

Okto.

# Your patients are leaving *\$150k–\$250k* on the table.

Every time a patient buys supplements on Amazon instead of through your practice, that revenue — and that relationship — walks out the door. Okto closes the gap with a clinically personalized, zero-overhead supplement program your patients will actually follow.

Schedule a 15-min call at [okto.health](https://okto.health) ↗

**\$48.5B**

Personalized nutrition market  
by 2033 · 15% CAGR

**15M+**

GLP-1 patients needing a  
companion supplement stack

**3×**

Higher adherence: gummy  
formats vs. capsules

# Personalized nutrition is the *next frontier in clinical care.*

Patients are already buying supplements. They're just buying them elsewhere — from Amazon, from Fullscript, from whoever ranks first on Google. That's revenue and clinical influence your practice should own.

Okto gives you a white-glove system to prescribe, personalize, and deliver monthly supplement protocols — without touching inventory, logistics, or fulfillment. You focus on care. We handle everything else.

The result: a new recurring revenue stream, stronger patient retention, and a clinical touchpoint that keeps your practice top-of-mind every single month.

## Zero overhead.

No inventory. No staff time. No logistics. A fully managed program that runs in the background of your practice.

### \$150k–250k

Revenue leakage per 300-patient practice

Wealth flowing to third-party retailers that should stay in your practice — recaptured by internalizing personalized nutrition as a clinical service.

### 40–60%

Patients who never buy after a recommendation

Practitioner-prescribed, personalized protocols dramatically improve follow-through — patients act when it feels clinical, not retail.

### 2,900+

DPC practices needing differentiated revenue

Monthly personalized deliveries extend membership value and keep patients connected to the practice between visits.

# The format patients *actually* take.

Capsule fatigue is real. Most supplement protocols fail not because of the formula — but because patients stop taking them within weeks. 40–60% never even complete the first purchase.

Gummies achieve 3× higher adherence in every compliance study. When patients enjoy taking their supplements, your clinical intent actually reaches them. Adherence is the only metric that matters — and Okto is built around it.

## 3× adherence.

Gummy formats outperform capsules on every compliance metric. The clinical intent only works if the patient actually takes the supplement.

- NSF and USP-grade sourcing — same tier as IFM and A4M recommendations

- FDA-registered, cGMP-certified manufacturing facilities

- Third-party tested for purity and potency · COA available per batch

- Full label transparency — no proprietary blends

- Practitioner approval required before every shipment

- Automatic drug-nutrient interaction flagging at point of prescription

- Monthly check-ins feed practitioner dashboard with panel-wide adherence data

## HOW IT WORKS

01

### Clinical intake

Patient completes a 5-min intake — labs, medications, GLP-1 status. You review and approve every protocol before it ships.

02

### Personalize & fulfill

Okto formulates and ships a monthly gummy stack directly to the patient. Zero inventory or overhead for your practice.

03

### Track outcomes

Monthly check-ins feed your practitioner dashboard — adherence and outcomes across your full panel in one place.

PILOT PROGRAM · 6 SLOTS REMAINING

# Ready to unlock this *revenue stream*?

No cost, no commitment. A 15-minute call to see if Okto fits your practice — and your patients. We're onboarding 8 pilot clinics and 6 slots remain.

Schedule a call at [okto.health](https://okto.health) ↗

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