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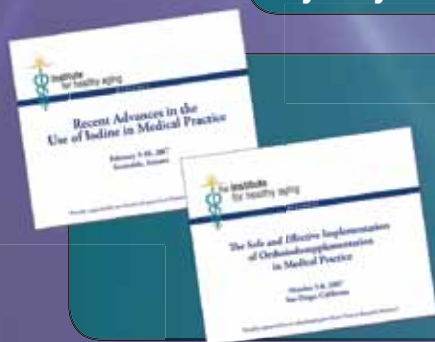
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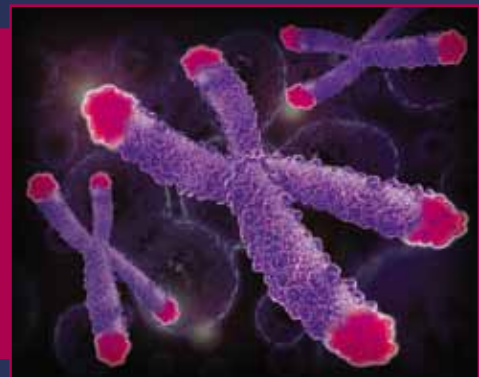
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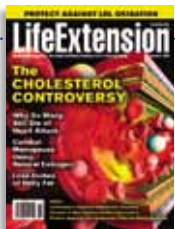
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References:

1. *Lipids Health Dis.* 2009; 8:7.
 2. 5th International Conference on Functional Foods for Chronic Diseases: Obesity & Related Diseases. Presented 2008 Oct 17.
 3. *Lipids Health Dis.* 2008 Nov 13; 7:44.
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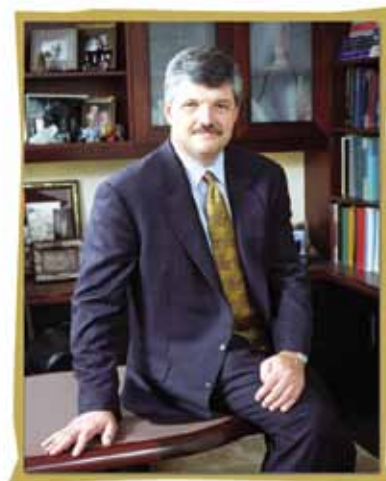
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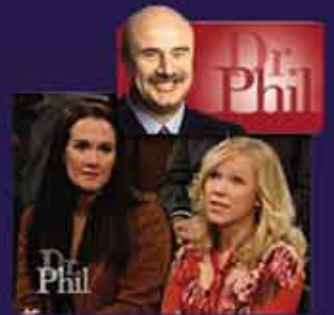
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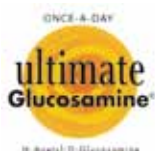
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Analysis of The Oprah Effect

by Patrick Savage

With a degree in economics, an MBA and as President of BodyLogicMD, I want to give you an idea of the impact that Oprah's "National Conversation on Bioidentical Hormones" has had on our industry.

There were three shows that Oprah aired on bioidentical hormones – The first show, which aired on January 15th, (partially pre-empted by the landing of the US Airway plane crash in the Hudson River); The January 22nd show, which was a "re-broadcast" of the January 15th show; and finally the third show, aired on January 29th, where her featured guest was bioidentical hormone advocate Suzanne Somers.

BodyLogicMD has the honor of not only being on the anti-aging cover story of BusinessWeek (Mar 2006), but also as one of the 16 leading experts in Somers' book "Ageless" (released in Oct 2006) and listed as a resource in her latest book "Breakthrough," (released Nov 2008) as well as being featured as one of the 10 "Expert Resources" on Oprah.com. (Jan 2009)

Because of our nationwide reach, availability and extent of our data (which has been extensively tracked since the company's inception in 2003) and our inclusion in all of these national events, it is within our expert ability to quantify what the "Oprah Effect" has done, and will do, for the anti-aging industry.

In a word, "INCREDIBLE." Oprah's January shows which focused on the positive use of BHRT under the supervision of highly trained physicians has changed two fundamental aspects of the consumer model on treating menopause with natural bioidentical hormones. While a great deal of impact was also seen with

the launch of Suzanne Somers' book "Ageless," the impact Oprah created was more like an "atomic bomb."

The two important aspects of the consumer model is awareness and acceptance.

Awareness is the extent to which consumers are cognizant of a product or service. While BHRT is in our life everyday, the fact is many women (and men) are not fully aware that the symptoms they experience during Menopause and Andropause can safely and successfully be treated under the care of a highly trained physician using natural bioidentical hormones.

With the release of "Ageless, The Naked Truth About Bioidentical Hormones" (October 10, 2006) – there was an immediate 58% growth in the number of website visitors. After two weeks, the increase settled in at about 17% and remained there for a number of months. A 58% increase in any business – in a very short period of time – is amazing, and good for the practices. A longer-term increase of 17% in volumes truly expressed the level to which consumers were now aware of a solution. In fact to this day, we still acquire new patients that reference Somers' book – a full 2 years later.

When Oprah began her "National conversation on Bioidentical Hormones" – an atomic bomb went off. Not only did the awareness increase by 224% (with a peak of 324% during the show with Suzanne Somers) but also the duration of that initial onslaught lasted a full month. And following the 4-week increase, the longer-term increases are still 85% above where they were before "Oprah Spoke."

Acceptance is the extent to which consumers choose to purchase a product or service. While Oprah increased the awareness of bioidentical hormones – equally as important is how she dramatically increased consumer acceptance of them. This can be seen by the number of our website visitors that requested we contact them – what we call our "conversion rate" from visitor to potential patient. The "consumer acceptance" of BHRT increased by 50% and lasted for 4 weeks. It has now settled in at a rate 20% above the rates of acceptance before "Oprah Spoke."

Between the increase of awareness created by Oprah and the increase in acceptance, we saw a 450% increase in 4 weeks following her shows for the

number of people that want to learn more about bioidentical hormones and their options.

For any physician that was actively promoting Bioidentical Hormones at the time of the shows, they can easily discuss for you the impact these shows had on their practices. The phones roared, the websites stressed (and a few even crumbled) under the massive increase in traffic. Preparation for this traffic was critical from our first knowledge of the show topic on January 9th (6 days prior) and throughout the following days, weeks and months.

BodyLogicMD saw a 400% increase in the number of new patients that were scheduled to meet with the physicians. We spoke with nearly 10,000 prospects in the month of January alone – an average of 400 potential patients per physician.

That's 20 prospects per day per office, with peaks as high as 40 a day per average office – and in our largest offices we fielded more than 80 calls a day.

I ask physicians who are in BHRT or thinking about it a few questions.

1) If you already have a BHRT practice, was your team able to take advantage of this increase when it happened? Or did you only schedule a portion of these patients into your practice? How many patients did you miss if you weren't able to drive the traffic to your practice, answer the calls and speak to these potential patients? If you don't know, find out.

2) If you are considering opening a cash-based BHRT practice, then how will you do it? What will you do when this impact "hits" again?

Will you be ready?

Oprah changed our industry. She is not done with it yet.

To learn more about starting or joining a BodyLogicMD practice, visit www.bodylogicmd.com



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