



VIVID VISION

2020

SNAPSHOT

To envision the future you want, you must begin with the end in mind. This is the first step.

Which is why we're excited to share with you our vision for what our company will look like in the year 2020! We're preparing for some phenomenal growth and forward motion. By sharing this with you, we hope you'll jump in full force to help us get there.

It's December 31st, 2020. As we prepare to ring in the New Year, we raise our glasses to toast to all that we have accomplished in the past 3 years. We've expanded our products and service offerings, opened 3 new locations, and helped thousands of patients radically transform their lives. Cheers!

CORE VALUES

1

EMPOWERMENT THROUGH EDUCATION

We educate to empower transformation to optimal health. When our patients leave us, they pass on what they learned to their families and communities.

2

PERSONAL RESPONSIBILITY AND PARTNERSHIP

We only partner with individuals who are ready and willing to follow our guidance and take the necessary measures to create their best and healthiest self.

3

INTEGRITY

We operate under the mind and body (science) and from the heart (passion). We are at ease knowing we make decisions with everyone in mind -- our patients, team, and partners.

4

TRUST AND HONESTY

We develop meaningful and long-lasting relationships with our patients and our own, built on transparency and compassionate honesty.

OUR TEAM

We have grown to a team of 28 members across our 4 locations. At each location, you will find a clinician (nurse practitioner, naturopathic doctor, or medical doctor), 1-2 nurses, a health coach/medical assistant, a practice manager, and front administrative support.

We also have a sales and marketing team member at each location who helps with our brand placement in the community through promoting our mission, and attracting new partners to ensure ongoing company success.

Each and every member of our team plays a vital role in impacting our patients' lives.

Whether it's the doctor, nurse, or front office -- everyone on our team shows up 100% ready to give every client VIP attention. Our patients are our #1 priority, and they feel this the second they walk through the door. Everyone who works with us is in complete alignment with our vision and mission. Each team member shares responsibility and enjoys the process of taking part in the clinic's profits as we grow.

We accomplish this by empowering our staff to continually pursue excellence in all areas of their lives. Each clinic holds weekly accountability team meetings in order to help push each other outside of their comfort zones and accomplish their goals, both as a clinic and as individuals.

Knowing the benefits of 'mindful rest' and rejuvenation, we host yearly retreats to the mountains of Colorado and the beachfront in the Caribbean to bring together all of our company's team members. This live event includes well-known speakers, special guests, and breakout sessions where doctors, nurses, and administrative staff can stay up-to-date on the latest in their field. We also spend time looking forward to the future.

At these retreats, we celebrate the impact the Livewell Clinics are having on their local communities and share in each other's accomplishments. This is also a time to thank our team for their dedication and passion in our larger mission. We encourage them to bring their families, have fun, and be revived.

We consciously take time to refresh so we can come back well-rested and ready to continue at the forefront of our industry's future.



OUR PATIENTS

Health-seeking people visit us from various locations around the country and internationally with health concerns of which they are looking to find the root cause. We call this health 'restoration'. Our patients experience the physical and emotional pain that chronic diseases incur and look to us for hope, and resources to help build the right environment to achieve optimal health and to prevent disease.

They come to us ready for us to lead them on their unique journey of health restoration, and they stay with us for the ongoing accountability, education and care we offer through our family medicine membership program.

Every individual that enters our office has a unique health situation, and we provide them with the appropriate personalized healthcare accordingly.

We partner with our patients to guide them through their health journey by providing the tools, resources, and step-by-step plan.

At times, patients feel that they "need permission" to get well or to make life-altering decisions for their health. We give our patients the permission they are unable to grant themselves, reinforcing that they are worthy and able to change their lives.

The Livewell Clinic is not a drop-in-and-leave clinic. We are a trusted, continual resource for families looking to make long-lasting healthy lifestyle choices and to prevent chronic disease. One of the benefits we observe, is that the education we impart to our patients, is passed on to family members & friends. They understand what is needed to achieve health and so, the student becomes the teacher.



PRODUCTS/SERVICES



LIVEWELL HEALTH RESTORATIVE PLANS AND HEALTH PROMOTION MEMBERSHIP PROGRAM

The Livewell Clinic is a functional medicine-focused health center. We utilize advanced diagnostic methods and researched-based nutrition to reverse disease and help people live full lives of hope.

The foundation of our company is prescribing Restoration & Health Promotion Programs. Through these we offer disease-prevention solutions, education, and family medicine services to give patients the freedom to achieve health on their own terms. Our members enjoy the comfort and convenience of our all-inclusive bundled services, which include:

- ▶ Multiple office visits per year, as needed for routine check-ups or other health concerns
- ▶ Advanced nutrition-based medical testing, as prescribed
- ▶ Family care plans which includes newborn and well-baby monitoring
- ▶ School physical examinations
- ▶ IV Nutrition Therapy
- ▶ Comprehensive Wellness blood testing including risk for cardiovascular disease, diabetes, hormone dysfunction, and autoimmune disease
- ▶ Medical-grade nutritional vitamins and supplements under our private label branding
- ▶ Health Coaching
- ▶ Family discounts

In a world of unexpected rises in healthcare costs and insurance plans, our patients love that there are no surprises or unexpected fees with us. They trust us as their health resource and invest in themselves through our services, month after month.

MEDICAL-GRADE NUTRACEUTICALS

As a company, we have our own branded nutritional medicines which are used to support our patients in receiving the best care for optimal health.

IV NUTRITION THERAPY

We use Nutritional IV Therapy to help our patients get well, quicker. Although nutritional supplementation is an important tool in our Restoration and Health Promotion Care Plans, Nutritional IV Therapy has been shown to be a powerful way for patients to immediately receive vital nutrients their bodies need.

HEALTH COACHING

Often, people have psychological and mental obstacles in their lives which delays their journey toward success. To help with this, we offer health coaching for added support, accountability, and counseling. At each location we have an in-house health coach, available in person as well as virtually, to maintain contact and hold our patients accountable through their progress.

MOBILE APPLICATION

We have built out a company-wide, fully functional, intuitive, and mobile-friendly application for our patients. Users can utilize their Livewell Flex membership card to track important milestones, have easy access to a one-click reorder system for nutritional medicines, and track their visits. They also have access to the latest products, specials, and services such as health coaching, educational classes, and workshops.

SCHOLARSHIP PROGRAM

We offer opportunities for those who have financial need & are desperate for our services. Through an application process, we provide scholarship opportunities which helps pay for a patient and their family's care to reverse physical & financial debilitating disease.



THE OFFICES

We've opened a total of 3 new office locations, one per year, in Minneapolis, Kansas City, and Denver. Our original office space in Des Moines is now our main home clinic. Staff from our other 3 locations come here to train and participate in workshops which prepare them for a fulfilling career at their home-based office.

Our space is unlike a traditional medical office. Calm music blends with the sounds of our water walls and the smell of our diffused essential oils. Beautiful chic artwork line our walls. The office is modern, sleek and comfortable with deep, dark wood furniture.

We have recliners and TVs in each IV suite, accompanied with 2 comfortable exam rooms,

and a dedicated consultation and counseling room. All of our locations are in 'class A suite' office buildings. They contain large windows that provide lots of natural light and look out over a beautiful view encompassed by nearby parks, water, and the city skyline. We have brought a touch of nature inside with our lush green plants dispersed around the office.

All of our team, from the administrative support to the nursing staff, are fun and friendly. When patients walk through our door, they feel as though this place was built specifically for them. They are guaranteed a smile accompanied by water, tea, or a healthy smoothie. When leaving our office they are already looking forward to their next visit.



With one foot in the present and the other in the future, Livewell is seen as surpassing the industry standard. We are on the pulse of trends in the industry and have an excellent long-term vision of where it's headed.

We are trusted for our care, confidence, and forward-thinking and are viewed as THE clinic to go to if you want answers, solutions, and attentiveness. We become people's first

We are known for making health a practical and integral part of life. Our patients consider us an essential part of their health journey today and in the future.



Through our hard work, we have experienced rapid growth and have been named as one of America's Fastest Growing Companies in Inc. 5000.

DES MOINES UNIVERSITY



THE INSTITUTE FOR
FUNCTIONAL
MEDICINE®

Inc. 5000

MARKETING

SALES

Our active sales team spreads our mission at events, health conferences, and corporations. They are constantly seeking strategic connections and partnership opportunities. Their job is to educate the community and build trusted relationships to aid in the growth of our clinic.

SPREADING THE WORD

We utilize education-based marketing. Our approach is to combine traditional and online efforts to maximize our reach. We hold numerous events -- such as classes and open houses -- which allows potential patients to interact with our friendly staff and understand our processes. Not everyone is a good fit, but those who are take the first step in their

health journey by partnering with us and becoming our patients.

Our patients rave about the personalized care, attention, and health achievements they receive. They are our biggest advocates and happily spread the word about our top notch service and care. Patient advocacy is one of our main sources of lead generation, where 60% of new patients come from word-of-mouth referrals.

We have an active and engaging online presence where we use audio, video, and downloadable educational resources to continually promote our brand and our philosophy of healthy living.

COMMUNITY INVOLVEMENT



Our engagement in the community spreads across the nation and globe.

LOCAL

We connect with nearby nursing and medical schools to help professionals understand nutrition and functional medicine. By doing this, we create opportunities to encourage them in their day-to-day encounters with their patients.

Our practitioners and staff are healthy change agents who make connections to create trust and rapport in the community. We host local events to create a strong presence in the community. We also sponsor walks and runs to support efforts that align with our mission and philosophy.

GLOBAL

We dedicate our time and expertise to helping all of mankind by bringing resources to underprivileged areas. We partner with mission organizations in Africa, Haiti, and the U.S. with clinics that are set up for doctors and nurses to travel and volunteer. As part of our clinical employee contracts, we include a rotation opportunity each year where staff can travel to one of our partnered clinics and support the underserved community.

We also partner with our vendors to improve health where it's needed most, and they happily support us by donating products and supplies. These opportunities allow our doctors and nurses to expand their worldview and be exposed to a larger purpose.



FOUNDER FEELING

I am thrilled to arrive at 2020 with you by my side.

Each day, I work with a sense of peace and clarity, confident in the direction our company is moving and the life-changing impact our work has on our patients and the global community at large.

Our work together motivates me to envision the future and work daily to make it a reality. I consistently ask myself, "how can I show up as the best version of myself everyday and motivate those around me to do the same?" This is my driving force.

I am surrounded by like-minded individuals who are aligned with my mission, values, vision, and purpose. Daily, I look for ways to continually grow professionally, mentally, physically, and spiritually to better the life of myself, my family, and my team.

I am coached at the highest level possible. People and experts in the personal development, marketing, and business space challenge me to think big and outside the box, have no regrets, and to make the largest impact I can in this world. This is my duty and purpose, and I fail when I don't at least try. I invest in myself yearly to spend time with these people and make life-changing friendships and connections.

My work interests span over a 3-part approach: business strategy, clinical, and coaching. With the future being limitless in my mind, the bulk of my time is spent in vision-casting and creation. But you'll also find me in our clinics, either personally or remotely, visiting with staff and helping doctors on our team with clinical consulting. This allows me to serve even more patients through the help of our doctors and administrative support.

Over the past three years, I have implemented what I've learned to coach natural health providers to plan, build, and grow their businesses. **When more of us succeed, our impact on the health industry expands exponentially.**

Our work is critical to the community. With our combined passion and expertise, we are able to spread health and happiness, revolutionize the industry, and transform countless lives.

With health and gratitude,

Dr. Zac Watkins