

## Case Study

### Brett Hawes, CNP

**Holistic Nutrition and Functional Medicine Practitioner, Institute of Holistic Nutrition Faculty Member, Practitioner Coach. Toronto, Ontario.**

**Brett Hawes** is an early adopter of LivingMatrix™, using the system since March 2016. In addition to practicing Functional Medicine, Brett wears many hats, he is a faculty member at the Institute of Holistic Nutrition and also coaches other practitioners on how to build a successful practice.

**LM:** What has been the impact of LivingMatrix on the way you practice?

**Brett:** LivingMatrix has transformed my practice significantly, especially from an efficiency standpoint. Getting those forms filled beforehand and being able to review them before a visit and have insight into what's going on with a patient, researching things ahead of time before you even sit down with them makes a massive difference. It builds the patient's trust in you and increases their confidence. You get into that initial consultation and you can have a super-productive conversation instead of spending the time fumbling through paperwork.

I have my templates uploaded into the system and have all that I need at my fingertips, housed in one place. All I really need to do is put everything together.

**LM:** What kind of impact has LivingMatrix had on patient engagement in your practice?

**Brett:** The client journey from the intake, to the meeting, to the delivery of the report is professional and smooth. The information is visually appealing. I turn my computer around and walk them through the intake and show

them a general sense of where their imbalances are and what is their MSQ, when they see the timeline and matrix it snaps things into perspective for them. When you present it like that and use it to have a really good conversation about their health, the



compliance is amazing. I have experienced **95% conversion, from those who have completed information from my website using the self-registration link.**

**LM:** Which features of LivingMatrix do you use? Any that you feel have been particularly helpful?

**Brett:** I use the full system, I don't think there are many features of LM that I don't use. You get to choose what you send out. From my personal experience, there is no stone left unturned, the questions are the most comprehensive but if you are more focused in one type of niche then you have the flexibility of sending out a smaller form or a more nutrition focused.

I do use "Interactions" a lot for everything, labs, intakes, phone follow ups and make notes right in here, and then export the PDF. I found that it keeps everyone accountable, often times when we just have phone conversations and you write it down on paper you create a

discrepancy. With proper record keeping it is easy to pull up and access. I was “old school” and did everything on paper and File keeping was a nightmare, so the “Interactions” feature is a huge time-saver.

I have found that when you give people tons of information it can be overwhelming, but with LM you can pick and choose what you want to give them. All of the resources that I use are uploaded into my “FM Prescription” area. I usually give a little bit of concise information and get down to brass tacks when it comes to recommendations. At the click of a button I can edit/tweak and assign supplement protocols. I can upload my own recommendations and use my own hormone, specialty or specific diets. Everything can be saved as a template. It just makes life so much faster and easier.

**LM:** How responsive do you find the LivingMatrix team?

**Brett:** I appreciate that the LivingMatrix team listens to our feedback, many new features have been added recently. When I look at how many of these new features are part of the system, I am excited to know that many of these are from direct feedback I provided. Being able to work with the team at LivingMatrix has been a great experience.

**LM:** What would you say to practitioners that are considering LivingMatrix?

**Brett:** In regards to pricing, to put things in perspective, you are talking about one patient! You will ultimately be able to serve more people and get more traction with this efficiency. We need more tools for time management. The faster you can do things and create custom protocols without spending 20 hours doing it will result in happy patients and your business doing well. Let’s embrace technology for the right reasons.

**LM:** Brett you have been coaching other practitioners on how to be successful. Can you describe what you do?

**Brett:** As an IHN faculty member I’ve taught thousands of students over the last 10 years and observed that the placement rate coming out of schools was really low, with a huge gap between clinic and classroom. Practitioners are going broke running inefficient and outdated operations. I created the “Mastering the Art of the Solo Practitioner” program as a way to empower practitioners and arm them with practical and concrete guidelines on how to build a successful practice from the ground up or radically optimize an existing practice. The feedback has been amazing with practitioners getting set up and operational in less than 90 days.

**LM:** How can practitioners get in touch with you to get more information?

**Brett:** The website is [www.holistic-health-masterclass.com](http://www.holistic-health-masterclass.com) and I can be reached by email at [brett@bretthawes.com](mailto:brett@bretthawes.com).

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### About LivingMatrix

LivingMatrix is the first cloud-based application for Functional and Integrative Health practitioners applying a systems biology approach to address the epidemic of chronic disease. LivingMatrix automates the patient intake process, maps the intake information into **powerful & interactive tools** including the Functional Medicine Timeline and Matrix, **enhances patient engagement** and **equips practitioners** with strategies & tools **to effectively market and grow their practice.**

**To learn more contact Claire Cooper**

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