

XFACTOR

DR. B.J. HO

The EvexiPEL Journey

A practitioner's experience in
transforming countless lives
and fighting the stigma of
hormone therapy

HORMONE THERAPY PRACTITIONER EXPERIENCE





TRANSFORMING WOMEN'S HEALTH AND BEYOND: DR. B.J. HO'S JOURNEY WITH EVEXIAS AND EVEXIPEL

For Dr. B.J. Ho, DO, FACOG, the practice of medicine has always been about more than treating symptoms—it's about transforming lives.

After 15 years as an OB-GYN in Phoenix, Arizona, treating women between 21 and 70 years-old, Dr. Ho realized that traditional approaches often fell short in addressing the full scope of his patients' needs, particularly when it came to hormonal health. This search led him to EVEXIAS Health Solutions and the EvexiPEL Method—a turning point in his career and his practice.

"About five to six years ago, I was introduced to the company and the brand," Dr. Ho recalls. "I had been looking—unsuccessfully—to find someone or something to help guide this mostly unnoticed and certainly untaught aspect of the female experience."

For Dr. Ho, the EvexiPEL Method provided an advanced, science-driven approach to hormone therapy. It allowed him to address not only hormonal imbalances but also the broader impacts of those imbalances on his patients' physical and mental health.

"Through them, I gained the confidence and the appropriate application in my mind of how to help these patients—not just with basic hormones, but with advanced hormonal concepts and the value of nutraceutical vitamin supplement support," he said.





A NEW APPROACH TO WOMEN'S HEALTH

With EvexiPEL, Dr. Ho provides transformative care to patients experiencing symptoms such as persistent fatigue, brain fog, depression, decreased libido and weight gain.

"We're also talking about things like sleep disturbance, increased aches and pains or vague inflammatory symptoms," he said.

One example he shares illustrates the profound impact of this approach. "One of my long-time patients, whom I've cared for through multiple pregnancies, found herself in her mid-30s suffering intensely with depressive symptoms—feeling like less of herself. Despite the most supportive spouse and trying various treatments, she was unable to find relief," Dr. Ho says.

After beginning EvexiPEL therapy, the changes were remarkable. "Within the first several months, her family noticed the difference, and she was able to return to a large part of her former self. She later told me that she would never have made it out without the therapy." He adds, "She was in tears describing how much it helped her. That's the kind of impact this method has."

Likewise, Dr. Ho has seen EvexiPEL help numerous couples, many of whom have drifted apart as a result of symptoms of hormone imbalance like irritability, mood swings and depression.

"What I've seen is that testosterone therapy, for both sexes, helps give patients, not only more energy for their relationship, but it just allows one to not react as quickly and off the handle as they did before. And I find that that is the main glue that helps to bring couples back together," said Dr. Ho.

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—Dr. B.J. Ho

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EMPOWERING A THRIVING PRACTICE



Incorporating EvexiPEL into his practice not only improved patient outcomes but also helped Dr. Ho build a stronger, more efficient clinic.

"I probably see 200 to 250 patient visits monthly in my practice alone," he says. "EvexiPEL has allowed me to deliver a level of care that patients trust and seek out. When patients see these results, they keep coming back. Retention is above 90%—that kind of satisfaction is incredible."

Dr. Ho also credits EVEXIAS for providing the training and resources necessary to implement the method effectively.

"The training was individualized and thorough," he explains. "They offer online modules and in-person national training, which is invaluable. Sitting in lectures and interacting with educators like Dr. Terri DeNeui—it's a night and day difference compared to just reading or watching videos. They make sure the provider feels confident in what they're implementing."

Complementary to medicine, the EvexiPEL Method also involves training around business strategies that can boost patient education and treatment efficacy. For instance, Dr. Ho's practice relies on EVEXIAS-provided patient questionnaires that can help to better pinpoint patient concerns, and patient education literature that keeps them engaged with their treatment.

"There are patient pamphlets, posters, there are QR-code text campaigns with video," said Dr. Ho. "There's only so much that we can educate or get across in a single appointment, so this patient education helps to reinforce some of the key concepts."

Dr. Ho says the patented nature of the featured pellets of the EvexiPEL Method, and the "mountain" of scientific support that backs their safety and efficacy, is another significant advantage of using EvexiPEL in his practice.

"EvexiPEL has the only patented pellet formulated in a 503B FDA registered facility in the United States," Dr. Ho says. "That makes a difference. It's part of why patients experience more comfortable insertions and very low complication rates."

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—Dr. B.J. Ho

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A VISION FOR INTEGRATIVE MEDICINE

Inspired by his success with EvexiPEL, and all that he's learned throughout his nearly two decades in private practice, Dr. Ho and his wife have taken the bold step of opening their own wellness and longevity clinic.

"At the end of this year, I'm leaving private practice to pursue a more comprehensive approach to health and wellness," he said.

The new clinic builds on his work with EvexiPEL, integrating additional therapies and holistic practices to offer patients a broader range of care.

"Hormone therapy with the EvexiPEL Method will be the base," he explains. "We're also focusing on integrative medicine, advanced nutraceutical support, peptides and more. The goal is to optimize health and longevity while helping patients achieve their individual goals."

This shift is bittersweet for Dr. Ho, who has spent years building strong relationships within his private practice. However, he is excited about the opportunity to focus on a model that allows for even deeper patient engagement and care.

"This will give me more time to connect with patients and provide care in ways that aren't possible within the constraints of the insurance model," he says.



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A PARTNERSHIP BUILT ON TRUST

For Dr. Ho, the support and ethos of EVEXIAS Health Solutions have been integral to his journey, and without his work with the brand—which now involves teaching other practitioners how to utilize the EvexiPEL Method—he would not be where he is today.

“I encountered other companies before finding EVEXIAS, and I really disliked their money-focused, sales-directed approaches,” he says. “With EVEXIAS, the focus has always been on patient outcomes and provider support. They’ve created a model that allows us to deliver care that is safe, effective, and patient-forward.”

The culture at EVEXIAS has also left a lasting impression and inspires him to continue working with EVEXIAS. “It’s a very intentional, almost family feel,” Dr. Ho said.

Looking ahead, Dr. Ho is optimistic about the future of medicine and the role that EvexiPEL and integrative approaches will play, citing that EVEXIAS has a “huge vision” to change healthcare and health outcomes in the U.S.

“We’re working against stigma in the industry—there’s this idea that hormone therapy is dangerous or lacks value. EVEXIAS combats that with science, education, and a human-centered approach,” he said.

Drawing on that vision, Dr. Ho’s new integrative health clinic will operate from two locations in Phoenix. As he builds this new chapter, he knows his partnership with EVEXIAS will continue to help him provide compassionate, innovative care that empowers his patients.



UNLOCK YOUR POTENTIAL WITH EVEXIPEL

DR. B.J. HO'S STORY

is a testament to the ground-breaking power of innovations. As a patient, you now have the incredible opportunity to receive personalized, state-of-the-art treatments.



EVEXIAS Health Solutions

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