps, gifs and videos to complete tasks on the practice portal.
3. As a practitioner I would like to be alerted with an urgent information alert so I can act fast.
4. As a practitioner I need actionable reporting insights on business trends and benchmark results.
5. As a practitioner I need actionable reporting insights on patient recommendaton order fulfillment, if patient subscribed, repurchased and if they're adhering to the recommended protocols.
6. As a practitioner I need more access without requiring new accounts to medical education, training and product summaries that I can share with my staff and patients to help them understand why I'm recommending the treatment plan and care.

Secondary Use Cases

1. As a practitioner, my staff and I would like access to useful tools.
2. Metagenics sales rep need a guide with current written steps, gifs and videos to direct their customers to self serve tasks on the practice portal.
3. As a sales rep, I rely on the referrals of my practitioners to recommend new prospects in my area and influence new practices to consider Metagenics.

Metagenics

Payments & Split Transactions

WePay Issues

Metagenics Onboarding

1. Practitioners sign-up with Metagenics
   - Practs have no visibility into status of onboarding or KYC verification.
   - Practs cannot view WePay account user messages, warnings.
   - Practs do not have access an explanation of the onboarding process.
   - Practs attention is divided and they sometimes can miss emails.
   - Employee turnover leads to practs & staff missing emails.
   - Pracs can only reach WePay by email. No phone support.

2. Practs do not always connect WePay and Metagenics
   - WePay email communication appears unimportant or unclear.
   - Occassionally emails from WePay go to pract's spam folder.

3. WePay shuts down acounts
   - Accounts are cleared away if they're missing required KYC information
   - Purchases made are refunded when accounts are cleared away
   - Account warning emails aren't always identified or delivered on time
   - WePay hasn't historically communicated clean up timing of action to Metagenics
   - Metagenics backoffice isn't always notified when pract accounts are in threat

HEALTHCARE PRACTITIONER PORTAL

Product Vision Canvas – MVP v1 "Build Everything"

What problem are we solving?

Help HCPs unlock business growth potential, and cultivate lasting relationships with their patients by providing powerful tools and comprehensive insights to ensure high-quality results and promote adherence.

Experience Principles

Benefit-driven experience using conventional web patterns intuitive product navigation. The messaging is concise and ensures our customers see the real-world value of our features quickly & effectively.

Target: Who is the ideal customer?

Primary Care Practitioners
Recommender HCP

Specialists
Chiro, Functional Medicine, Women's Health, Bariatric, Health Coach, Pharmacist, Homeopath

Office Admins
Office Mgr, Office Assistant, Lifestyle Educator, Front Desk, Supplement Manager

Business Models
- Wholesale
- Reseller
- Distributor

Audience Needs

- Unaware of practitioner portal & it's benefits
- Enable HCPs to self-serve
- Automation of simple tasks for busy HCPs
- Build confidence by improving ordering tools
- User Roles & Permissions to address lack of compliance capabilities.
- Eliminate lack of awareness, understanding of business and patient results.
- Shorten reliance on long term business dev with a referral program.
- Easily accessible product videos & tech sheets
- Downloadable product docs for patients
- Patient-friendly website content
- Easily share informative product videos
- Robust search in practitioner portal
- Intuitive breakdown of search results

Features

- Onboarding for HCPs, Staff and Patients
  - tutorials, and improved help content
  - ease of account open
  - informative product videos
  - promote recommendations
- Knowledge Base
- Messaging Center & Governance
  - In app messaging and notifications
- αlpha Roles & Permissions
  - increase patient loyalty with personalization
  - enable HCPs to own their commissions
- Referral program
- Business/Patient-data Insights
  - insights at a glance on dashboard
  - adherence insights on missed reorders
  - easily deploy patient questionnaires
  - HCP insights on how to grow business
- PLMX βeta
  - adherence reminder tools SMS and emails
- βeta Automated inventory and order planning
- Augmented medical bot: βeta test

Success Metrics

1. Discover a repeatable learning strategy to understand customer needs.

2. Increase awareness by (n%) to reaching a sufficient number of HCPs, and practices.

3. Increase HCP visits to the practitioner portal, feature(s) and/or their account by (n)%.

4. At least (n) HCPs or practices take the first important step.

5. Retain (n%) customers, grow population of practitioners by (n%). Realize a goal of (n) HCPs return visits to the practitioner portal.

6. Meet our referral goal for (n) Metagenics referrals.

HEALTHCARE PRACTITIONER PORTAL

Product Vision Canvas – MVP v2 "Build Portions"

LEGEND: </> Build Hims & Hers Fullscript

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- Intuitive breakdown of search results

Features - Build in Practitioner Portal

- </> Onboarding for HCPs, Staff and Patients
  - </> tutorials, and improved help content
  - </> ease of account open
  - </> informative product videos
- </> SSO to other licensed platforms
- </> Knowledge Base
- </> Referral program
- </> βeta Automated inventory & order planning
- </> Augmented medical bot: βeta test

Potential with Licenses/Agreements

- Hims & Hers In app messaging & notifications
- 24/7 access to practitioners, and mental health
  - Hims & Hers telehealth visits, online consultation
  - Hims & Hers personalized, simple script purchases
- Insights
  - Hims & Hers patient data: photo uploads, online evals
  - Hims & Hers adherence insights via subscriptions
- Fullscript Customizable Dispensary
- Fullscript Adherence reminder tools SMS and emails
- Fullscript Protocols & resources
- Fullscript User roles, and permissions
- Fullscript Insights dashboard

Success Metrics

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6. Meet our referral goal for (n) Metagenics referrals.

HEALTHCARE PRACTITIONER PORTAL

Similarities & Differences of Product Visions

DIFFERENCES

MVP v1 Build *Everything*

Promoting Recommendations on the Metagenics website has potential to increase HCP engagement with the practitioner portal.

A centralized strategy for in app messages, notifications, and governance.

αlpha Roles & Permissions
- increase patient loyalty with personalization
- each HCP earns their own commissions

Business/Patient-data Insights
- insights at a glance on dashboard
- easily deploy patient questionnaires
- HCP insights on how to grow business

PLMX βeta
- adherence reminder tools SMS and emails

SIMILARITIES

Shared Elements

- Onboarding for HCPs, staff & patients
  - tutorials, improved help content
  - ease of account open
  - informative, short product videos
- Knowledge Base
- Referral program
- Automated inventory & order planning
- Augmented medical bot: βeta test

DIFFERENCES

MVP v2 Build *Portions*

Opportunities to either license software or form mutually beneficial business agreements.

Hims & Hers
- 24/7 access to practitioners, and mental health
- telehealth visits, online consultation
- personalized, simple prescription purchases

Patient Insights
- patient data - photo uploads, online evals
- adherence insights via subscriptions

Fullscript
- cusomtizable dispensary
- adherence reminder tools - SMS and emails
- protocols & resources
- user roles & permissions
- insights dashboard

What will success look like?

What is measurable and what progress can be tracked?

Research Goals

1. Conduct a minimum of 30 research interviews with HCPs and SMEs.
2. Iteratively design prototypes based on internal and external feedback.
3. Share requirements with the tech leads and engineering team for feedback.
4. Gather and identify key questions from all internal stakeholders and tech teams.
5. Conduct a minimum of 15 usability interviews with diverse, but relevant backgrounds.
6. Regroup internally and revise prototypes to validate our design hypothesis.

2023 Commercial Success Goals

1. Increase practice orders on practice portal by 20%
2. Increase patient recommendations by 20%
3. Increase new patients in the practice portal by 20%
4. Reduce inbound call center volume by 10% with self serve tools
5. Enable NA to increase accounts by 5%
6. Increase Practitioner Training attendance by 20%

Competitive Research

Metagenics

Wholescripts

1. **Well-written product marketing that clearly states the value of creating a new account.**
   - Dedicated LPs presenting product offerings, wholesale pricing, and benefits of a practitioner account
   - Summarize any additional benefits for the practitioner's patients and staff

2. **Testimonials**
   - Illustrate the impact our digital tools can have on practices of various sizes
   - Present compelling stories of practitioner success and positive patient outcomes

3. **Reselling Explained & Tiered Rewards**
   - Ensure practitioners have access to an obvious explanation of reselling requirements
   - Provide practitioners and their staff with reselling tax compliance info and any associated links
   - Sales rewards: levels or tiers associated with sales targets and rewards

4. **Product List**
   - Dynamically list the inventory status, MSRP, and the wholesale product price inline for each product
   - Support product quantity entry and update price dynamically
   - Allow practitioners to sort product lists alphabetically, by brand, by category, and filter product list by status
   - Ensure a cart content breakdown is visible – including a count of products, total MSRP, and total wholesale

5. **Help content**
   - Frequently asked questions
   - Tutorials
   - Prominent affordance to Schedule a Demo

Strategy

- ✗ Onboarding
- ✓ User Tutorials
- ✓ Help Content
- ✓ High-quality Content
- ✓ Optimized UX
- ✗ Suggested Use
- ✗ Educational Materials
- ✓ Product Description
- ✓ Roles & Permissions
- ✓ Customization
- ✓ Adherence Tools
- ✓ Patient Communication
- ✗ Protocol Library
- ✗ Research Studies
- ✓ Pricing & Margin Tools
- ✗ Payout Reports
- ✓ Software Integrations
- ✗ Order Tracking
- ✗ Eco-conscious
- ✗ Business Resources

COMPETITIVE ANALYSIS

Design Evaluation

Wholescripts

Visual Design

Clean utilitarian product UI design aesthetic. Sans serif, modern typography.
Random use of various fonts in promo tile typography.

Contrast & Color

Complementary colors offer a vibrant jolt of energy, providing some character.
Although the special offers promo tiles are eye-catching, I do not find them aesthetically pleasing due to their color palette.

Photography

Subpar product photography lacking compositional flair fails to make the products stand out.

Fullcripts

1. **Product cards with pricing, affordance to add to cart or add to recommendation/prescription.**
   - display product MSRP, and wholesale price, add to cart, and add to recommendation/prescription
   - track reccos/scripts and mark when it was given to patient “on-site”

2. **Insights dashboard to monitor patient activity.**
   - view the number of active prescriptions/recommendations
   - send surveys in efforts to monitor adherence via survey
   - view adherence metrics: activated patients, unfilled orders, missed reorders

3. **Managing staff, and patients.**
   - practitioners can add patients manually
   - import patients with a CSV
   - add staff members (practitioner or staff roles)

4. **Manage settings and/or preferences.**
   - notifications: new patient account with access to the dispensary (turn on/off)
   - notifications: new orders are placed, or shipments are sent (turn on/off)
   - customize software: adherence survey scheduling (turn on/off)
   - customize software: manage terminology “recommendation” or “prescription”

5. **Dispensary**
   - manage permissions for staff and toggle integrations
   - manage payments, set up a margin account and leverage margin for patient discounts
   - manage dispensary landing page: URL, background image, and buttons/links

6. **Protocols & Resources**
   - practitioners can create their protocols
   - save protocols & resources to a library and attach them to their recommendations/prescriptions

Strategy

- ✓ Onboarding
- ✓ User Tutorials
- ✓ Help Content
- ✓ High-quality Content
- ✓ Optimized UX
- ✓ Suggested Use
- ✓ Patient Education
- ✓ Product Description
- ✓ Roles & Permissions
- ✓ Customization
- ✓ Adherence Tools
- ✗ Patient Communication
- ✓ Protocol Library
- ✓ Research Studies
- ✓ Pricing & Margin Tools
- ✓ Payout Reports
- ✓ Software Integrations
- ✓ Order Tracking
- ✗ Eco-conscious
- ✗ Business Resources

COMPETITIVE ANALYSIS

Design Evaluation

Fullscript

Visual Design

This modern minimal design features streamlined, clean, white space and soft colors.

Contrast & Color

Analogous organic, pastel color scheme. Blue, blue-green, green.
UI crafted using muted blues and an array of greens, creating a visually pleasing design.

Photography

Straightforward product photography.

Pure Encapsulations

PERSONA **PRACTITIONER**

1. **Product List**
   - Products organized into health categories
   - Unique Formulations page lists one-of-a-kind products
   - Educational product information sheets are available
   - Quick Order: enter product name or (single/multiple) SKU(s) and quantity. Or add an order from a CSV file.
2. Brand Story
   - Marketing, why Pure and their values
   - Quality promise, standards, and process transparency
   - Puregenomics: personalization with generic data
   - Personalized nutrition through questionnaires, nutrigenomics reports, and educational materials
   - Sustainability: the majority of their packaging is fully recyclable, reduced use of “virgin plastic” by 1/3, and more
3. Research & Science Publications
   - Featured research, ongoing studies
4. Education & Resources
   - On-demand learning for practitioners
   - Event calendar
   - Blog
   - Our Exclusives - specially formulated products focused on specific health needs
   - Pharmacy resources: product line groups, tools to support marketing needs, social media, and product videos

Strategy

- ⊗ Onboarding
- ⊗ User Tutorials
- ✓ Help Content
- ✓ High-quality Content
- ✓ Optimized UX
- ✓ Suggested Use
- ✓ Patient Education
- ✓ Product Description
- ⊗ Roles & Permissions
- ⊗ Customization
- ⊗ Adherence Tools
- ⊗ Patient Communication
- ✓ Protocol Library
- ✓ Research Studies
- ⊗ Pricing & Margin Tools
- ⊗ Payout Reports
- ⊗ Software Integrations
- ⊗ Order Tracking
- ✓ Eco-conscious
- ✓ Business Resources

pure encapsulations®

COMPETITIVE ANALYSIS

Design Evaluation

Pure Encapsulations

Visual Design

Dark blue with colorful imagery. At times balanced white space.

Visually compelling PureGenonmics brand imagery. The rest looks predictably stock.

Contrast & Color

For a unified look and feel, this approach incorporates monochromatic colors with accent images to create an aesthetically pleasing design.

Photography

White bottles on a white background.

Incorporates vivid & lively imagery to create an eye-catching and memorable experience.

Designs For Health

1. **Storytelling**
   - "Our Story" – leadership, scient team, philosophy, quality & manufacturing
   - Why choose us video

2. **Research**
   - Summaries of research studies relevant to their products
   - Links to published research studies

3. **Education**
   - tech sheets handouts, reference charts, white papers, brochures, and protocols

4. **Functional Medicine**
   - Webinars, blog posts, conference events, and audio articles

5. **Business Tools**
   - Educational handouts
   - Business management tools: articles, YouTube videos, training, situational business advice

6. **Library**
   - Product Category Brochures, Product reference chart
   - Protocols, Scientific journal articles
   - Patient Education, Patient Brochures
   - Webinars, White papers, Social media resources

COMPETITIVE ANALYSIS

Design Evaluation

Pure Encapsulations

Visual Design

Vibrant palette of dark blue, bright orange, and several other color tints.

Contrast & Color

Dark blue, several other brand colors and tints, white, and gray.

UI can be low contrast, typography is higher contrast.

Frequent use of orange brand color in UI components.

Photography

Simplified product photography on a muted background.

Stock photography and stock illustrations.

Well World App (Designs For Health)

1. **Onboarding/Help & Tools**
   - Virtual onboarding concierge by appointment, coach marks, (Help) get started videos, (Help) tutorial app videos
   - FAQs, marketing tools, 3-part training webinar/worksheets, practice building boot camp, workshop in-app tools

2. **Dashboard**
   - Compliance SMS, # active patients, # groups, $$ US sales, link to virtual dispensary
   - Patient groups, plans, supplements, sales, pending orders, conversations (in-app)

3. **Integrations**
   - Shopify - a combination of sales target, plan level or $250 monthly fee
   - Acuit (virtual call), SMS notifications and/or text in-app

4. **Settings & Profile**
   - Option to turn patient supplement notifications On/Off
   - Textfield for the main practitioner's display name
   - Selections for time zone, units of measure, blood units of measure
   - vanity URL suffix, available in US or Canada

Strategy

- ✓ Onboarding
- ✓ User Tutorials
- ✓ Help Content
- ✓ High-quality Content
- ✗ Optimized UX
- ✗ Suggested Use
- ✓ Patient Education
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- ✗ Roles & Permissions
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- ✓ Business Resources

Thank You

Metagenics