

Integrating Cash Services into Your Practice



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COLLABORATIVE™
PRACTICE SOLUTIONS



TOP PRACTICES
PRACTICE MANAGEMENT INSTITUTE

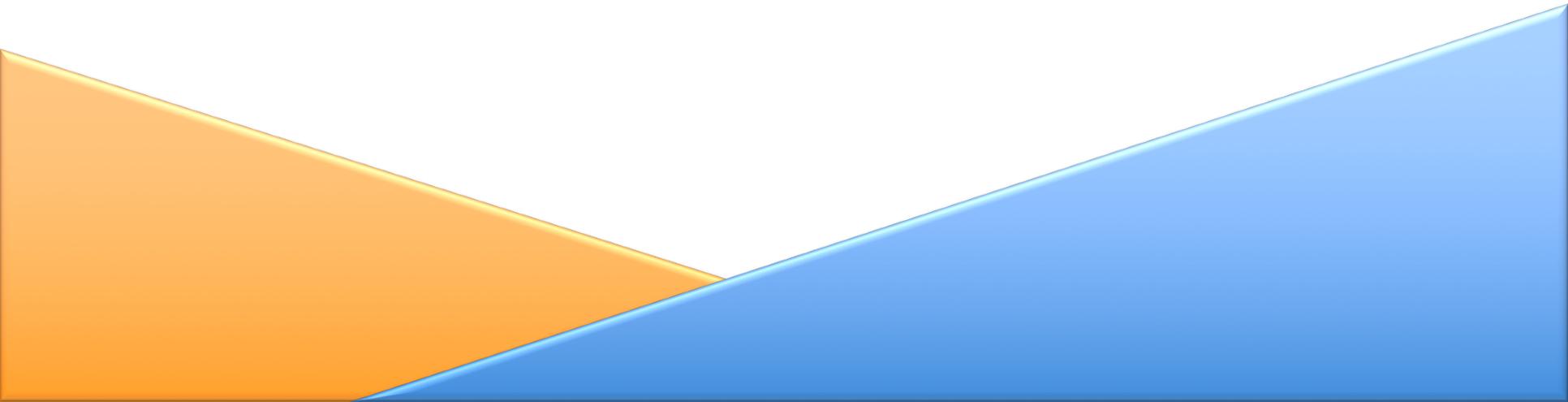
Points of Confusion



Cash Practice:

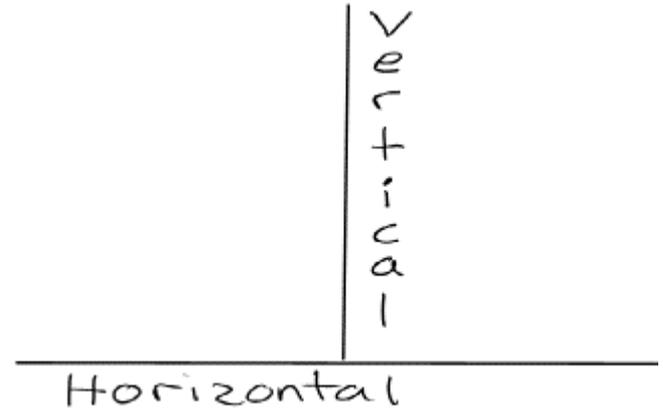
We are NOT talking about "concierge," "boutique," practice.

We are talking about vertical integration of ancillary services for growth.



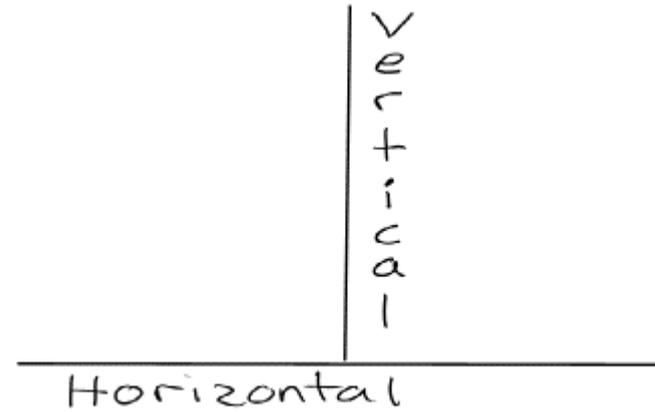
Horizontal growth

- More patients
- More treatment rooms
- Other locations

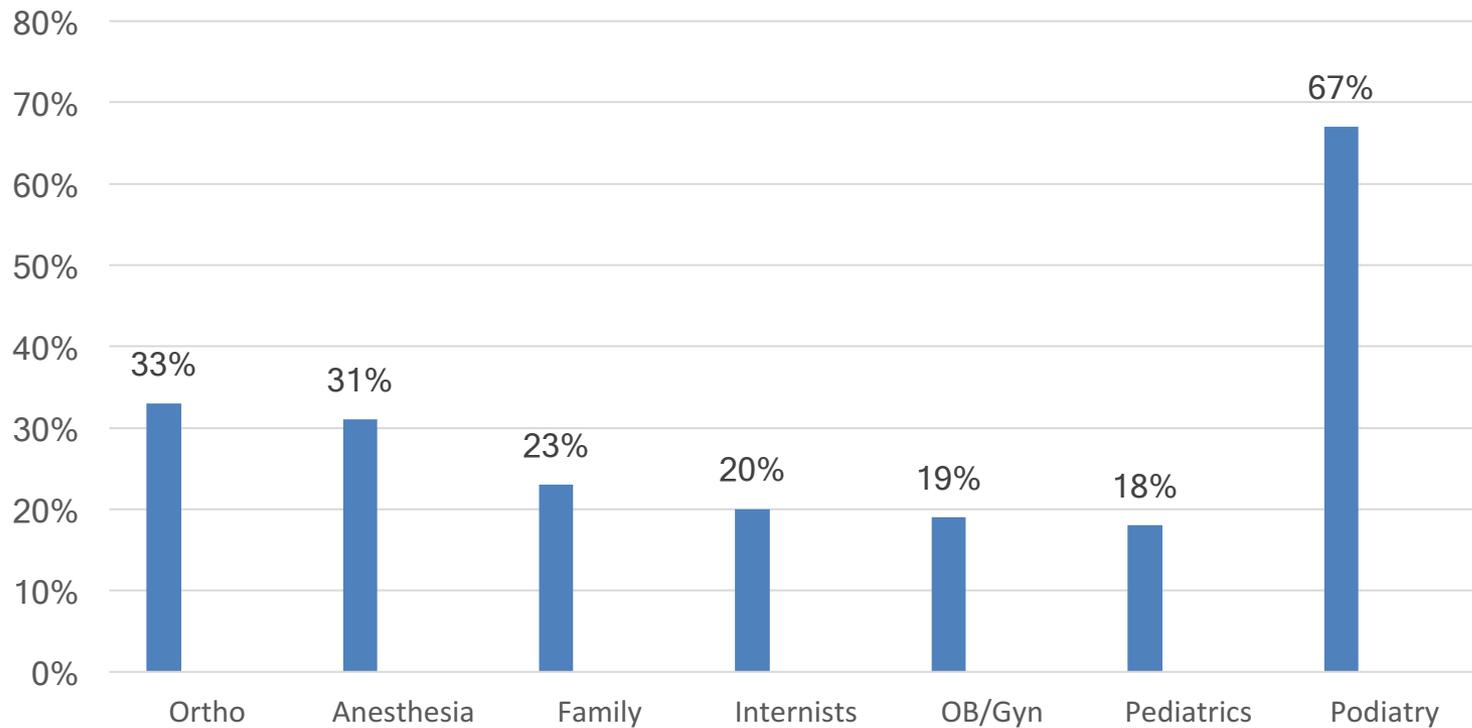


Vertical growth

- More ancillary services



Ancillary Services



*Medscape data 2016
PM News Survey 2017

Disadvantages



- Investment
- Lower pool of prospective patients
- Higher cost of customer acquisition
- Demographic challenges

Advantages

- New Revenue Stream
- One Stop Shopping
- Improved Compliance
- Niche Marketing
- Higher Margins!



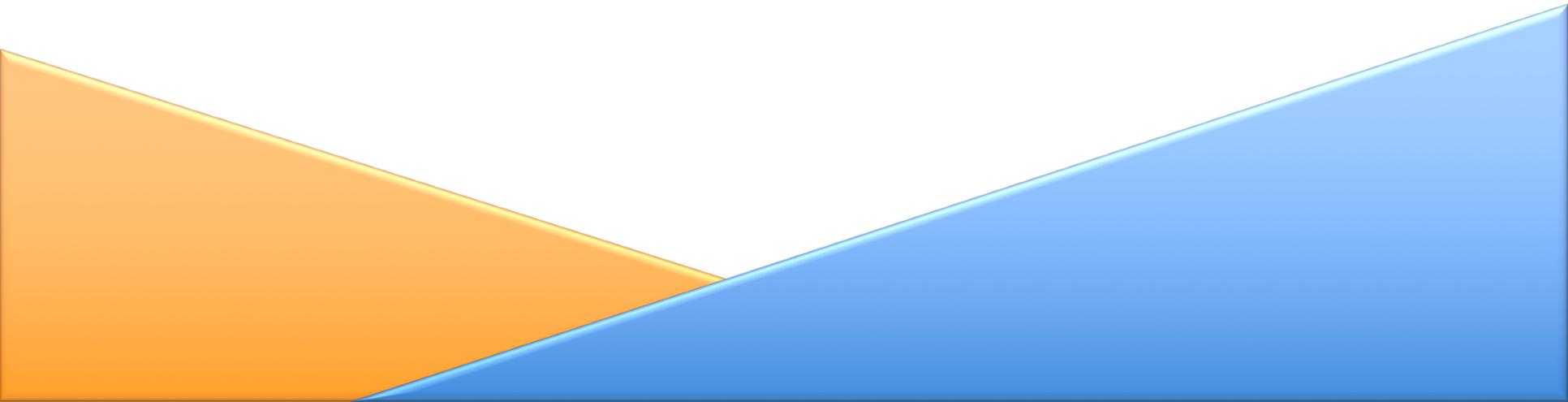
It Takes an Investment

*If you need something...you pay for it whether
you buy it or not!*

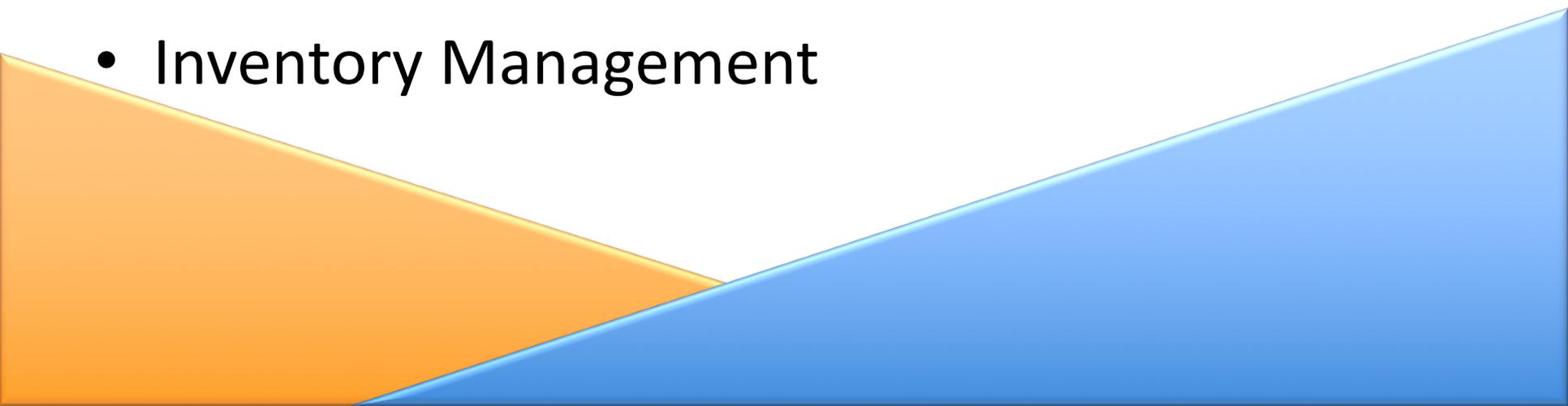


Due Diligence

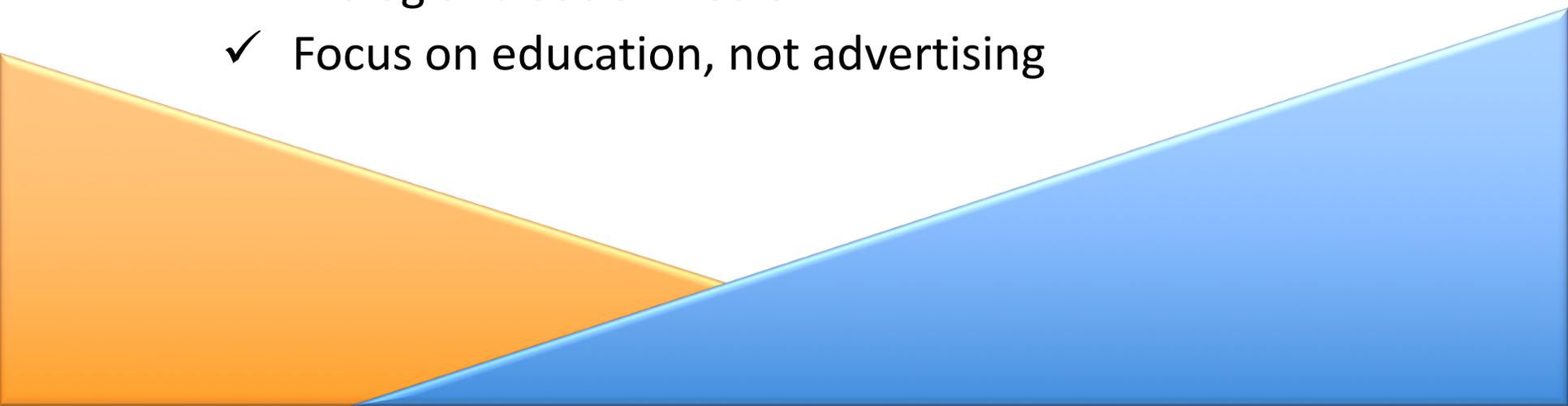
“The 60 Day Feasibility Study”



Considerations

- Marketing- You're at the right conference!
 - Pricing – “supply and demand”
 - Financing -lease versus buy
 - Break even – allocate ALL costs
 - Consumer Payments
 - Inventory Management
- 

Important Tips...

- ✓ Market research
 - ✓ A unique website design
 - ✓ An honest consultation
 - ✓ A library of information just for your patients
 - ✓ A blog and social media
 - ✓ Focus on education, not advertising
- 

What's Right for You?

- OTC Products
 - Spa Services
 - Laser Treatments
 - Cosmetic Procedures
 - Nutrition/Neuropathy Treatments
 - Shock Wave
 - DMEs
 - Shoes/Sneakers
 - Much More.....
- 

Your List...



You have heard this before...but the single most effective marketing strategy for newly integrated services will be **your list!**

What Your Entrepreneurial Colleagues Are Doing...



Thank You!

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