



Functional Diagnostic Nutrition®

Functional Diagnostic Nutrition®


The FDN Certification Course

Welcome to the FDN Family!

Introduction to the FDN Certification Course

Presented by Reed Davis, Founder of FDN

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Functional Diagnostic Nutrition®

Welcome!

Public Needs Us

The public is crying out for providers to help them with the *cause* of their health problems instead of just treating the symptoms

If you're not using functional lab work, if you can't identify healing opportunities and resolve most common health complaints at the causal level, your clients will go to someone else who can

Welcome to the course where you'll learn to meet this important need and build a successful practice

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FDN



The FDN Certification Course

Not only teaches which labs to use, how to interpret the results and the correct protocols to build health, it provides a step-by-step method to engage your clients and patients in a *healing process*, so they actually get the results they want

Anyone can run labs, but without a complete understanding most providers just end up treating the test results instead of the person, you'll learn how to avoid this trap

FDN allows you to present an opt-in model of self-care to your clients that is easy to follow and exactly what they have been looking for from a health care provider

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Holistic



FDN protocols

Are potent, proven, professional and individualized to build health!

From the initial intake and onboarding steps through trouble-shooting resistant cases, you'll learn the tools you need to become a solid *health detective* and *health consultant/coach*

You'll love the results you get when you practice FDN and so will your clients!

D.R.E.S.S. for Health Success®
trademarked health building system

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FDN Course Objectives



To become happy, healthy and successful in a low-stress business that helps public to be happy & healthy



Be a model for what you are selling

- 5 Personal Labs
- Results & Recommendations
- Personal DRESS for Health Success® Program
- FDN Health Coaching
- Up to 40% discount on most products
- Option to run additional FDN labs
- Fine tune your approach, get super-fit

“You can’t share it if you don’t wear it” – Paul Chek

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Duplicate



- Walk-the-talk
 - RnR Session
 - Personal health plan
- Practical Exercises
 - Mockup clients
 - Safe place to learn
- Case Study Reviews
 - Practice what you learned
 - Modeled for you
 - Build successful practice

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FDN Skills You'll Gain



Investigative mindset that always seeks to identify and act upon the healing opportunities instead of just treating the symptoms.

“There’s just one more question”



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Skills, Skills and More Skills



A complete functional lab system that addresses people individually

Impression-forming skills

How to NOT treat the test results

Strategies that reduce chronic stress and build health

Able become more able

“I ran over 10,000 tests so you don’t have to” ~ Reed



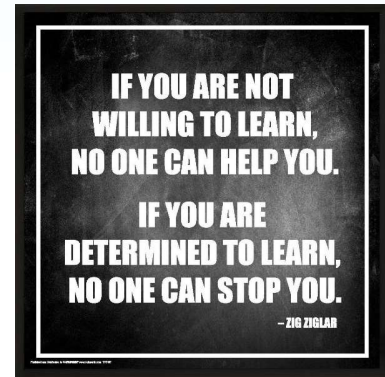
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Keys to Success



- Sign up for the FDN Trainee Facebook group
- Download mp4 files to computer or tablet
- Download mp3 files to cell phone
- Download whole course slide PDF
- Make notes on slide PDF or print if you prefer
- Do quizzes
- Complete intake forms when indicated
- Study all modules thoroughly
- Follow your D.R.E.S.S. for Health Success® program
- Duplicate what you have learned before trying other stuff
- Prepare to produce, talk up FDN



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Practical Exercises and Exams



- Practical Exercises
- Client Reviews
- Metabolic Typing®
- Optional FDN labs
- Written Final Exam
- Oral Exam



You will find more detail in upcoming lessons!

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FDN Course Completion



>= B on Final Exam & Practical Exercises

Print or send for Certificate

Post-Grad Interview (PGI)

Get more kits and rock with FDN!

You'll have earned it!

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Our Mission:

To Educate as Many People
as Possible How to *"Get Well and Stay Well Naturally"*
So That They, in Turn, May Educate Others

Our Product:

Happy, Healthy, Educated people doing well on their
DRESS for Health Success® programs and referring others

Core Competencies of FDN Practitioners:

The ability to clearly identify healing opportunities and
areas of health that need improvement and to coach people to
achieve their desired results

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FDN and Reed Davis



Functional Diagnostic Nutrition®



Reed Davis
FDN Founder

Health Director & Case Manager

Decided I would be the last person patients needed
Performed over 10,000 tests on men, women, children
Observed who got better and who didn't
Closest to the underlying cause restored health
Same complaints, different causes, some far removed
Developed FDN & D.R.E.S.S. for Health Success®

**"I ran thousands of labs on thousands of people
and figured out what works, so that you don't have to"**
~ Reed

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Functional Diagnostic Nutrition®



Functional Diagnostic Nutrition®



"FDN is an emerging field
and growing body of work
that bridges the gap between
medical care and *self-care*...

...and we own the bridge"

Reed Davis
Founder, FDN

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Functional Diagnostic Nutrition®



Functional:

is very meaningful, indicates working with and respecting the innate intelligence of the body, how the body really works, its function, its innate desire for equilibrium and balance (homeostasis)

Diagnostic:

means *diagnostic* in nature, not a medical diagnosis, with "functional", means to find *healing opportunities*, to uncover opportunities for evoking the healing response, and to identify (and attempt to remove) obstacles to recovery

Nutrition:

to nurture, to feed the cells, tissues, organs and systems – the organism; to provide everything the body genetically and spiritually requires to thrive

Intelopathy®

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You Are Not Alone...



"Even if hugely successful - you can expand your business and do more good in the world - helping people to look, feel and perform at their best!" ~ Reed

Value, Community, Engagement

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The FDN Family!

Over 3000 FDNs trained in 50 Countries

Hundreds of active trainees enrolled in course

Join the FDN Trainee FB Group

<https://www.facebook.com/groups/FDNCertCourseTrainees/>

Hundreds of Certified FDN Practitioners with tens of thousands of clients being served – Join the Association of FDN Professionals (AFDNP)

<https://www.facebook.com/groups/AFDNP Members/>

<https://www.functionaldiagnosticnutrition.com/affiliate/>



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FDN Welcome Module

More about the FDN Community

- Didn't know there would be an "us"!
- FB for Trainees, FB for AFDNP
- Positivity Policy, Code of Ethics

Course Supervision

- Course Delivery, Speed & Standards
- Mentorship, Study Hour, Q&A

Medical Director Program

- Foundational (Included) Labs
- Optional Test Kits (MRT)
- Clinical Advisor Sessions

Qualifications Dept

- Certification Process, Written & Verbal Exams
- Quizzes, Practicals
- Custom Certificates

Association of FDN Professionals (AFDNP)

- Post-grad Membership, Benefits, Training
- Advocacy/Affiliate Program
- FDNthrive Preceptorship Program

Chief Operations Office - Brandy Buskow COO

- Mission Support
- Arbitration



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Value, Community, Engagement

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As for Accreditation



Approved for CEU's



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More on Trainee Support



Monitored FB Group Support - <https://www.facebook.com/groups/FDNCertCourseTrainees/>

Make friends and bond with your community (SM)

Ask for guidance on course material, FDN concepts, get unstuck

Positivity policy, not the place for grievances

Weekly Trainee Study Hour – Reed, Dawn, Elizabeth, Mentors

An hour of fun devoted to learning FDN, open forum

Friday 10 AM PST

Weekly Hot-Topic Discussions with FDN Mentors

Wednesday 10:30 AM PST

Weekly Graduate Community Support – Reed, Staff, FDNs from around the world and special guests

Friday 11 AM PST

Monthly Trainee Business Q&A with Jenn Malecha, FDNP

1st Wednesday of the month at 11 AM PST

Monthly AFDNP Q&A for Trainees with AFDNP Executive Director Jennifer Woodward, FDNP

4th Thursday of the month at 11:30 am PST

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FDN Leadership



Functional Diagnostic Nutrition®



Reed Davis
Founder, President & CEO



Brandy Buskow, FDNP
Chief Operations Officer



Dawn Heyn, FDNP
Course Supervisor



Kay-Marie Moreno
Communications Director



Pam Curry
Digital Marketing Manager



Jennifer Woodward, FDNP
AFDNP Executive Director



Jennifer Iberle, FDNP
Project Manager

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FDN Management & Administration



Functional Diagnostic Nutrition®



Kristina Ryan FDNP
Medical Director Program



Lauren White, FDNP
Qualifications Manager



Jo Pate, FDNP
FDNthrive Preceptor Program



Elizabeth Gaines, FDNP
Course Development Team



Joy Moats
Bookkeeping



Lisa Ostrowski
Payroll & Accounting

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FDN Advisory Board



Functional Diagnostic Nutrition®



Dr. Thomas Polucki, DC, FDNP
Medical Director



Dr. Aron Gonsior, MD
Science Officer



Dr. Sandeep Gupta, MD, FDNP
Medical Director



William Wolcott
Metabolic Typing® Founder



Jenn Malecha, FDNP
Business Coach



Dr. Al Weinstein, DC, FDNP
Marketing Coach



Sachin Patel, FDNP
Business Coach



Dr. Lori Rose, PhD, FDNP
FDN III Instructor

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FDN Advisory Board



Functional Diagnostic Nutrition®




Sean Croxton, FDNP
Mindset Coaching



Jessica Pantermuehl, FDNP
Business Coach



Debora Wayne
Mindset & Energy Healing



Kendra Perry FDNP
Business Development



Theresa Depasquale
Marketing



Rachel Pontillo, FDNP
Skin & Aesthetics

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