

# Mira in Practice: Providers' insights & strategies on getting started



**mira**

for Healthcare  
Professionals



**Rose MacKenzie** is the Medical Affairs Specialist at Mira, where she assists healthcare professionals in effectively integrating Mira's hormone monitoring tools into their practices.

Rose is well-equipped to provide education and support to providers and fertility awareness educators.

Additionally, Rose brings nearly a decade of experience as a natural family planning instructor, specializing in the Marquette and Sympto-Thermal Methods.



**Dr. Cleopatra Kamperveen** is the Founder and CSO of the Fertility & Pregnancy Institute

Dr. Cleopatra is a fertility and pregnancy scientist, founder of the Fertility & Pregnancy Institute, and creator of the Primemester® Protocol. A former USC professor, she pioneered fertility biohacking to help women reverse reproductive aging. With nearly \$3M in research funding, she also founded Superbaby Nutraceuticals, which provides high-quality supplements for fertility, pregnancy, and postpartum health.





**Christina Saldanha** is the Founder & Lead PA at Camel City Women's Wellness

Christina Saldanha, originally from upstate New York and raised in Fuquay Varina, NC, moved to Winston Salem in 2015 for her Master's in Physician Assistant Studies at High Point University. A board-certified PA since 2017, she is a certified menopause specialist and clinical sexologist. Christina now owns a women's health practice in Winston Salem, focusing on hormone health, menopause, PCOS, PMDD, fertility, and sexual health.



**Adele Wimsett** is a Women's Health Practitioner and Founder of Harmonize You

Adele is a Women's Health Practitioner supporting women from menarche to menopause. She offers online and in-person hormone clinics that blend science with holistic approaches to help harmonize hormones. With functional medicine testing, Adele provides tailored lifestyle interventions and explores HRT, with a special focus on ADHD and hormones.



# Exploring the Benefits of Mira: Insights from Leading Experts

# Getting Started as a Partner: Partnership Options

## Patient discount

Discount Code  
for Patients

✓ 20% off Kits

✓ 30% off Wands

## Affiliate

Patient Discount,  
Provider Commission

✓ 20% off Kits

✓ 30% off Wands

## Dropship

Dropship Code  
for providers

✓ 25% off

## Bulk Purchase

Buy Mira at Inventory  
Prices

✓ 30% off

# Current Promotion (Nov 1–Dec 31, 2024)

## Patient discount

Discount Code for Patients

Standard discount

✓ 20% off Kits

✓ 30% off Wands

Holiday promo

✓ 30% off Kits

✓ 40% off Wands

## Affiliate

Patient Discount, Provider Commission

Standard discount

✓ 20% off Kits

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## Dropship

Dropship Code for providers

Standard discount

✓ 25% off

Holiday promo

✓ 35% off

## Bulk Purchase

Buy Mira at Inventory Prices

Standard discount

✓ 30% off

Holiday promo

✓ 35% off

# Partnership Options: Patient Discount

# Patient Discount Code

## Discount Code for Patients

### Standard discount

✓ 20% off Kits

✓ 30% off Wands

### Holiday promo

✓ 30% off Kits

✓ 40% off Wands

✓ No expiration

✓ No minimum purchase price

✓ No maximum times it can be used

✓ Combine with wand subscription discount

✓ Providers can use their discount codes





# Discount code: Wand Subscriptions

## How it works

Wand subscription 10% off  
+ Provider Discount Code 20% off

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Total Discount = 30% wands

## Holiday promo

Wand subscription 10% off  
+ Provider Discount Code 30% off

---

Total Discount = 40% wands

The screenshot shows a shopping cart interface for wand subscriptions. At the top, there are three options: 'One-time purchase' for \$89.00, 'Monthly Delivery' for \$80.10 (with a 'Save 10%' badge), and '2-Month' (partially visible). The 'Monthly Delivery' option is selected and highlighted with a green border. Below it, there are three green checkmarks indicating benefits: 'Best Price Every Month', 'Loyalty Rewards and Gifts', and 'Cancel or Pause Anytime'. The price for the selected option is \$80.10, with the original price of \$89.00 crossed out. Below this, there is a section for '20 Mira Fertility Max Wands' with a '1' in a circle next to the product name. It includes a '2NFPMIRA20 (-\$24.03)' discount code, which is highlighted with a green box. The price for this item is \$56.07, also highlighted with a green box. Below the product details, there is a message: 'Don't miss out! Log in to earn and redeem rewards'. There is a text input field for 'Discount code or gift card' and an 'Apply' button. At the bottom, there is a summary section showing the 'Subtotal' as \$56.07, 'Shipping' as 'Calculated at next step', and 'Total' as 'USD \$56.07'. A 'TOTAL SAVINGS \$24.03' is also displayed.

One-time purchase \$89.00

Monthly Delivery **Save 10%** \$80.10  
~~\$89.00~~

- Best Price Every Month
- Loyalty Rewards and Gifts
- Cancel or Pause Anytime

2-Month

No commitment. Y

20 Mira Fertility Max Wands  
Included  
Every 1 month  
2NFPMIRA20 (-\$24.03)  
DISCOUNT CODE

Don't miss out! [Log in](#) to earn and redeem rewards

Discount code or gift card **Apply**

2NFPMIRA20 ✕  
DISCOUNT CODE

Subtotal \$56.07

Shipping ⓘ Calculated at next step

Total USD \$56.07

TOTAL SAVINGS \$24.03

# Partnership Options: Affiliate

# Affiliate

## Patient Discount, Provider Commission

### Standard discount

✓ 20% off Kits

✓ 30% off Wands

### Holiday promo

✓ 30% off Kits

✓ 40% off Wands

Patients get **up to 30%** discount.

You earn **up to 17%** on commission.

## Integrating Mira with an Affiliate Partnership

✓ No minimum purchase for the patient

✓ Earn commission for every patient purchase

✓ No minimum activity requirements to remain active

# Affiliate

1

Sign up for affiliate through Impact platform [here](#).



2

Give patient affiliate link and discount code

3

Receive payment from Impact

Mira commission rates are based on the total order amount:

Orders less than \$69

8% commission

(earn up to \$5.50 per purchase)

Orders from \$70 to \$158

14% commission

(earn up to \$22 per purchase)

Orders above \$159

17% commission

(earn \$27+ per purchase)

# Partnership Options: Dropship Partner

# Dropship Partner

Dropship Code  
for providers

Standard discount

✓ 25% off

Holiday promo

✓ 35% off

Order products with discount  
and ship Mira directly to your patients.

Integrating Mira with a Dropship  
Partnership:

- ✓ No registration. Get started tomorrow
- ✓ Flexibility. Integrate Mira into your own packages
- ✓ No inventory. Ship Mira products directly to patients

Request a dropship  
discount code here:



# Dropship Partner. Integrate Mira into a Membership Program



- 1 Patient purchases membership program (includes Mira kit).
- 2 Provider orders Mira kit using dropship discount code.
- 3 Mira ships directly to the patient.
- 4 Patient starts testing, adds data to provider dashboard using QR code.
- 5 Provider reviews data with patient during appointment.

# Dropship Partner. Integrate Mira for New Patients

1

Provider orders Mira kit using dropship discount code.

2

Mira ships directly to the patient.

3

Patient starts testing, adds data to provider dashboard using QR code.

4

Provider reviews data with patient during appointment.





# Partnership Options: Bulk Purchase

# Bulk Purchase Partner

Buy Mira at Inventory Prices

Standard discount

✓ 30% off

Holiday promo

✓ 35% off

As a Bulk Purchase Partner, you can buy Mira at inventory pricing, offering it directly to your patients with margins.

✓ Highest Margins

✓ Seamless Integration

✓ Immediate Testing

✓ Flexible Pricing

Scan the link for more details about Bulk Purchase inventory prices, or to & submit an order



# Getting Started as a Partner: Attracting and Retaining

# Ways to Share

✓ During visit

✓ Webinars

✓ Podcasts

✓ Website

✓ Social media

✓ Patient handout


✓ Flyer or brochure in your waiting room

# Examples: Website

HOME TRACKING ADHDIVAS *Harmonise You*

PRODUCTS AND RECOMMENDATIONS

Tools to empower you on your journey to harmonising your hormones




**Mira - Fertility and Hormone Tracker**

Mira is the only at-home fertility monitor on the market using quantitative technology

If you deal with hormone imbalances or irregular cycles, Mira's ultra-sensitive technology can still capture your hormone changes with lab-grade accuracy

Order yours [Here](#) using discount code HARMONISEYOU

(Please let me know if you order so that I can send you a free guide and offer an appointment to review your results)



**My Amazon Favourites**


Please visit my Amazon Shop to see all my fave products. I do get a small commission from anything you buy but I only recommend items I use myself

HOME TRACKING ADHDIVAS *Harmonise You* WORK WITH ME SHOP

TAKING BACK CONTROL OF YOUR WELLBEING

Tracking your cycle

BOOK A DISCOVERY CALL



**Tracking your cycle**

Tracking your cycle is one of the most empowered steps you can take in taking back control of your well-being! In this brief video, I teach you how to do this and you can download my free tracker below.

Full disclosure – this is not the type of tracking for if you are using the fertility awareness method (FAM) as a form of contraception. You would need to work with a FAM practitioner to monitor your basal body temperature, cervix position, and cervical mucus.

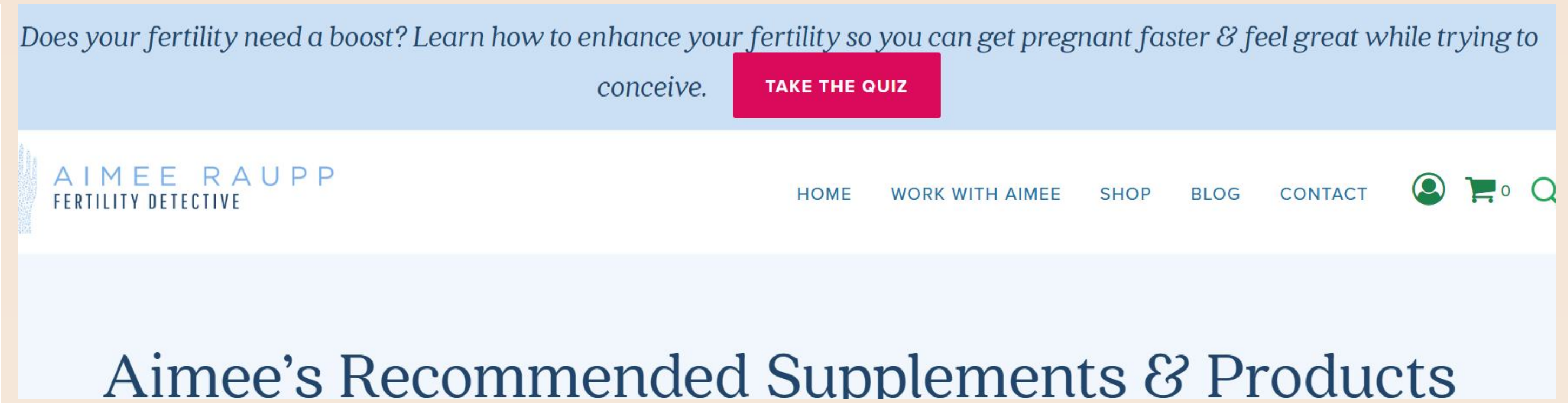
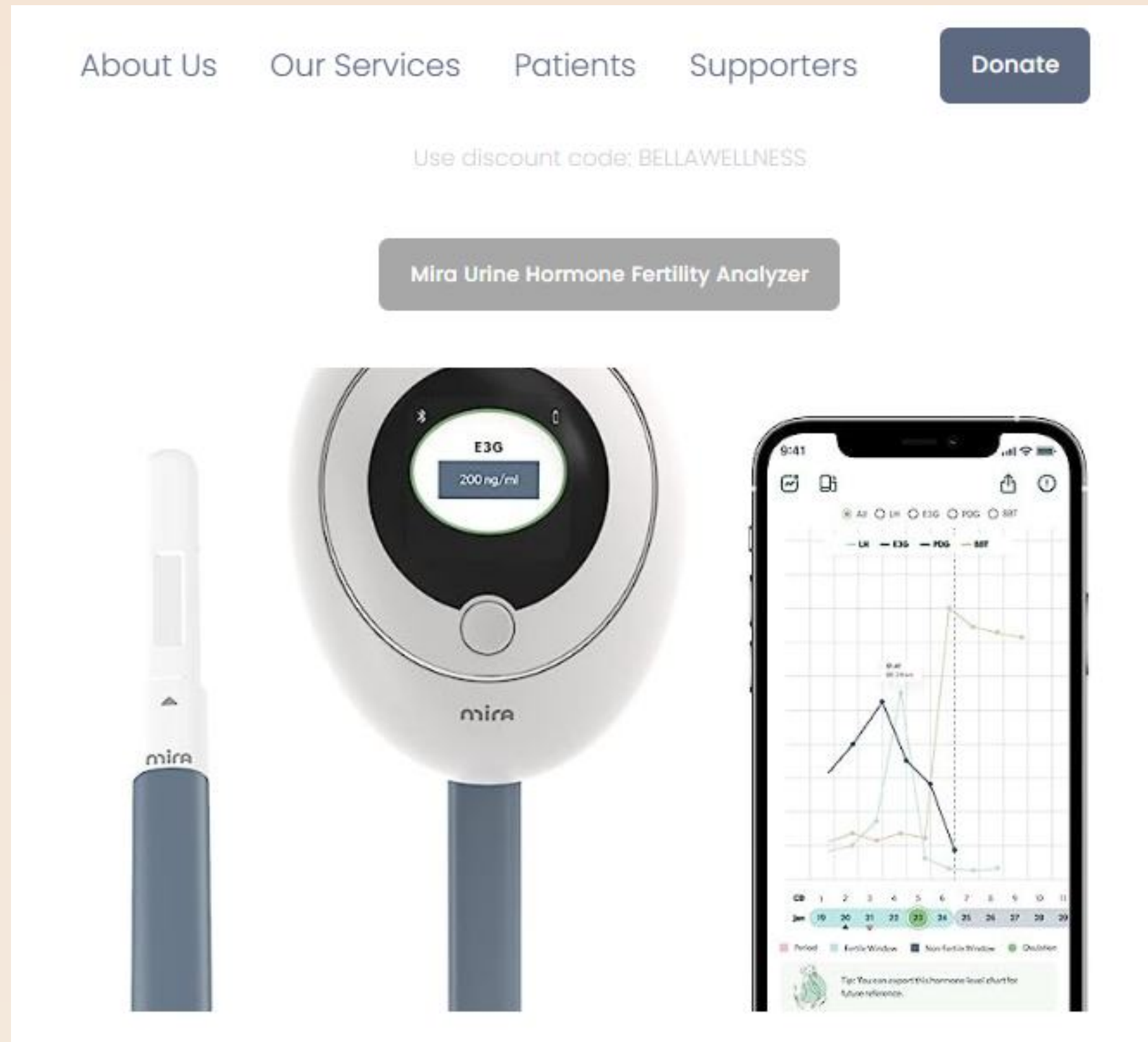
Instead, this particular tracker is an invitation to begin to connect you with your own unique rhythms and cycles throughout the month.

Once you have gathered this data for several months, you can use menstrual cycle awareness (MCA) to apply the valuable insights to your life, so that you fill your cup rather than powering through each month!

When in clinic, I weave the practice into my work as it is so powerful to sync you're your cycle with your life to feel well.

"Learn how to track your cycle in this brief video."

# Examples: Website Storefronts



## THE MOST ACCURATE OVULATION PREDICTOR KITS

- [Mira Fertility Tracker \(use code AIMEERAUPP15 for a discount on all Mira products \)](#)

# Examples: Website and Blogs



## Mira Fertility Monitor

## Clearblue Fertility Monitor

### Fertility results (details)

Numerical values of actual hormone levels (e.g. "LH = 15.5 IU/L")

Simple, clear fertility readings (e.g. low fertility, high fertility, peak fertility)

### Hormones tested (details)

Luteinizing hormone (LH), Estrogen, Progesterone, Follicle Stimulating Hormone (FSH)

Luteinizing Hormone (LH), Estrogen

### The Tech (details)

Handheld fertility monitor + integrated mobile App.

Handheld fertility monitor (no integrated mobile app)

### Testing times (details)

Anytime, any day of your cycle.

During the 6-hour testing window, testing begins at cycle day 6, at the earliest

### Tests per day (details)

Unlimited

Maximum of 1 test per day

# Examples: Website and Blogs



## THE MARQUETTE METHOD of NFP + MIRA

See if the Mira device is right for you. We want you to be fully informed before trying out new technology for family planning!

[Our Note on Mira](#)



# Examples: Podcasts

Dr. Beth Westie

WOMEN'S HEALTH & WEIGHT LOSS EXPERT

HOME

ABOUT

PROGRAMS

RESOURCES

SUPPLEMENTS

PODCAST

TESTIMONIALS

BLOG

CONTACT



The Female Health Solution Podcast

## 660. HOW TO TRACK YOUR CYCLE WITH THE MIRA FERTILITY TRACKER

REVIEW IN ITUNES

SUBSCRIBE



Get 15% OFF Mira products with code: DRBETH15

Let's connect!

Facebook: <https://facebook.com/drbethwestie>

Instagram: <https://instagram.com/drbethwestie>

If you have questions or just want to connect, shoot me a DM on instagram @drbethwestie

# Example of patient handout



## Mira: the most trusted hormone monitor

Mira is a palm-sized, smart hormone tracker that monitors your key fertility hormones (LH, E3G, PdG and FSH). It offers easy-to-read charts, pinpoints your ovulation day and 6-day fertile window, and confirms your ovulation.



[Shop Mira products](#)

Up to 30% off with **VIDAIHEALTH** code\*

\*use the code at checkout to get 20% off on the Mira Kits and up to 30% off on the Mira Test Wands if you subscribe

### The Mira Monitor tracks key fertility hormones



Predict your full 6-day fertile window



Predict your ovulation day



Confirm you ovulated



Know if your body's fertility is healthy and track perimenopause

### How it works

The Mira App's advanced algorithm provides accurate and personalized information about your cycle, hormone levels, and fertile window.



Step 1

Dip the test wand into the first morning



Step 2

Insert the wand into the Mira Analyzer.



Step 3

In 21 minutes, your hormone results will

# Social media: new templates

The screenshot shows the Mira website's Support Center. At the top, there is a navigation bar with the Mira logo, links for 'Become a Partner', 'Knowledge Center', and 'Support Center' (which is underlined), and a green 'Contact Support' button. The main content area is divided into three columns: 'Get started with Mira' (describing support for integration and patient recommendation), 'FAQ' (Frequently Asked Questions), and 'Technical support' (describing support for dashboard setup and affiliate partner sign-up). Below these is 'Educational support' (for interpreting charts) and 'Promotional support' (for recommending Mira to patients). A large section titled 'Monitoring for Personalized Care' features a 'Sign up as a Partner' button and a 'LEARN MORE' link with an arrow. To the right, there is a large image of the Mira Hormone Monitor device and its associated app interface, which displays various hormone levels and graphs.

This screenshot shows the 'Social media templates' page on the Mira website. It features a navigation bar similar to the previous page, with a 'Contact Support' button. The main heading is 'Social media templates', followed by a sub-heading: 'Download these social media templates to share on your social media accounts or website. You can also copy and customize the text—just add your unique public discount code or include details on how patients can reach out to you.' Below this, there are three template cards. The first card is titled 'Meet your at-home hormone lab' and includes a list of features: 'Validates your Exact FerriScan', 'Translates your hormone information', 'Predicts & confirms your ovulation', and 'Tracks LH, E2, FSH, and PMS'. It features an image of the Mira device and the text 'What is Mira?'. The second card is titled 'Social media template coming soon' and includes the text 'How does Mira work?'. The third card is also titled 'Social media template coming soon' and includes the text 'Why should I track my hormones?'. At the bottom of the first card, there is a green 'Open image here' button.

# When to Share

✓ Before first visit: Patient placed on a waiting list

✓ During first visit

✓ During follow up visit

## Combinations:

Before, during and after treatment

If patient develops new symptoms

If patient is no longer responding to current interventions

# How to Share

## Process

- 1 Provider determines the patient would benefit from Mira
- 2 Provider gives patient handout with discount code
- 3 The patient purchases Mira from website
- 4 Patient begins testing with Mira
- 5 Patient adds themselves to provider dashboard
- 6 Patient completes follow up visit with provider to analyze Mira data



# Benefits

## Patient Benefits

- ✓ Affordable hormone insights
- ✓ The patient benefits from the significantly reduced price at home tool to understand hormones

## Provider benefits

- ✓ Collecting data before the first visit
- ✓ Faster identification of abnormalities
- ✓ Immediate recommendations, interventions, and treatment

# Other strategies

Invite Rose to conduct an group educational session for your team.

Email [partnership@miracare.com](mailto:partnership@miracare.com) to organize

Use available resources

[Blogs](#)



[Mira patient webinars](#)



[Mira Ebooks](#)



# Getting Started as a Partner: Improving Patient Outcomes



# Improving Patient Outcomes

How to interpret Mira Charts: our [Step-by-step guide](#)



How to gain more confidence: our [Available resources](#) for providers



# Menopause Mode



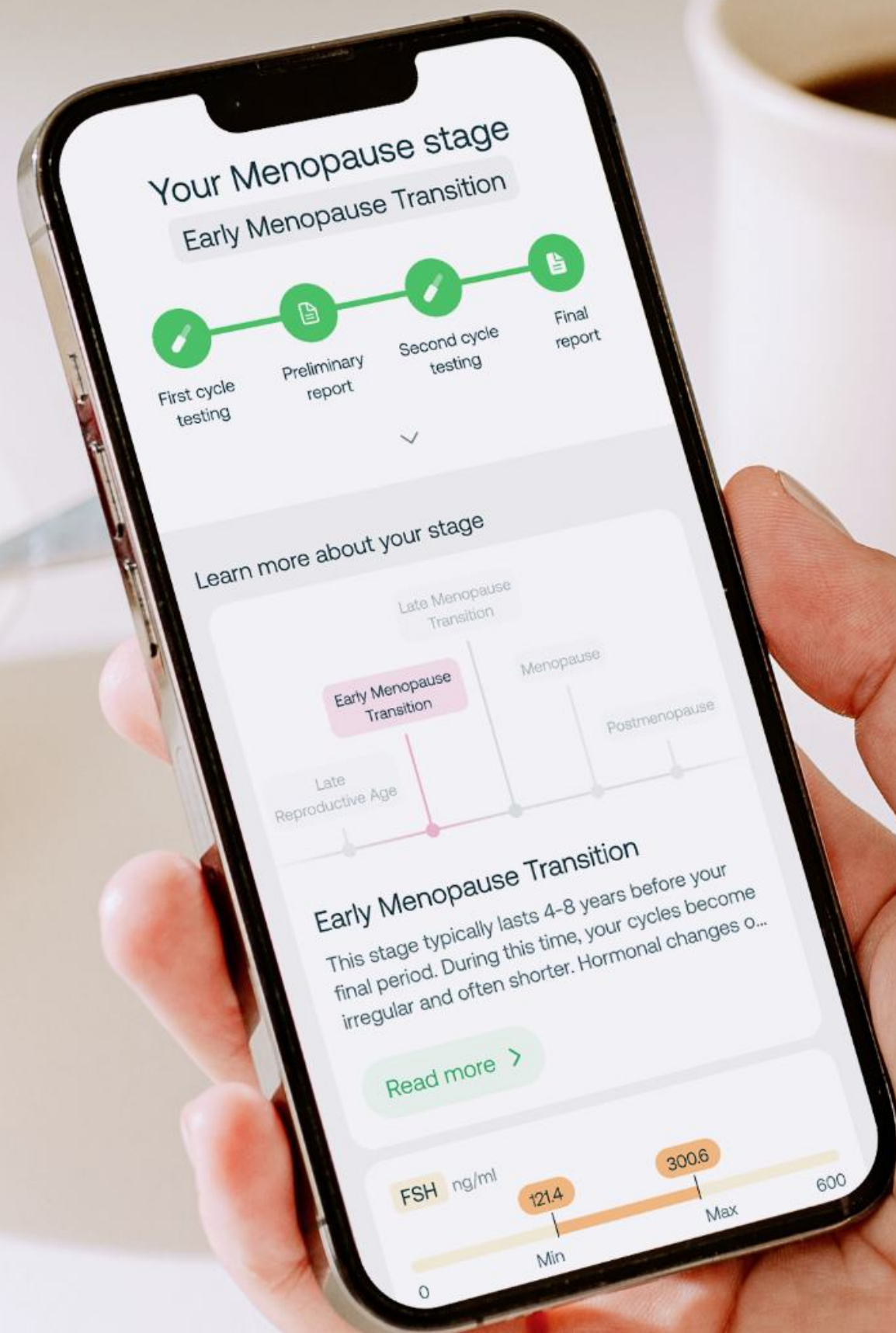
## Menopause Transitions Kit

Includes the Mira hormone monitor, 10 MAX wands, and 10 OVUM wands to help your patients get started right away.

[Learn more](#)



# Menopause Mode



**App:** Menopause Transitions Mode— Testing instructions for OVUM and MAX wands to track ovarian function and ovulation, along with improved symptom logging.

**Provider Dashboard:** Detailed report linking symptoms to hormone fluctuations, assisting healthcare professionals identify patterns, create treatments, and monitor progress.

# Final Practical Tips from Other Providers

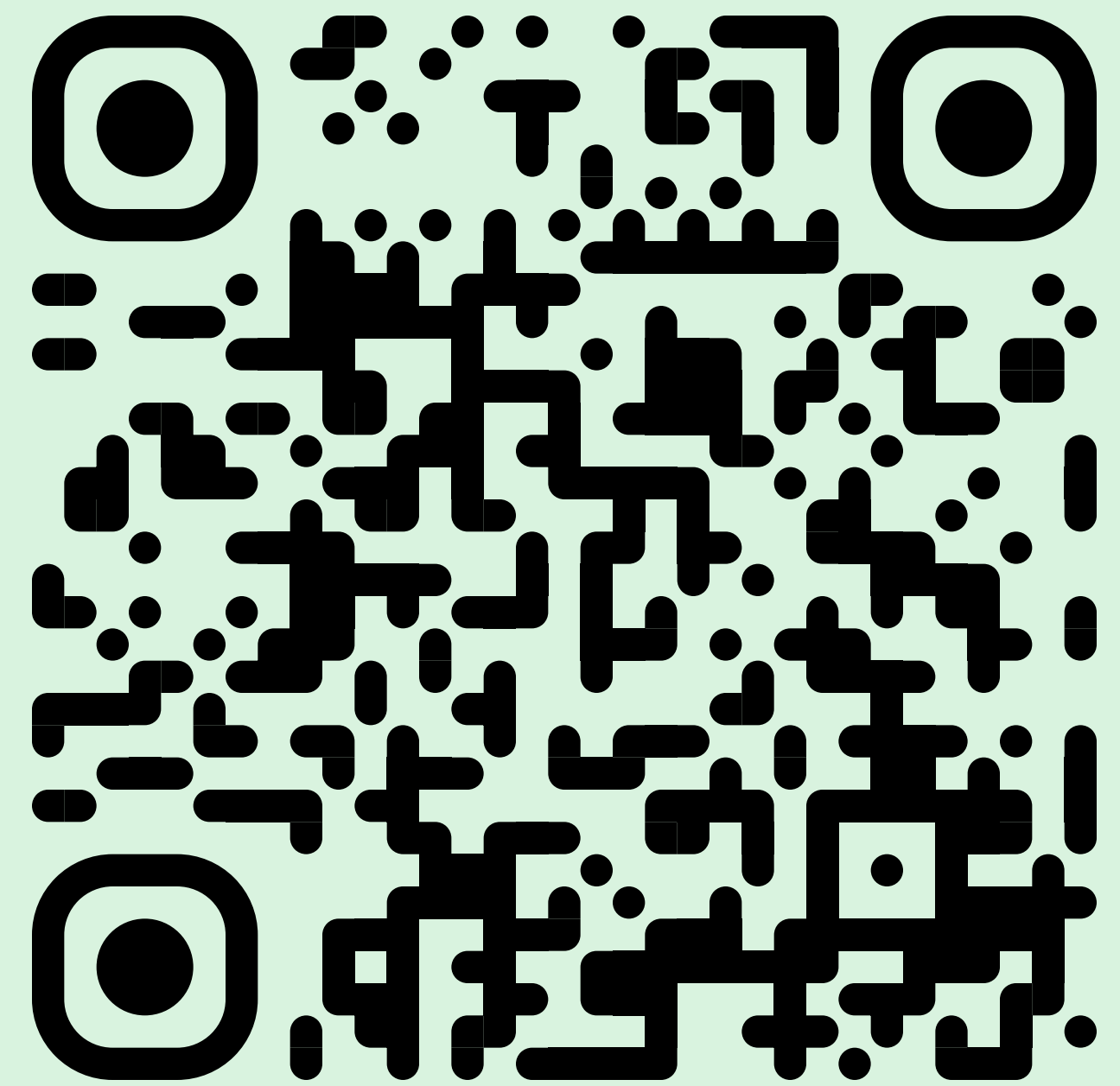
# Q & A



# Thank you!

Not a partner yet?

**Book a meeting** to try a Mira sample and set up your discount codes.



Email [partnership@miracare.com](mailto:partnership@miracare.com)

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