

Functional Medicine Practice Design Blueprint

Practitioner Name: __ Date: _____

Section 1: Ideal Patient Persona (The R.O.O.T.S. Lens)

Use this section to define the specific demographic you are uniquely qualified to serve based on the R.O.O.T.S. Method™.

- **REVEAL:** What "hidden triggers" (e.g., mold, HPA-axis, gut dysbiosis) are you most passionate about uncovering? _____
- **ORGANIZE:** Which specific demographic has a "Matrix" (complex history) that matches your clinical strengths? _____
- **OPTIMIZE:** What foundational lifestyle changes (Nutrition, Sleep, Movement) do you excel at coaching? _____
- **IPP Summary Statement:** "My ideal patient is a (Age/Gender/Role) ____ struggling with (Specific Symptom/Pain Point) ____ who is ready to (Primary Motivation) ____."

Section 2: Practice Model & Delivery Selection

Select the model that supports your financial goals and the "Sustain" phase of client care.

Chosen Model (Check One): - ☐ **Membership/Subscription:** (Recommended for recurring revenue & high compliance) - ☐ **Concierge:** (High-touch, annual retainer for high-net-worth clients) - ☐ **Fee-for-Service:** (Pay-per-visit, best for low-barrier entry)

Delivery Mix: * **Virtual %:** _ (e.g., 80% for consultations/follow-ups) * **Physical %:** _ (e.g., 20% for labs/VIP intensives) * **Physical Location Strategy:** _____ (e.g., Home office, per-hour medical suite rental, or 100% virtual)

Section 3: Unique Value Proposition (UVP) Formula

Synthesize your clinical expertise, life experience, and the market need into one compelling statement.

The Formula: I help [Target Persona] achieve [Primary Outcome] by addressing [Root Cause] using my [Unique Background/Methodology].

Draft Your UVP: "I help _____ achieve _____ by addressing _____ using my _____."

Section 4: Practice Health KPIs (6-Month Targets)

KPI Metric	Target Goal	Tracking Method
Patient Retention Rate (PRR)	__ %	Active Members / Total Starts
Cost Per Acquisition (CPA)	\$ __	Total Marketing Spend / New Clients
Clinical Outcome Score (COS)	__ %	Average MSQ Score Reduction
Monthly Recurring Revenue	\$ __	Subscription/Membership Total

Observations & Implementation Steps:

1.
2.
3.

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