Podcast Intro and Disclaimer

But it's a really great community of building wealth through health. Right. And I tell people, well, what do you mean by that? Well, when you have your health, you're able to go out, make money for your family, feel better and not always be sick and always beyond all these disease process is by taking medication.

Yeah, you're able to go out and do your best and then do what you are passionate about and you do it really well because you feel well. Welcome to Beyond the Scale where real health gets deeper than just the numbers.

I'm Dr. Darren Dubiak. And I am Alexandra Dubyak and we are not only partners in life but also passionate partners and integrative care. Blending faith, family, functional wellness and a little life with our dogs because true healing happens beyond the scale.

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Well, here we are again. Here we are again. We made it past our first episode, barely. All right. Well, let's just get right into it then. So I think we said we would talk about, you know, what is Body by AIM 360?

Origins of Body by AIM 360

So question number one, What is body by aim 360, where did the idea for Body By Aim 360 come from? So the aim part of Body by Aim was the name of my practice before, which was Advanced Integrative Medical 360. And I wanted something sexy or something neat.

So I was like, oh, let's call it body. I don't know what that means. Then Body By Aim 360, so more or less that integrative approach to helping your whole body is how Body My 360 came about.

Is there any specific reason behind why you started this business? Because this came along years before you and I met. Yeah. Like I said, in the first episode of, uh, meeting the Dubiax, it's, you know, I started out as a chiropractor and we would do chio-practic and some nutritional support.

And I was getting people better, but I knew there was something a lot more that can be involved in helping someone get better quicker. If it was medications, if it, was food, weight loss and.

The evolution was I almost think of about it. What happens at McDonald's just sold cheeseburgers, right? But then sell French fries or chicken McNuggets or whatever, you know, it's people wanted more.

So I saw that our patients needed more and that's why body by aim evolved into what it is today. I love that. Okay, that leads to the next question that I think would be important for people to understand.

What's different about us? How do we set ourselves apart from other clinics or practices that are similar to us. Yeah. So I like that you asked me that I'm now going to ask you that after my answer.

The number one thing that we do that, I can't understand why no one else is doing this is that. We blood work the heck out of all of our patients initially.

Well, every patient gets bloodwork. Yeah, I mandate blood work. So all that 10,000 patients we've seen, all 10 thousand of them have had bloodwork.

What Makes the Practice Different

It's unbelievable to me, still to this day, and it's gonna be on almost every episode I talk about, why are we just not getting simple data, right? You know, we'll fill out a questionnaire and then, oh, maybe you should go keto, paleo, or maybe AB12, you know.

The guessing is ridiculous. So body by aim works on data, true facts, some testing, and that includes blood work, genetic testing with our aim print test, testing over 121 snips for crying out loud, gut testing food allergy, sensitivity testing.

Testing is everything because it's how we formulate that game plan. You know that, right? Yep. I mean, wouldn't you agree, Allie, that that is the absolute difference?

First off, when you said, well, there's a lot of clinics like us. Well, There's IV clinics. No, I just said clinics that are like. Right. But do you. Is that the number one differentiating factor to you?

Yes, I also think that we set ourselves apart because we truly pride ourselves in customizing our care for the patient and we recognize that no two patients are exactly alike.

And so I think with our process, you know, the patients calls and they want to become a patient, they have to go through that initial intake phone call.

And we go through their thorough health history, collecting all the information, like, what are your goals? What symptoms are you experiencing? Why are coming to see us?

And they get that blood work done, or they might also do the genetic tests and the GI tests or a mixture of those things. And then they come in to us.

And we have already, ahead of time, looked at their blood work, any results that we had, we looked through their history and their symptoms, and we come up with a preliminary idea of what we wanna do for that patient.

And it's custom to them based off of all of that information. The data is so important and you're not guessing. So let me ask you, because I knew you were gonna ask me.

First off, let's go back. You said the word custom. That word is, it is overused. But for Body by AIM 360, I challenge anybody out there to have a more customized program than Body By Aim 360. I don't think anyone can do it.

And that's why there is a Body Bye Aime 360 Yeah. We truly do a really good job of recognizing each individual patient and treating them accordingly to their individual goals and So what's the four types of care we do, right?

So say there's four type of things. So if I had to break them out, I mean, always try to look at our practice with pillars of thing that we, that do. I would say weight loss would be the first pillar we focus heavily on.

Well, in my mind that's how I break it out. The pillars are our business. Weight loss, focusing on gut health, hormones, now genetic testing, right? Like, but I guess genetic test could fall into another category.

So I look at it that way, like, what are the big pillars of things that we do? And overall wellness, truly, But then our services all fall under those pillars, Right?

So that's the better question I meant to ask you. Yeah, our service is then tied to those things. so when we're talking about weight loss, It could be a mixture of things, right?

The programs can look like medications to help assist in weight loss. It can be IV therapy, supplements. Everybody gets a nutrition coach. We know that.

That could lead to other testing that we want to do. If we're focusing on hormones, that looks at testing specifically for hormone-related things doing bioidentical hormone replacement therapy.

Supplements, TRT. which is testosterone replacement therapy for those of you that don't know what TRT is.

Care Pillars and Program Structure

If you're looking at the gut health part of it, I mean, almost all of those patients, they still get blood work done and they have to do that advanced GI map stool test for us, you know, and then their treatment plans could look like a combination of any of these things too.

IV therapy, maybe medications, depending on what's going on, supplementation, nutrition coaching. Yeah, and the genetic test obviously that kind of can fall into any of those categories because there's things on our genetic tests that we built that genetic tasks right with those pillars of our business in mind.

We picked genetic snips that fit the mold for the things that were really good at in our practice that complement as extra information for those different pillars in the business.

So, you know, the genetic testing is, it could go into any of those, right? Because the things that we find on that genetic test tie into all of the wellness pieces that tackle.

So how long are our programs initially? So we typically will do a 60 day program, just depends, but between 60 and 90 days is the initial program. Then everybody comes back in and they have a follow-up visit.

We kind of reevaluate and see, hey, what's going on? How are you feeling? If we recheck labs or other testing at that 60 or 90 day mark, it gives us a new baseline of where you're at 60 to 90 years later.

And then we make our recommendations from there moving forward. So one of the things I want to do to highlight on that 60 or 90 day guys is every person gets retested again.

Every single person get blood work at least redone in 60 to 90 days because it shows you a comparison of one, two to three months later. Well, you say that, but if their bloodwork is perfect to begin with and then we're just focusing on symptoms, we don't recheck blood on necessarily.

So. 99% guys, 99%, we recheck. So the four pillars, like Ali said, that really differentiates, so everyone gets lab testing. Everyone gets some sort of testing it's IB therapy.

It is medication of some, sort via peptides, GLPs, possibly things like in that nature, right? Number three, nutraceutical supplements and for health coaching.

See. I believe BodyBiome is so different because every single person works with a health coach the entire length of their program. So I don't care. Listen, we have pro athletes that come here to grandmas, to CEOs of companies, medical doctors or patients of ours.

Everybody gets a health coach. I'm screaming it because I want to scream it on top of everybody. Remember we had a patient that was a registered dietitian and she didn't think she needed a help coach, but we were like, no.

You do. And not only did she, we saw how good her results were. It's our ways. That's the thing. Let Allie and I lead. See all of our practitioners with all our employees.

All of staff and all practitioners are trained by Alli and me. So we call it the AIM method or the aim process. Body by aim is a trademark company. that I trademarked five, six years ago.

And I was like, listen, we have to have this method, this treatment protocol of how to treat each patient. Then it branches out into this amazing customization of care.

Because everyone's different. I always tell people, it's hilarious. This is why it took me eight times. Oh, man, maybe no one will come to me after this.

It took my eight time to pass the SATs because it was so standardized. They couldn't get it. But as soon as the test was given to my orally, I passed it!

Health Coaching, Customization, and Community

I was able to do it, you know? Wait, did it take you that many tries? Seven times, actually. Took the ACTs twice. Yeah, was pretty bad. I thought you knew that about me.

No. Yeah, that's a whole other episode. Wait, but I though the SATs were something that you took and they just gave you a score. You mean like you had to pass it and get a certain score for like college or what are you?

I haven't, I couldn't break seven 50. So for everyone over 35 or 40 or however old we are in 45 and 50, couldn' break 750. And I had to take all this testing and then they were like, well, let's try you doing the test Orly.

I got a thousand and I was like I'm done taking this thing and got into college. Graduated eighth in my class, but could not pass the SATs past 800. But with body by aim and again, that's how I formed this because there's so many health and wellness clinics and I don't want to poke fun at any of them or just, you know, like, yeah, well, I kind of do.

I kinda do want it. Nudge everyone. You have to really challenge me by showing me there's anything more custom than body buy in 360, right? You know, our care, or patients, they became our friends.

It's an amazing process. And it's just not a 60 or 90 day program. So many of our patients do our maintenance program, and our maintenances where they're working with us from using our app or things like that.

But it is a really great community of building wealth. through health, right? And I tell people, well, what do you mean by that? Well, when you have your health you're able to go out, make money for your family, feel better and not always be sick and always being on all these disease processes by taking medication, Right?

Yeah, you are able go and do your best and then do what you passionate about and you do it really well because you feel well. Yeah. And you know, again, the, evolution of body by aim 360 continually happens.

Right? So like Ali said, weight loss, you need to find someone better in the business than us. God health again. Find someone in better than the. Then us and with hormone therapy, guess what?

Same thing. When you do those three things very, very well, I believe that's a lot of healthcare, because that what people are searching for. That's what we want.

But anyways, I think on the next episode we're gonna do, you guys are going to check us out again. It's gonna be on peptides, right? There's a lot, that's the buzzword, Ali.

Peptides are a big deal and people don't understand them. They don' really know what they are. they don''t understand the practical limitations, you know, within the country of what, yeah, because get it anywhere.

But it's an important topic for us to educate on because there's a lot of information and there''s a lotta stuff going on that people need to know in order to be careful and make smart decisions for themselves.

And I think that's where we should go on this next one, either peptides, you know, well, GLPs are peptide.

Peptides and Closing Remarks

Maybe we'll really think we shouldn't talk about GLP's because they have been a complete game changer in the weight loss and health world, right? Just like, just like the iPhones completely changed everything.

GLPS really changed medicine. They came in and they shook it up. They did. Just like my wife keeps yelling to me, everyone, because I keep hitting my desk and it's shaking.

You've been really good this episode. Because I am not touching anything. I'm back. It's like, oh my gosh. See, this is what it is all about. So I think we talk about beyond the scale being a little bit about faith, family and our fur babies.

We haven't seen our four babies yet because I'm at the office. We know Ali's at home and the fur babies are upstairs and I can't believe they haven't even barked yet.

So they're not upstairs there. They're down here with me. There just very quiet. Oh, they are good puppies. Well, listen, we love you. Thank God for their health and thank God I have you and a, Hey, first couple of integrative care.

The Dubiax coming at you on the next episode. Mrs. Dubiac, why don't you sign us off? We will see you next time, Beyond the Scale. See you guys. Thanks for spending time with us on Beyond The Scale, if today's episode helped you see your health differently, like the show, share it, and we'll see