

PRACTICE HANDOUT

About the Practice Handout

Open Handout Template in Canva: canva.link/8f6xq4rj5m74k2o

The practice handout is a multi-page document your team can print and hand to a patient during a GLP-1 or weight management consultation. It's also formatted to be sent as a PDF attachment in a follow-up email.

Its job is to stay with the patient after she leaves your office. She's heard the conversation. Now she has something tangible that brings her back to your booking link when she's ready.

Two use cases:

- 01 **Print:** hand to the patient in-office during or after a consultation.
- 02 **Digital:** attach as a PDF to a post-visit follow-up email.



PATIENT HANDOUT

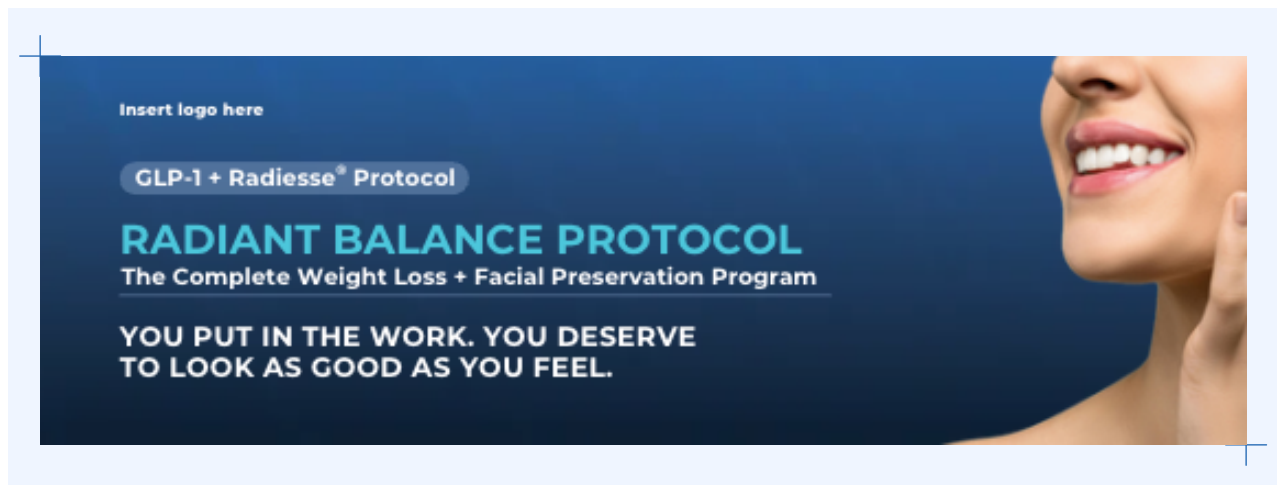
Page-by-Page Walkthrough

The handout template contains multiple pages. The main patient-facing content is on Pages 1 and 2. Additional pages are alternate layout versions provided for flexibility.

Page 1: The Problem + Protocol Overview

HEADER

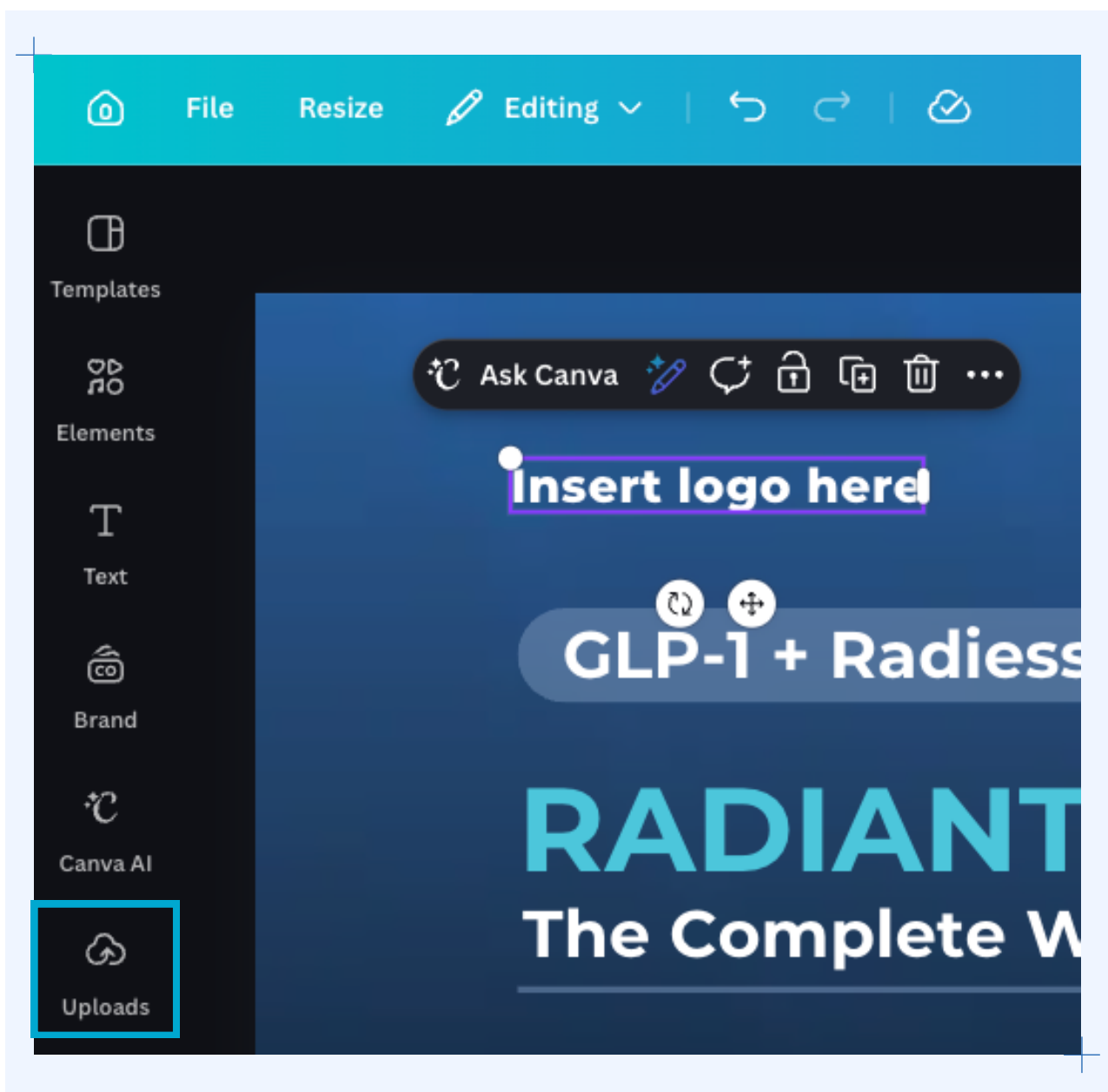
The header area contains: the “Insert logo here” placeholder, the protocol badge ("GLP-1 + Radiesse® Protocol"), and the protocol name "RADIANT BALANCE PROTOCOL. The Complete Weight Loss + Facial Preservation Program"



What to customize: Delete the text placeholder “Insert logo here” and add your practice’s logo from the uploads.

Adding the Logo

- 01 Select "Upload files" and upload your logo (PNG with transparent background preferred).
- 02 On Page 1 of the handout in Canva, delete the "Insert logo here" placeholder text and add your logo above that area.
- 03 Resize using the corner handles.



PATIENT PHOTO + 'WHAT NO ONE WARNED YOU ABOUT'

A before-and-after patient photo occupies a column of the page. The caption reads: 'Real patient, photographed at baseline and 6 months during active GLP-1 weight loss with hyperdilute Radiesse® biostimulation.'

To the right of the photo, the 'WHAT NO ONE WARNED YOU ABOUT' section explains that GLP-1 medications cause facial fat loss: hollow cheeks, looser skin, and deeper lines. It names 'Ozempic face' directly.

WHAT NO ONE WARNED YOU ABOUT

GLP-1 medications work. But as your body sheds weight, your face loses fat too, the small pads that keep you looking lifted and full are often the first to go.

Hollow cheeks. Looser skin.
Lines that suddenly look deeper.
It even has a name: Ozempic face.

And it can happen with any rapid weight loss, not just medication.

The good news? Start the right treatment at the right time and it's largely preventable.
That's what the Radiant Balance Protocol is designed to do.

WHAT THE RADIANT BALANCE PROTOCOL DOES

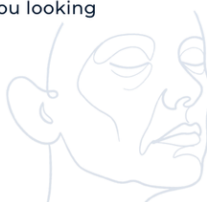
MEDICAL WEIGHT LOSS
Tirzepatide - 6 months Provider-supervised.
Medically guided GLP-1 weight management.
Lose weight safely with expert oversight throughout. The supporting research included patients on multiple GLP-1 medications.

HYPERDILUTE RADIESSE® BIOSTIMULATION
2 sessions - 4 weeks apart.
Not a filler. A biostimulator, it signals your skin to build its own collagen and elastin from within. Your face stays supported and full as the weight comes off.

PROVIDER-GUIDED TIMING
Precision-timed to your weight loss progress. Treatment begins once you've lost ~5% of your body weight, the ideal window to protect your face before any visible hollowing sets in.

DID YOU KNOW?

Patients can lose up to **7% of midfacial volume for every 22 lbs** of total body weight lost.¹





Real patient, photographed at baseline and 6 months during active GLP-1 weight loss with hyperdilute Radiesse® biostimulation.²

What to customize: You may replace the patient photo with an approved before-and-after image from your own practice. Update the photo caption text if you use a different patient or timeframe.

Replacing the Patient Photo

- 01 Upload your before-and-after patient photo.
- 02 Click and drag your photo onto the patient photo frame placeholder element. Draf to adjust the framing.
- 03 Update the photo caption text below the image to reflect your patient's actual timeline.

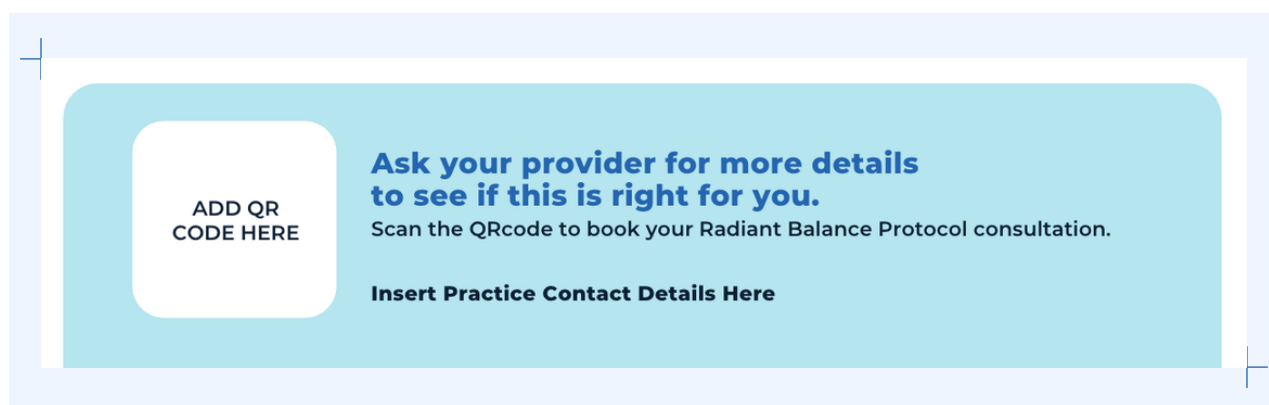


If publishing before-and-after photos, always obtain written patient consent first. Contact your MedShiftRx representative for a patient release template if needed.

Page 2: Research, FAQ, and Call To Action

CTA + QR CODE + CONTACT AREA

The bottom of Page 2 reads: "Ask your provider for more details to see if this is right for you." followed by a QR code placeholder and the text "Scan the QR code to book your Radiant Balance Protocol consultation." Below the QR code is a field labeled "Insert Practice Contact Details Here."



What to customize: Replace the QR code placeholder with your practice's QR code (linking to your booking page). Update 'Insert Practice Contact Details Here' with your practice name, phone number, and website.

Updating the QR Code

- 01 Go to a free QR code generator (e.g., qr-code-generator.com or qr.io or Canva).
- 02 Paste your booking page URL and download the QR code as a PNG.
- 03 Upload your QR code on Canva. Click and place your QR on the designated area. Resize to fit the placeholder frame if needed.
- 04 Scan the QR code with your phone to confirm it routes correctly.

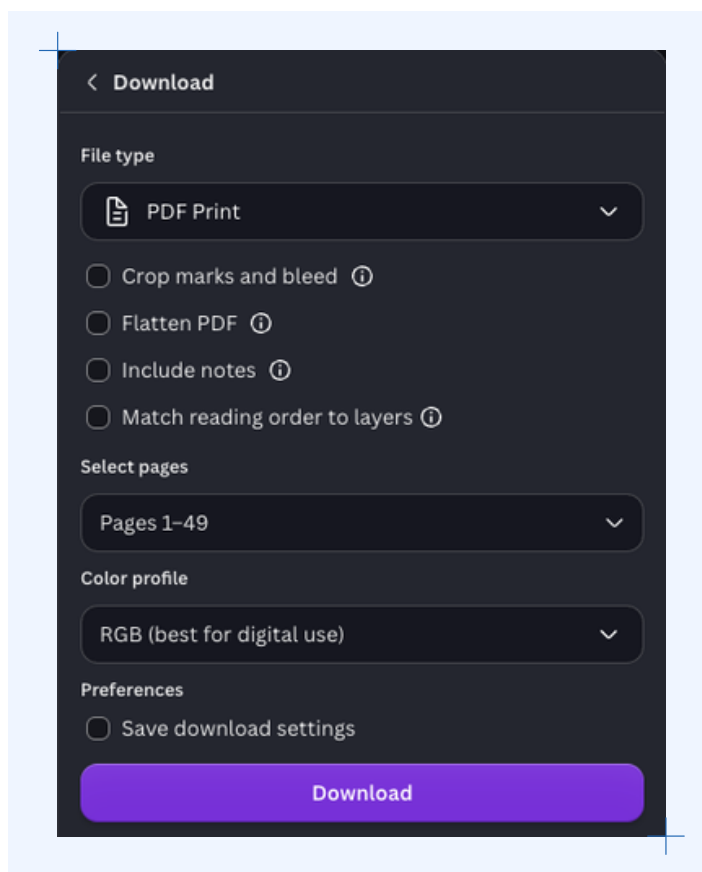
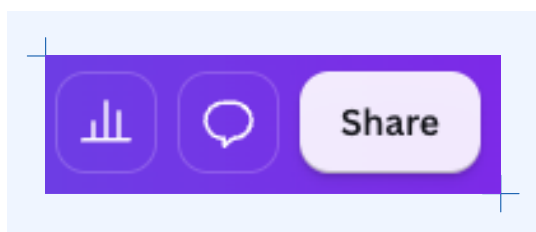
Updating Practice Contact Details

- 01 Double-click the "Insert Practice Contact Details Here" text area on Page 2.
- 02 Highlight all the placeholder text.
- 03 Type your practice name, phone number, and website URL.



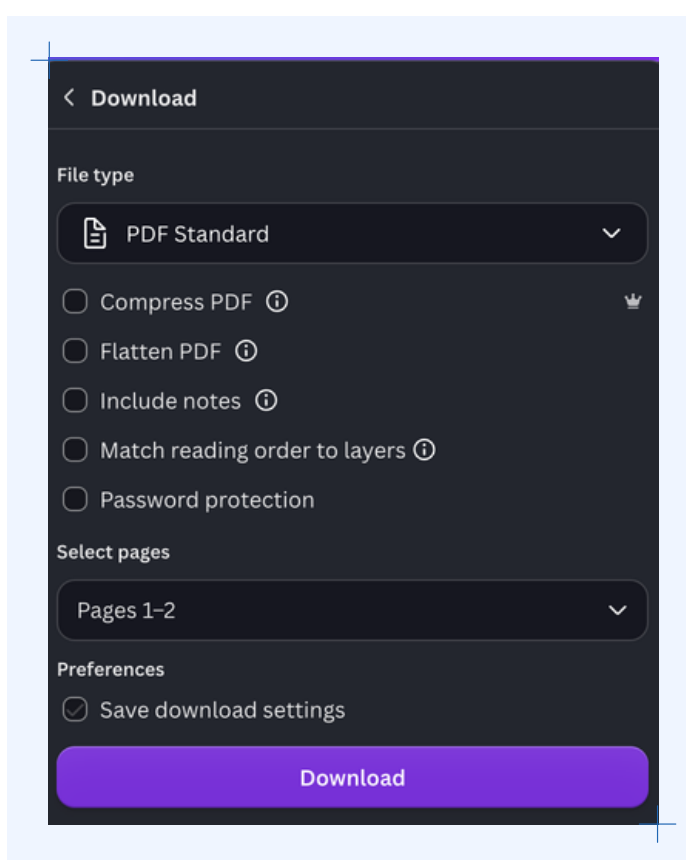
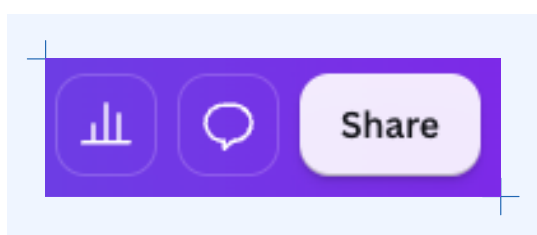
Downloading for Print

- 01 Click "Share" in the upper right of the Canva editor.
- 02 Select "Download."
- 03 Choose "PDF Print" for the highest quality. Use this for anything printed at a commercial printer or in-office.
- 03 Click "Download." Send the PDF to your printer as-is. Do not resize. The handout is sized for standard printing.



Downloading for Digital Use (Email Attachment)

- 01 Click "Share" > "Download."
- 02 Choose "PDF Standard" (smaller file size, appropriate for email).
- 03 Download and attach to your follow-up patient email.



**Keep the PDF file size under 5MB for reliable email delivery.
PDF Standard in Canva typically produces files well under this threshold.**