



INVESTING IN TECHNOLOGY

UNDERSTANDING RETURN ON INVESTMENT
(ROI)

THE POWER OF SMALL NUMBERS MULTIPLIED OVER TIME



A decorative graphic on the left side of the slide, consisting of a network of light blue lines and small circles, resembling a circuit board or a stylized tree structure.

**YOU NEVER PAY FOR
TECHNOLOGY FOR
CASH-BASED SERVICES.**

YOUR PATIENTS DO!



The Three Numbers

1. What is monthly Investment?
(lease payment)
2. What is protocol cost?
3. How many patients are needed
to breakeven?



Example: \$70,000

- 1. Monthly Investment; \$1399**
- 2. Protocol \$700 ($\$70\text{Tx} \times 10\text{Tx}$)**
- 3. Two patients $\times \$700 = \1400 .**

Breakeven is two patients!



$\$1399 / \$700 = 2 \text{ Patients}$

Breakeven is two patients!

Your laser is paid for!



2% RULE: 100 PATIENTS A WEEK

100 patients X 2% = 2 patients

Week 1: 2 patients X \$700 = \$1,400

Week 2: 2 patients X \$700 = \$1,400

Week 3: 2 patients X \$700 = \$1,400

Week 4: 2 patients X \$700 = \$1,400

Profit \$4,200 X 12 = \$50,400



**ANNUAL PROFIT IS \$50,400
(400% ROI)**

MONTHLY INCOME / MONTHLY INVESTMENT = ROI

**Profit over life of lease:
\$252,000**

Principle: Small numbers multiplied over time = large numbers



Invest in Your Practice!

200 – 600% Return on Investment

You control educating patients

You control your marketing

You control your website

You control your Social Media

YouTube, Facebook,
Instagram & TikTok



Insurance & Cash

Dr. Kevin Sunshein

Ave \$2,100 a month

\$25,000* a year

\$125,000 5-year

*Does not include Neuropathy Revenue



100% Cash Practice

Dr. Joel Foster

Ave \$4,500 a month

\$54,000 a year

\$270,000 over 5-years



Insurance & RAP Cash

Dr Jennifer Sartori

Ave \$7,575* a month

\$90,907 a year

\$454,537 over 5-years

*BASED ON YTD

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Interview Doctors



EXPERT DISPENSING FOR THE MODERN MEDICAL PRACTICE

Reclaiming Influence: Your Patients Deserve Physician-Guided Care



Outline

- **Office dispensing** is the future of medical solutions.
- Patients will **invest** for better outcomes and QoL Gains.
- Proven **protocols** from top practices
- The **recipe** for successful recommendations.



\$2.31 Trillion: The U.S. Consumer Health Market



Your patients are buying health solutions

47% Gen Z get health info from social media

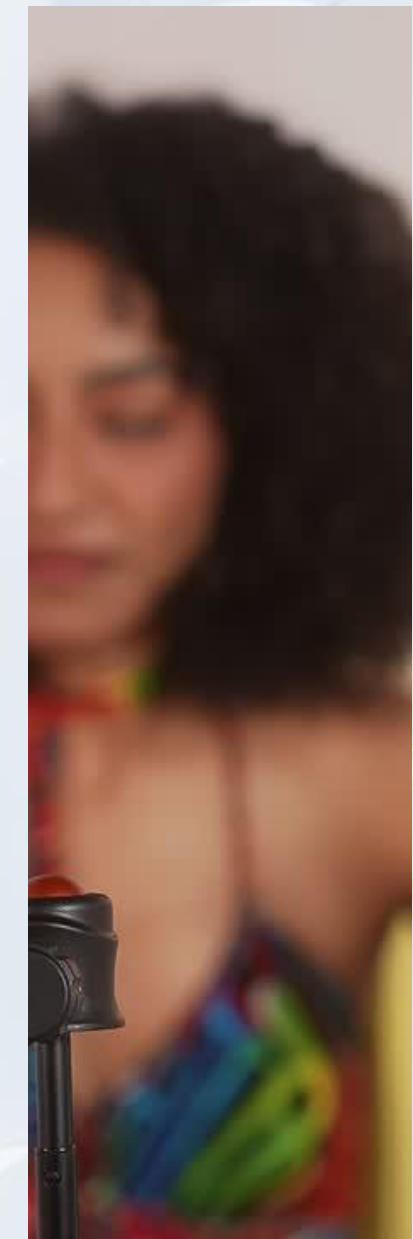
57% Boomers & 58% Gen X buy health products **online**





Influencers Are **Treating** *Your* Patients

- Health influencer marketing: **\$32.5B** (2025)
- Consumer Health spend: **\$4.1B** (2023)
- *How they are effective:*
Relate. Recommend. Repeat.



Physician Dispensing: Bring the *Expert* Back into Medicine



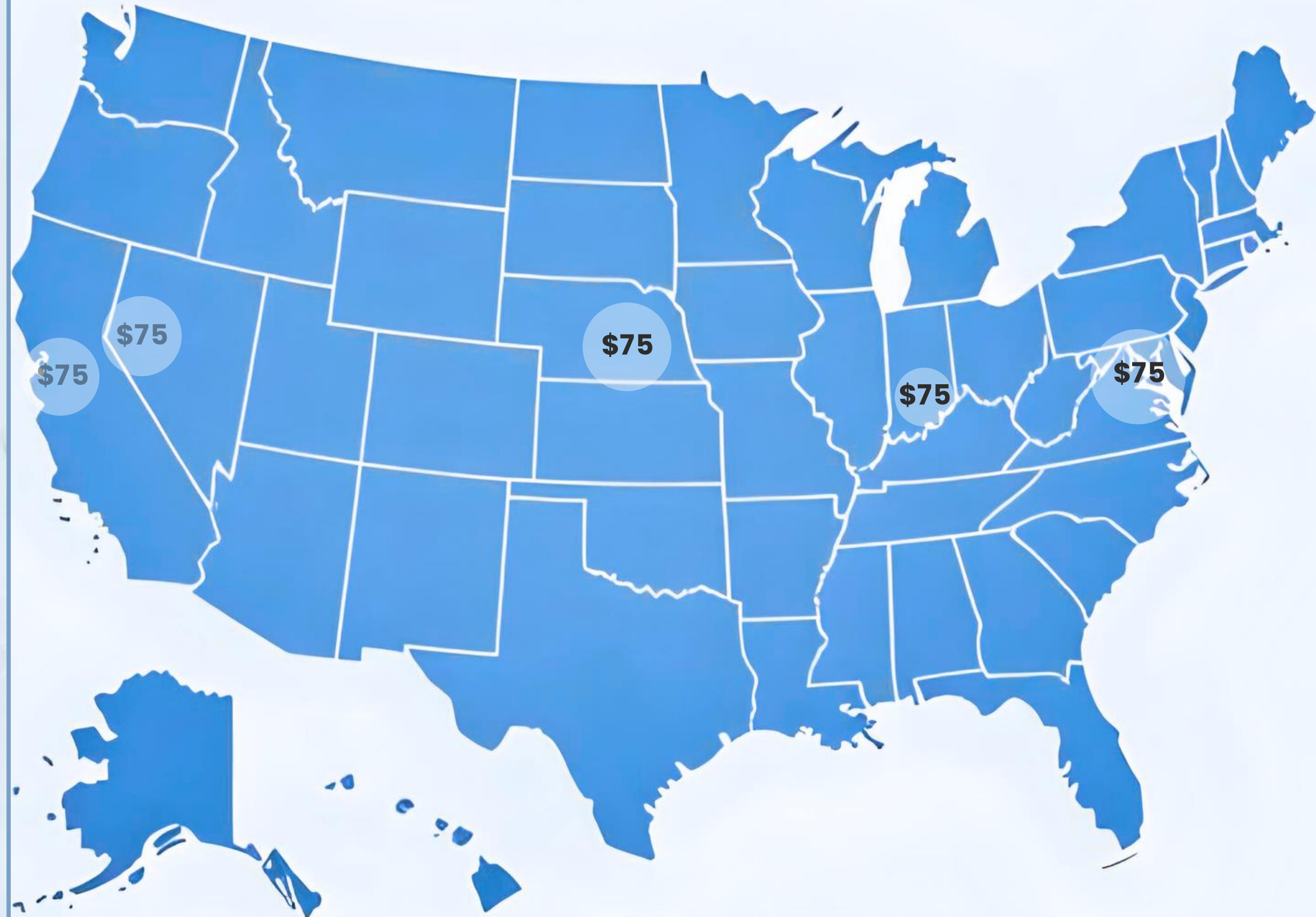
- Physician-dispensed product market: **\$83.7B** (2024) → **\$115.6B** (2032)
- Cosmeceuticals: **\$20.7B** (2024) → **\$44.6B** (2035)
- Be the ***access point*** for your patients' best outcomes.



Get out of your *own* way

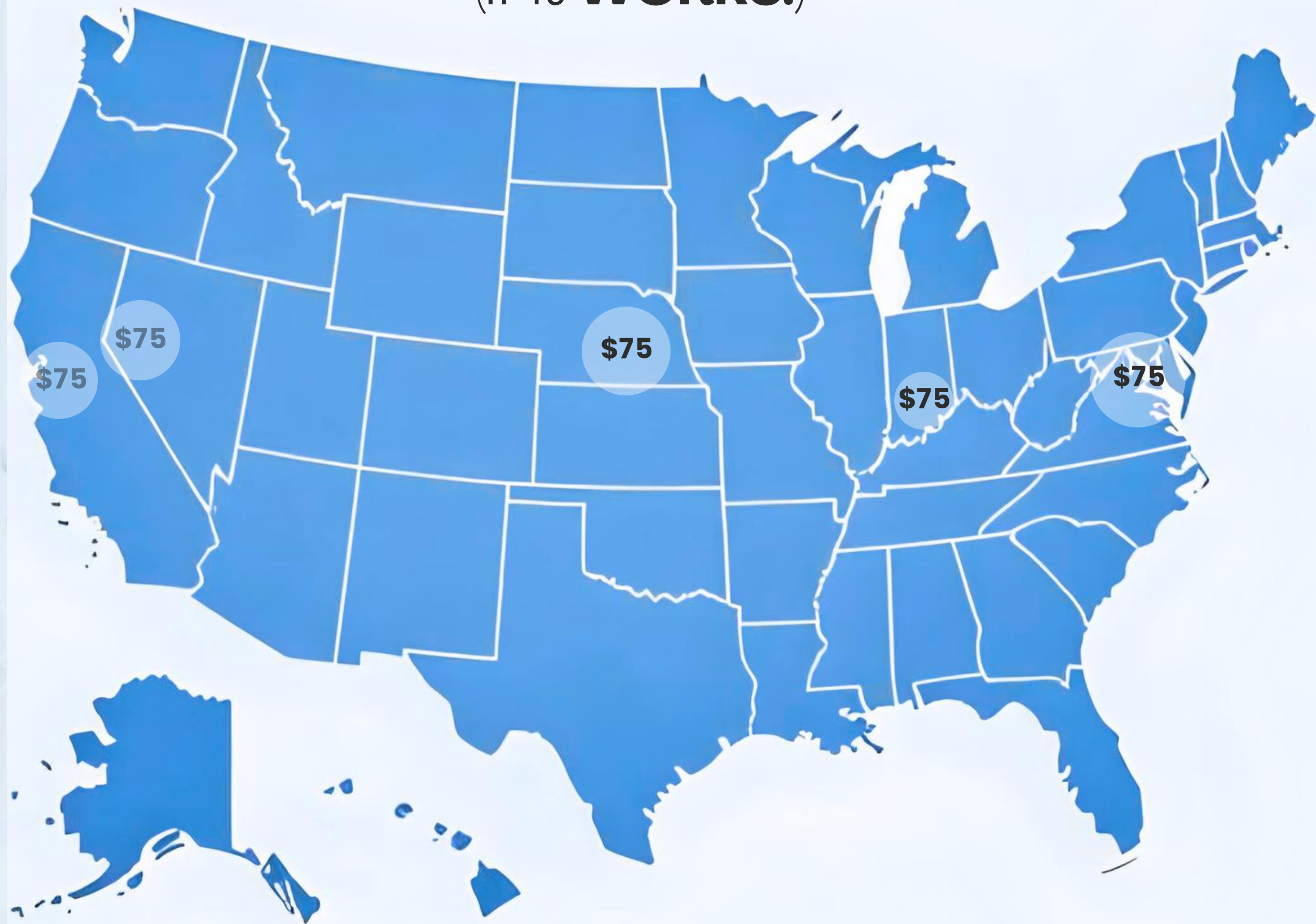
- San Francisco, CA
- Carson City, NV
- Grand Rapids, NE
- New Albany, IN
- Washington, DC

Patients all pay **\$75** for
Tolcylen's Nail Solution



Patients will pay...
(If it **WORKS!**)

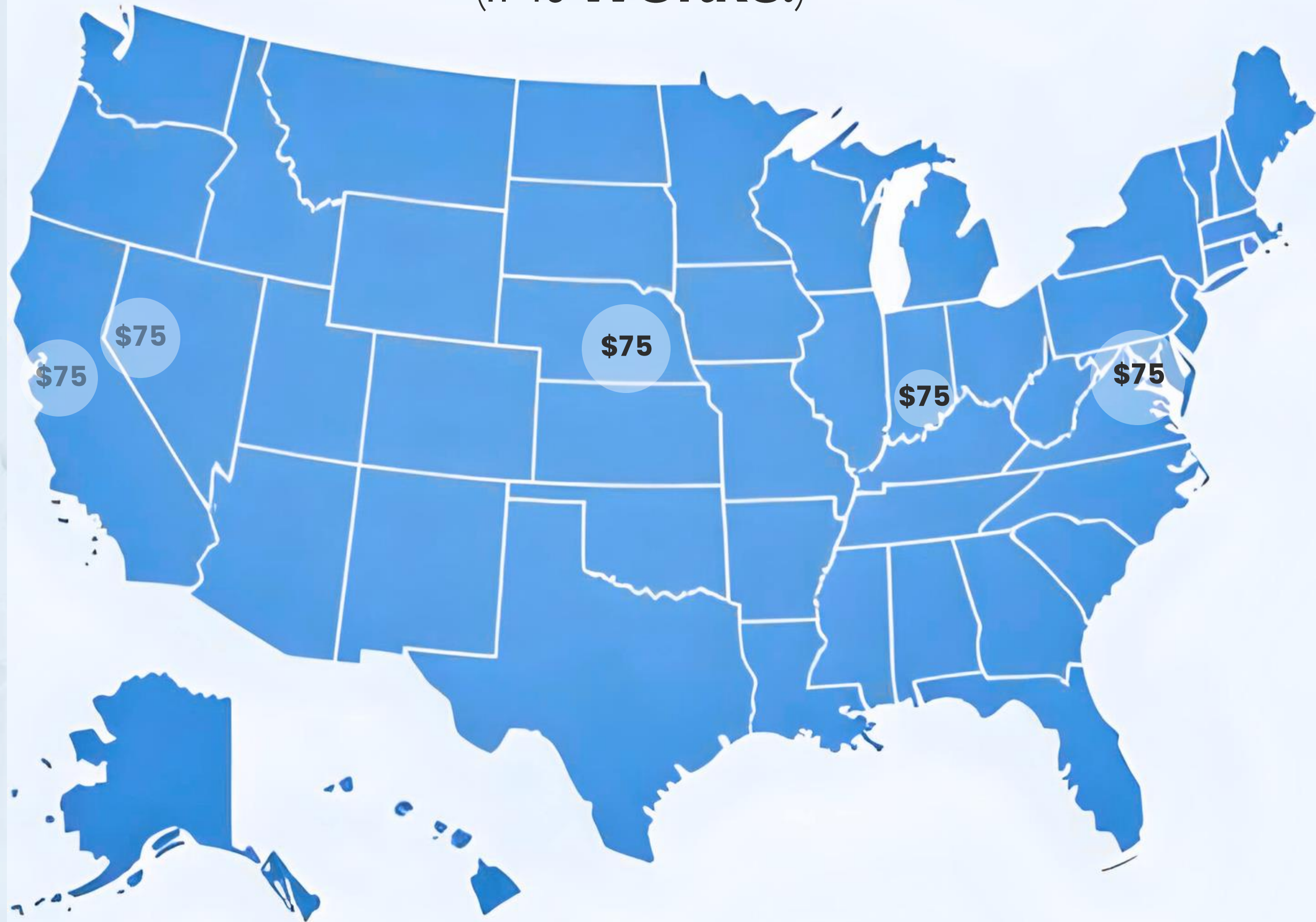
- Stop assuming: “My patients won’t pay”



Patients will pay...

(If it **WORKS!**)

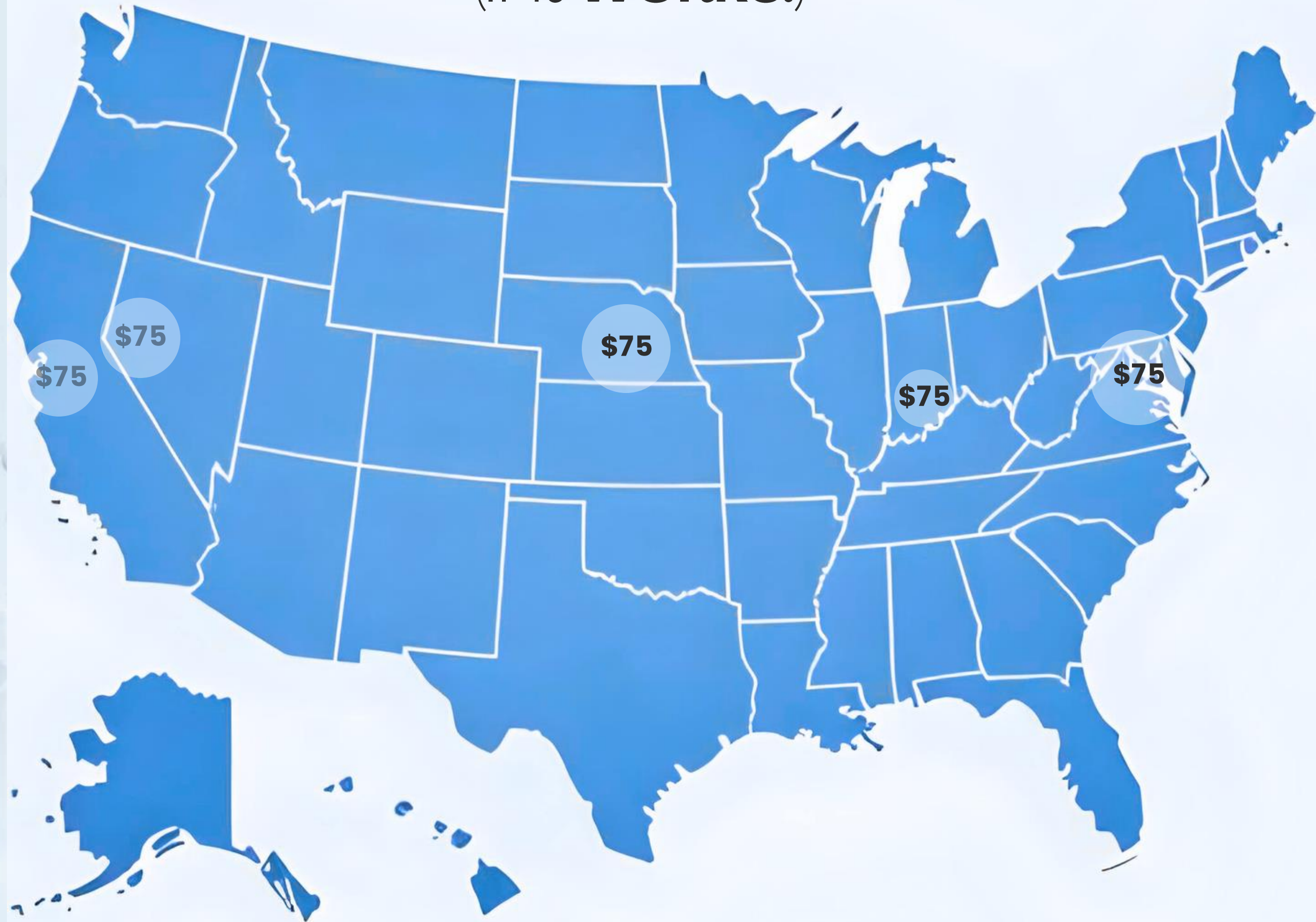
- Stop assuming: “My patients won’t pay”
- Patients WILL pay for what works



Patients will pay...

(If it **WORKS!**)

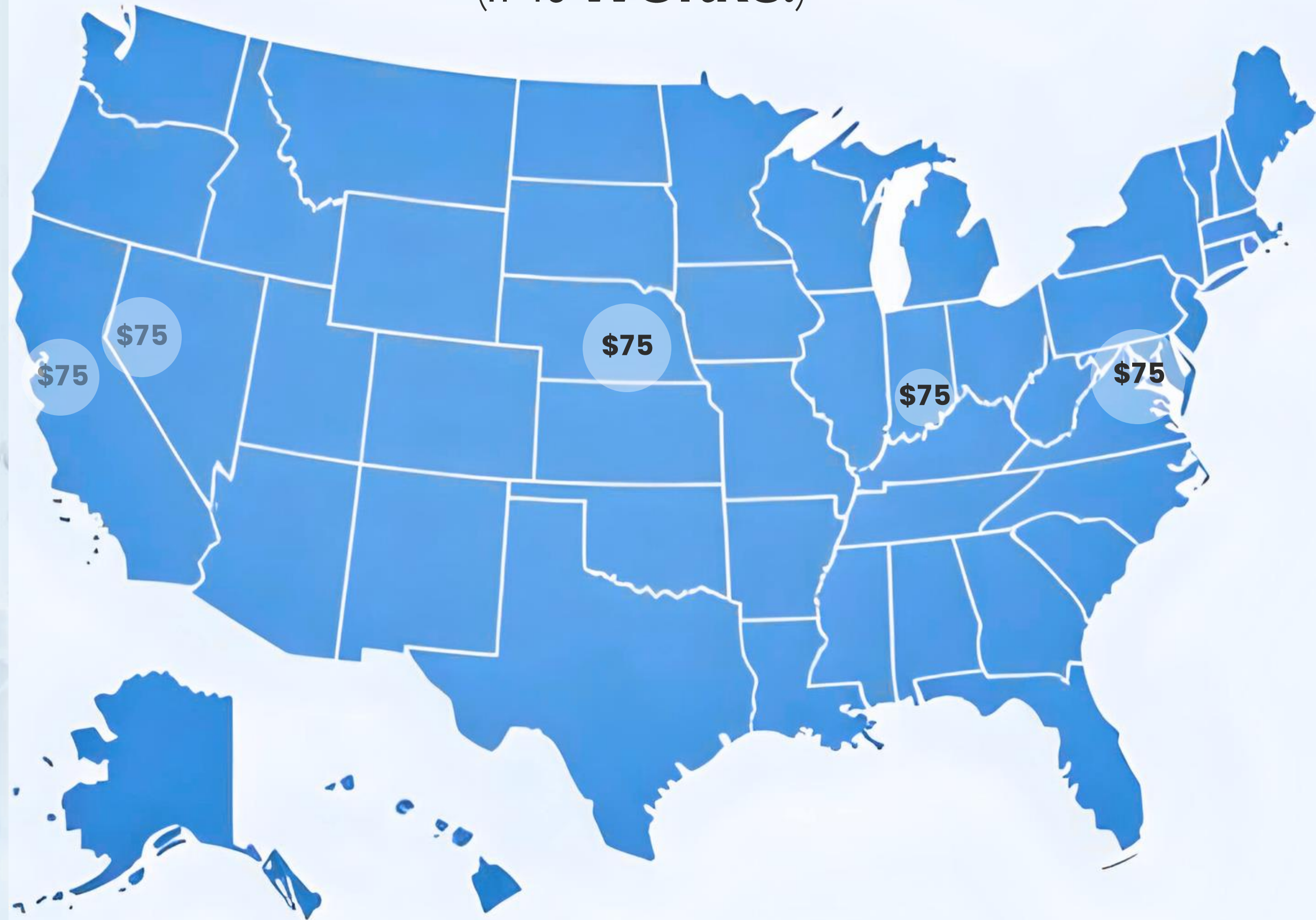
- Stop assuming: “My patients won’t pay”
- Patients WILL pay for what works
- Dispensing is not selling, it’s solving



Patients will pay...

(If it **WORKS!**)

- Stop assuming: “My patients won’t pay”
- Patients WILL pay for what works
- Dispensing is not selling, it’s solving
- Shift patients from: spending→investing



**WATCH
WHAT HAPPENS
WHEN YOU...**



Analyze

Your current solutions to
Reduce Inventory +
Increase Outcomes



Protocols

Simple & Consistent
within highest volume
clinical opportunities



Recommend

Only clinically superior,
peer-reviewed products



DISCLAIMER...

How They Do It: The *RECIPE* for success!



Products & Services

Stock only proven,
science-backed
products

**NOT ALL SOLUTIONS ARE
CREATED EQUAL.**

THIS RECIPE ONLY WORKS IF THE PRODUCTS/SERVICES WORK.

How They Do It: The *RECIPE* for success!



Products & Services

Stock only proven,
science-backed
products



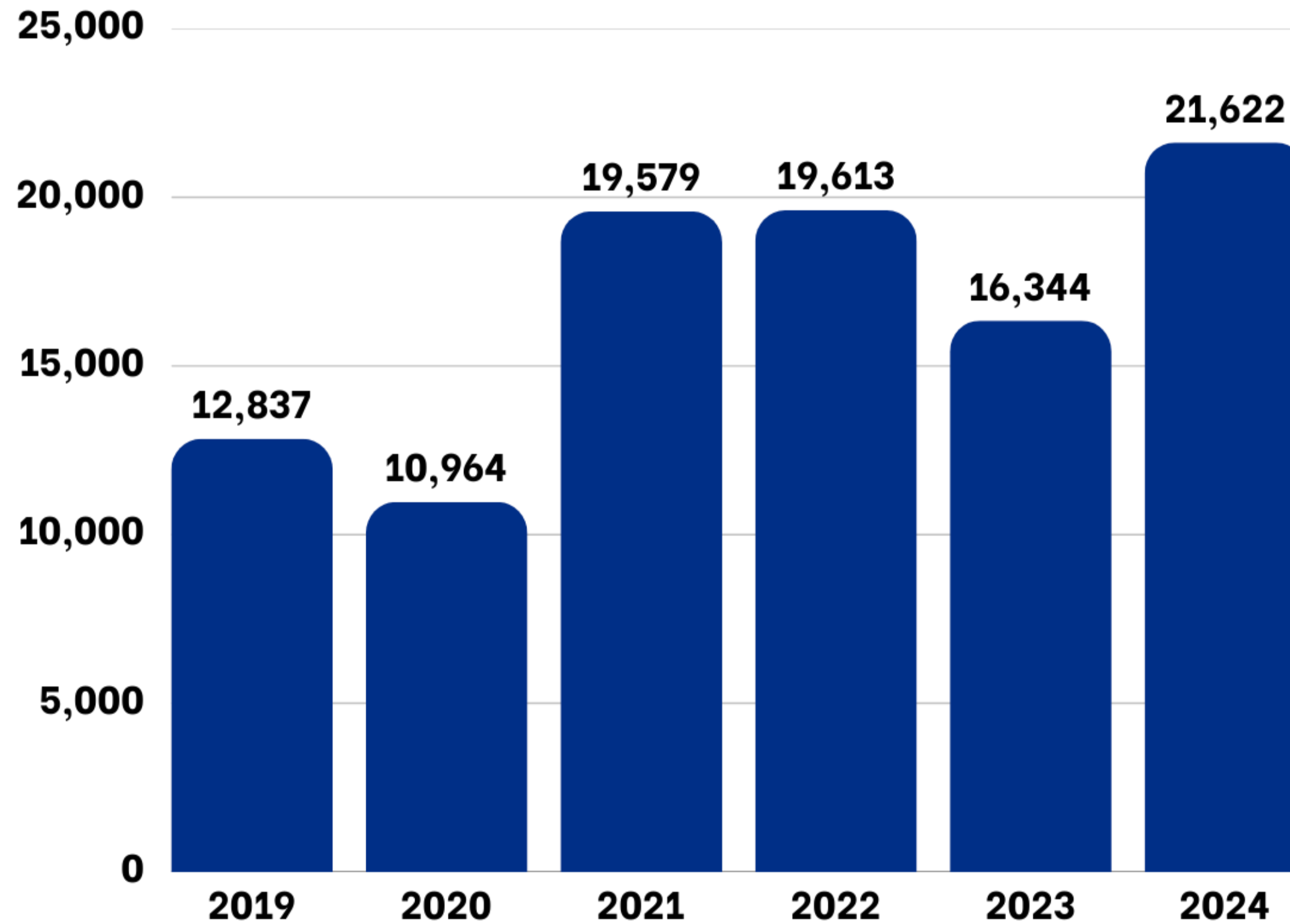
Protocols

Set treatment
protocols for
*your highest
volume conditions*



TOLCYLEN PRODUCTS NET PROFIT

TN Based Practice | Before Implementation



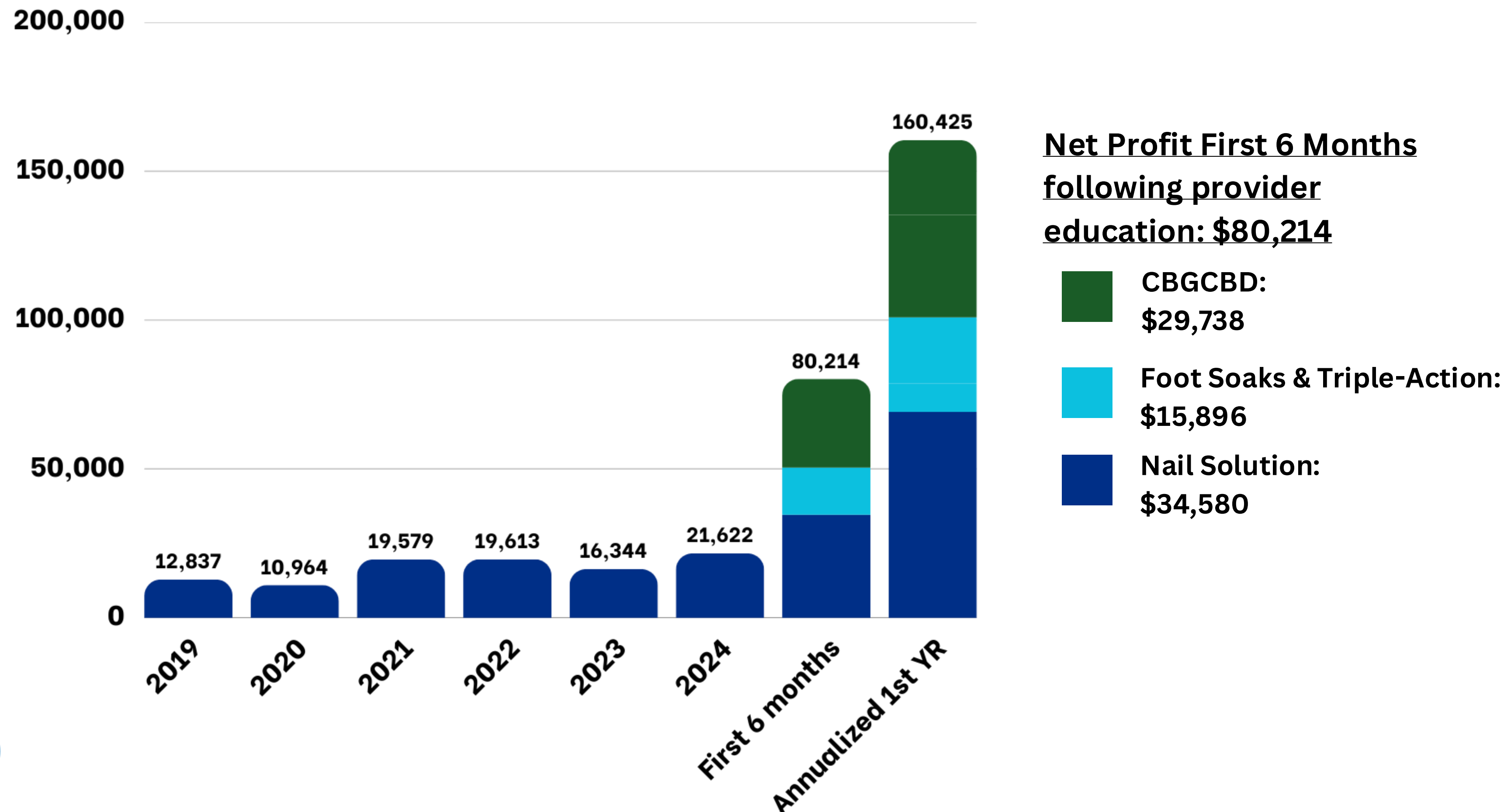
Top Dispensing Practices All:



- Identify highest volume conditions
- Evaluate current solutions
- Achieve full medical staff buy-in
- Established proven protocols
- Educate & re-educate for success

TOLCYLEN PRODUCTS NET PROFIT

TN Based Practice | Provider Education Impact



PROTOCOL PER PROVIDERS: **ONYCHOMYCOSIS**



Nail Solution

BID 6+ months



Active Condition Soak

*1 scoop nightly or
every other night
for 21-42 days*



Shoe Spray



Nail Solution

BID 6 months

PROTOCOL PER PROVIDERS: NON-FUNGAL DYSTROPHY



Nail Solution

BID to clearance



Prevention Soak

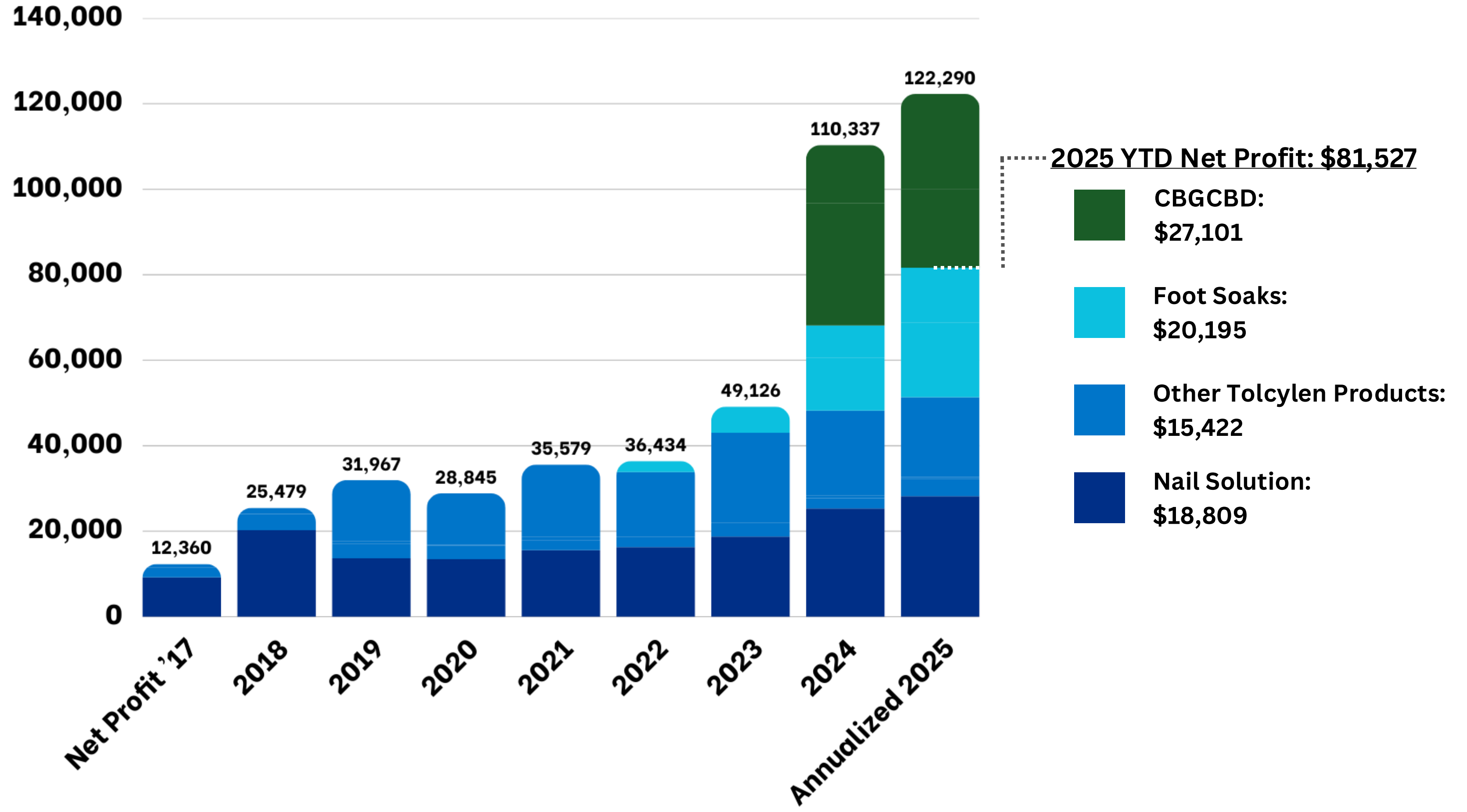
*1-2x weekly for
25-50 weeks*



Shoe Spray

TOLCYLEN PRODUCTS NET PROFIT

DC Based Solo DPM | New Products Implementation



PROTOCOL PER PROVIDERS: PERI-OPERATIVE



Active Soak**

3 nights before sx,
4 nights post-
suture removal



30mL CBG CBD

Post-suture
removal

PRE & POST OPERATIVE CARE
SOAKING REGIMEN

Dear Patient,

In preparation of your upcoming procedure, your surgeon recommends that you soak 5 nights before surgery & 5 nights after surgery, following suture removal. The goal of this treatment is to remove dirt, oils, and potential contaminants from your feet, ensuring a clean surgical site, and helping to prevent postoperative infections.

1

MATERIALS NEEDED:

- Tolcylen Therapeutic Soak Formulation 10.5oz:
 - Read product instructions fully before soaking.
- Clean foot soak basin/bucket
- Clean towel

2

SOAKING INSTRUCTIONS

- Fill clean basin with warm water (just enough to submerge the feet fully, **about 2 inches of water**).
- Add **2 scoops** of the Therapeutic soak formulation
- Stir the water gently until formulation is mixed well
- Soak 10-20 minutes

3

RINSING & DRYING

- After soaking, **do not rinse your feet**
- Gently pat them dry with a clean towel to allow for the ingredients to continue offering therapeutic support after your soak.

4

SCHEDULE & ADDITIONAL INSTRUCTIONS

- Before surgery, soak nightly for 5 nights. If advised by your surgical team, you may also conduct a treatment the morning of the procedure.
- After suture removal at your follow up appointment, resume soak routine for 5 nights
- Avoid Additional Products: Do not apply any lotions, creams, or other topical products after this cleansing routine unless specifically instructed by your healthcare provider.
- Monitor for Reactions: If you experience any redness, irritation, or discomfort during or after the soak, discontinue use immediately and contact our office.

5

WE'RE HERE FOR YOU

Your safety and comfort are our highest priorities. Thank you for your active participation which allows us to provide you with the best possible care. If you have any concerns or need further clarification regarding this procedure, please do not hesitate to contact our office: (301) 963-8202

NATIONAL FOOT & ANKLE - POTOMAC, MD | WASHINGTON, DC | 101 545 4703

PROTOCOL PER PROVIDERS: **TINEA**



Triple-Action Cream

*BID to clearance,
then as needed*



Active Soak

*3 scoops nightly or
every other night
for 7-14*

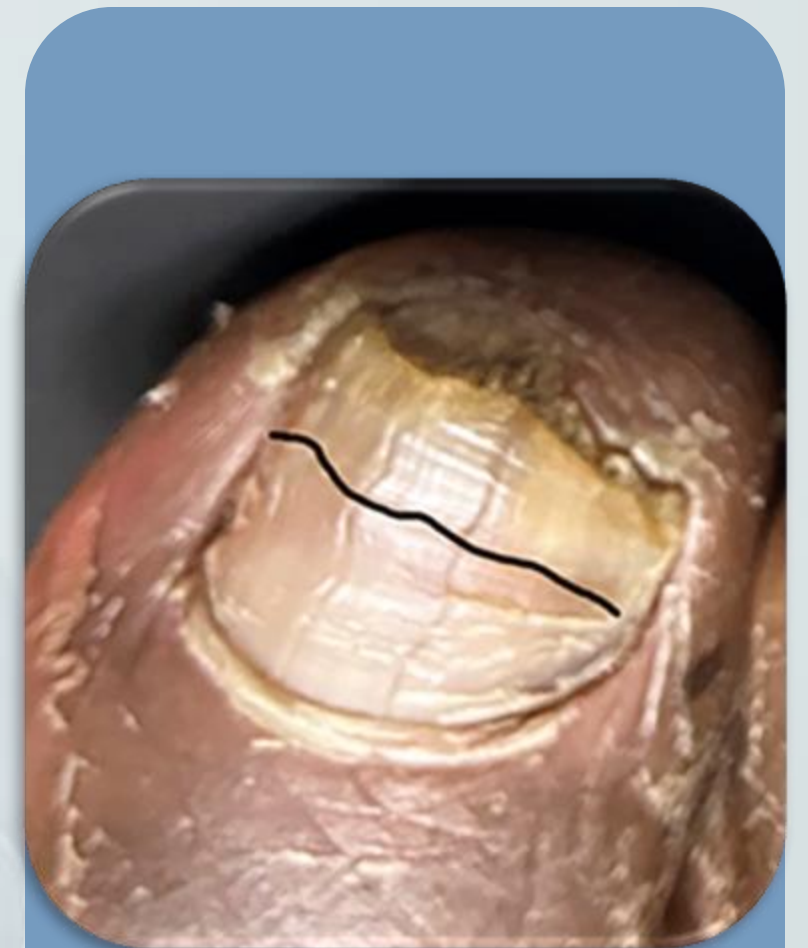


Shoe Spray





IF THE CONDITION IS HIGHLY RECURRENT, **TELL THEM.**



Make sure maintenance & prevention is part of your long-term plan

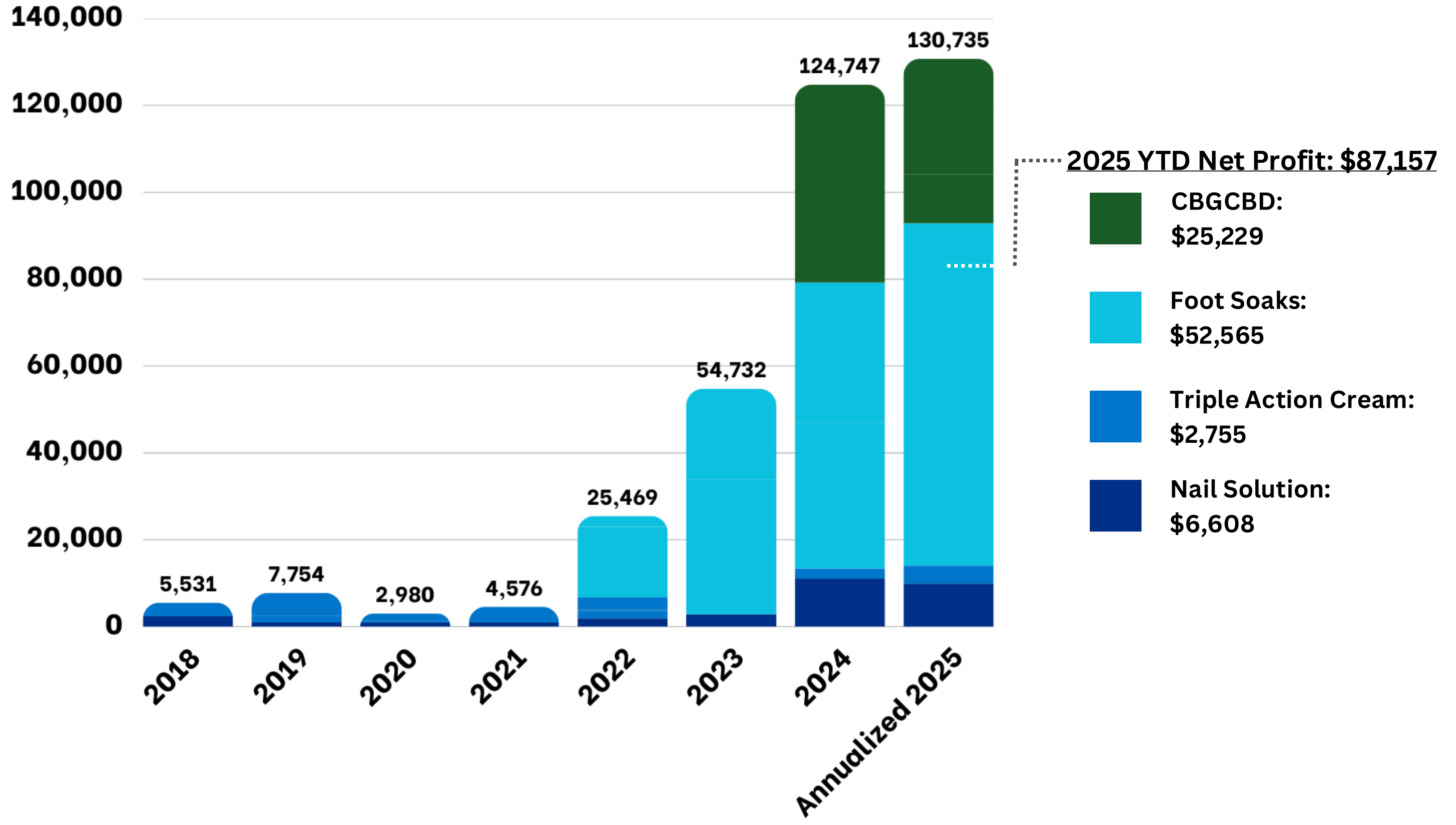
Prophylactic Environment Care



TO PROTECT THEIR **INVESTMENT**

TOLCYLEN PRODUCTS NET PROFIT

IN BASED SOLO DPM | New Products Implementation



PROTOCOL PER PROVIDERS: POST-NAIL PROCEDURE



Active Soak

*2 Scoops for 10
nights*

PROTOCOL PER PROVIDERS: **WARTS**



Active Soak + Swift



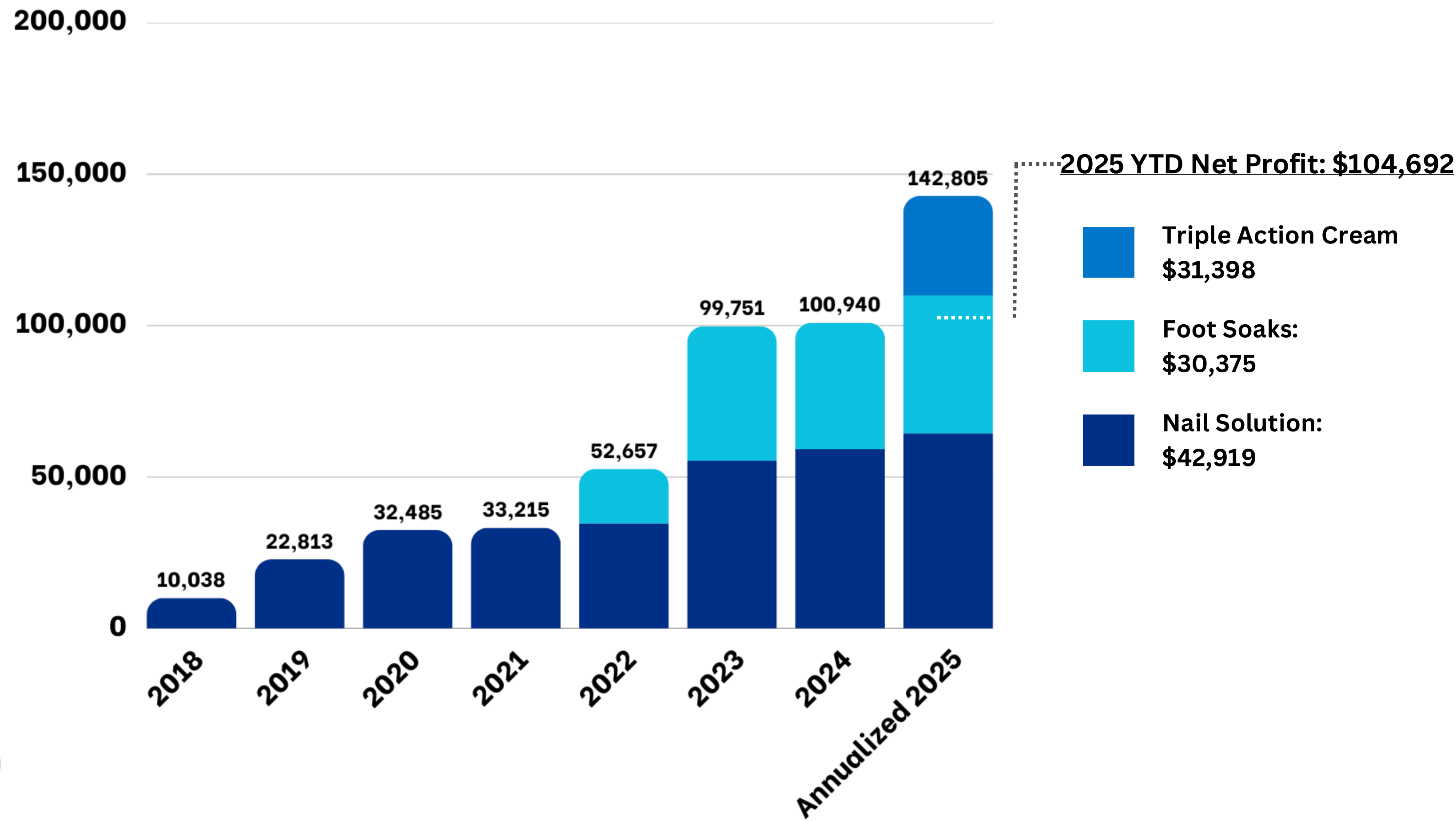
*17 YO male
History of multiple mosaic
verruca*



*15 soaks over 4 weeks
+3 Swift tx every 4 weeks*

TOLCYLEN PRODUCTS NET PROFIT

FL Based Solo DPM | New Product Impact



PROTOCOL PER PROVIDERS: CRACKS, XEROSIS, DIABETIC SKIN NEEDS



Triple-Action Cream

*BID to clearance,
then as needed*



Active Soak

*(If severe, acute, chronic)
3 scoops over
7-14 nights*

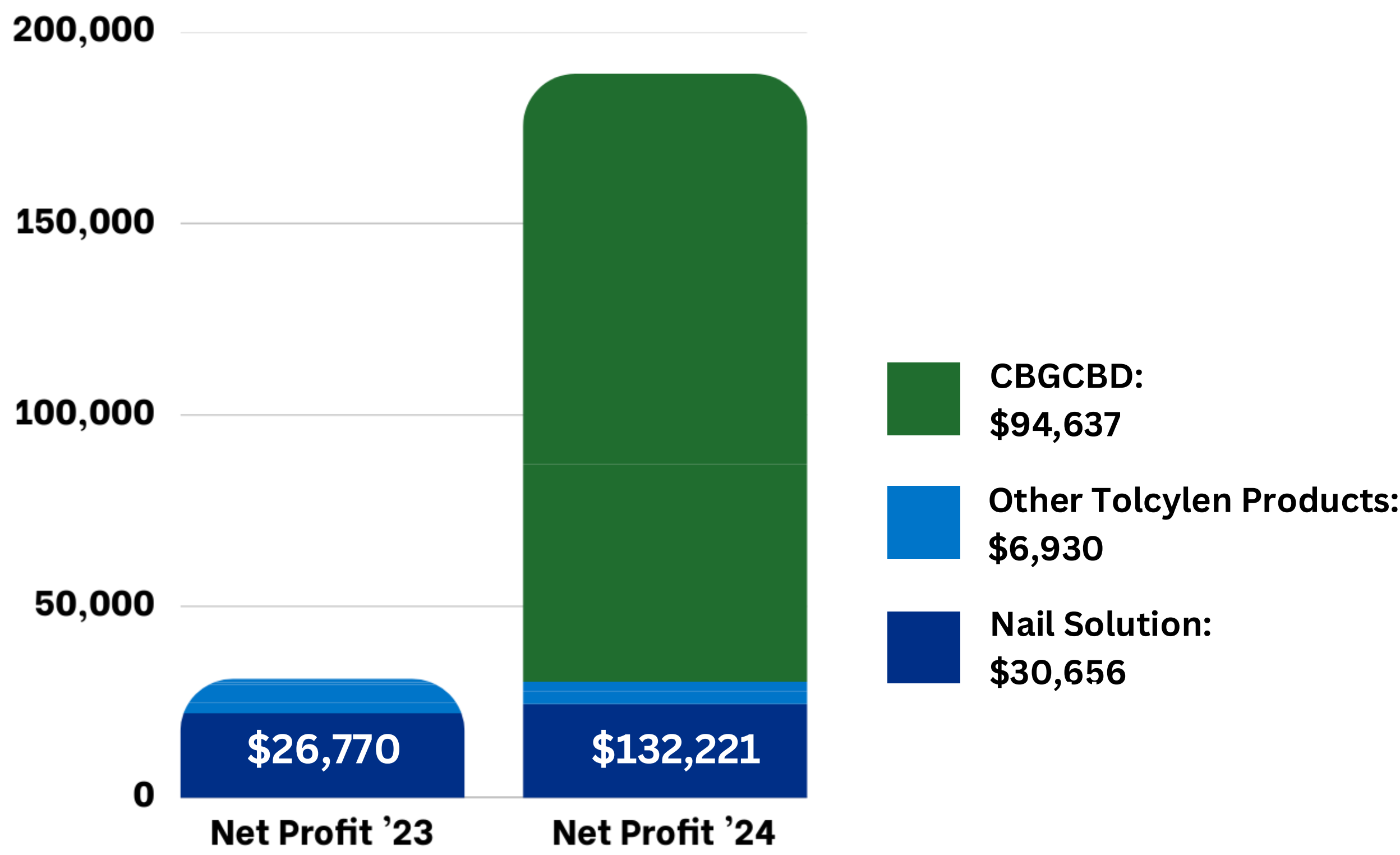


Shoe Spray



TOLCYLEN PRODUCTS NET PROFIT

SOLO DPM AZ | NEW PROTOCOL IMPACT





PROTOCOL PER PROVIDERS: HEEL PAIN, TENDONITIS, NEUROPATHY, ARTHRITIS, SPRAIN, NEUROMA, ETC.



CBG/CBD

In-office application

PROTOCOL PER PROVIDERS: HEEL PAIN, TENDONITIS, NEUROPATHY, ARTHRITIS, SPRAIN, NEUROMA, ETC.



CBGCBD



MLS Laser Therapy

*In-office application
5 minutes before...*

Actual Patient: Severe pain from OA and RA foot deformities





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STANDING



36%

11:31 AM

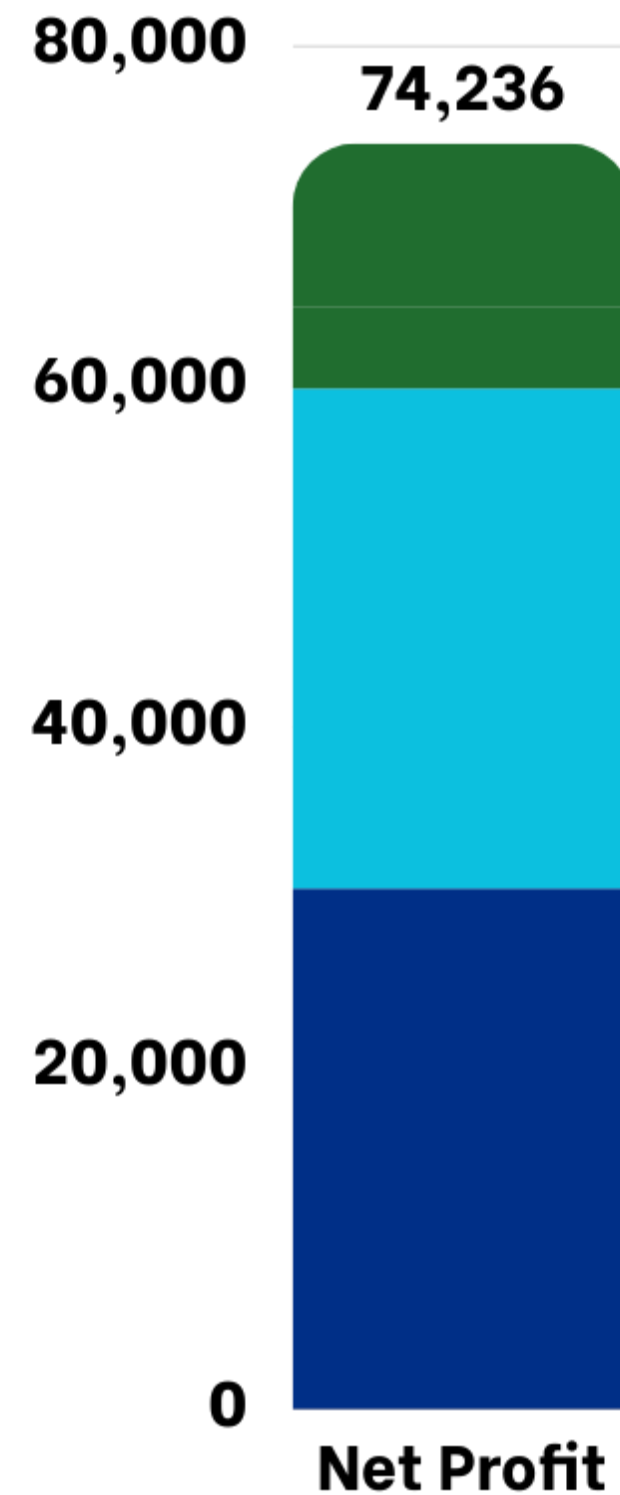
4/10/2024

So if we look at the feet,




acer

TOLCYLEN PRODUCTS NET PROFIT

TOP PRAC MEMBER | NEW PRODUCT LINE IMPACT



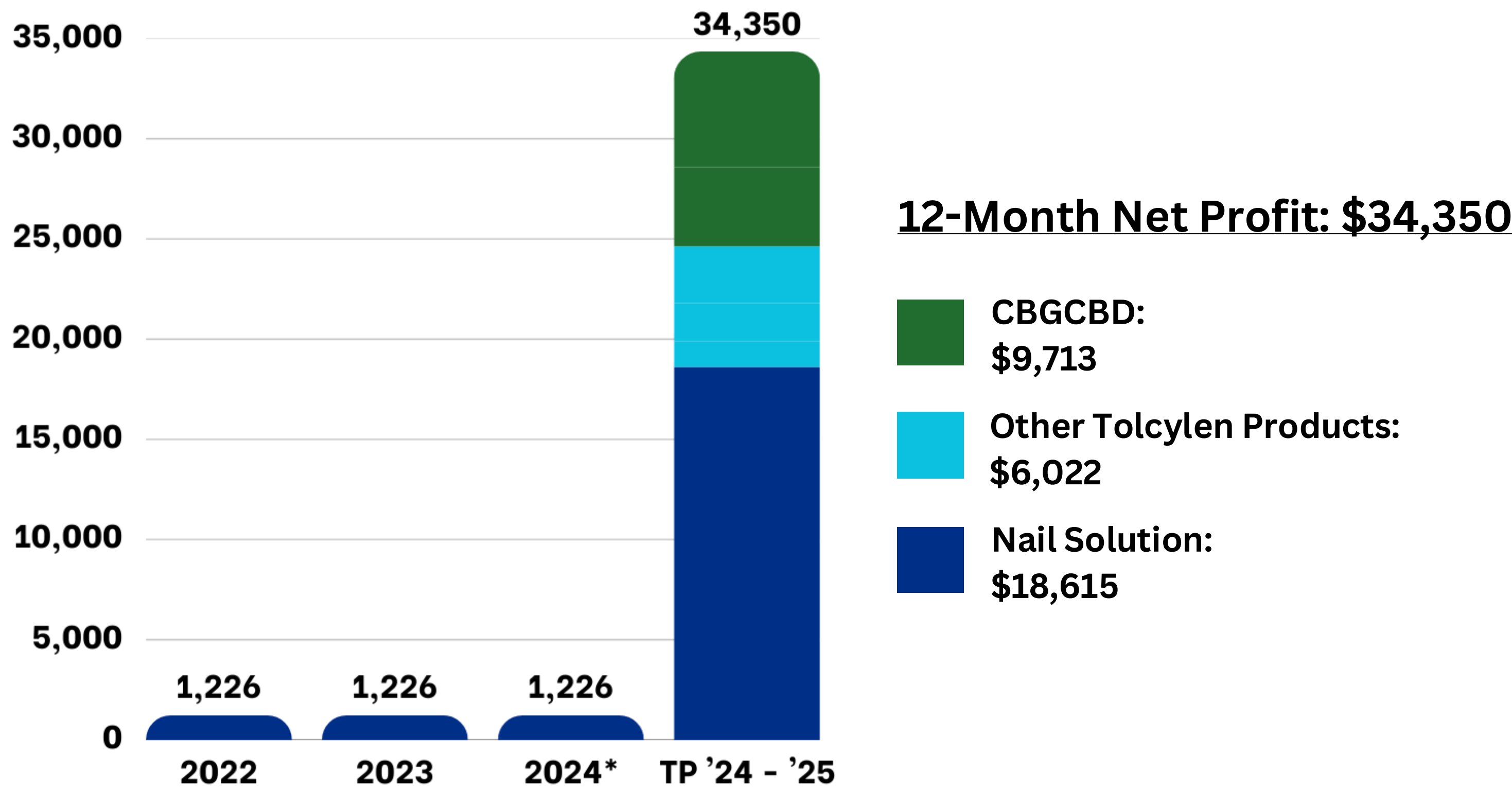
**Net Profit First 11 Months
Tolcylan Products: \$74,236**

-  **CBGCBD:**
\$14,351
-  **Other Tolcylan Products:**
\$29,333
-  **Nail Solution:**
\$30,552



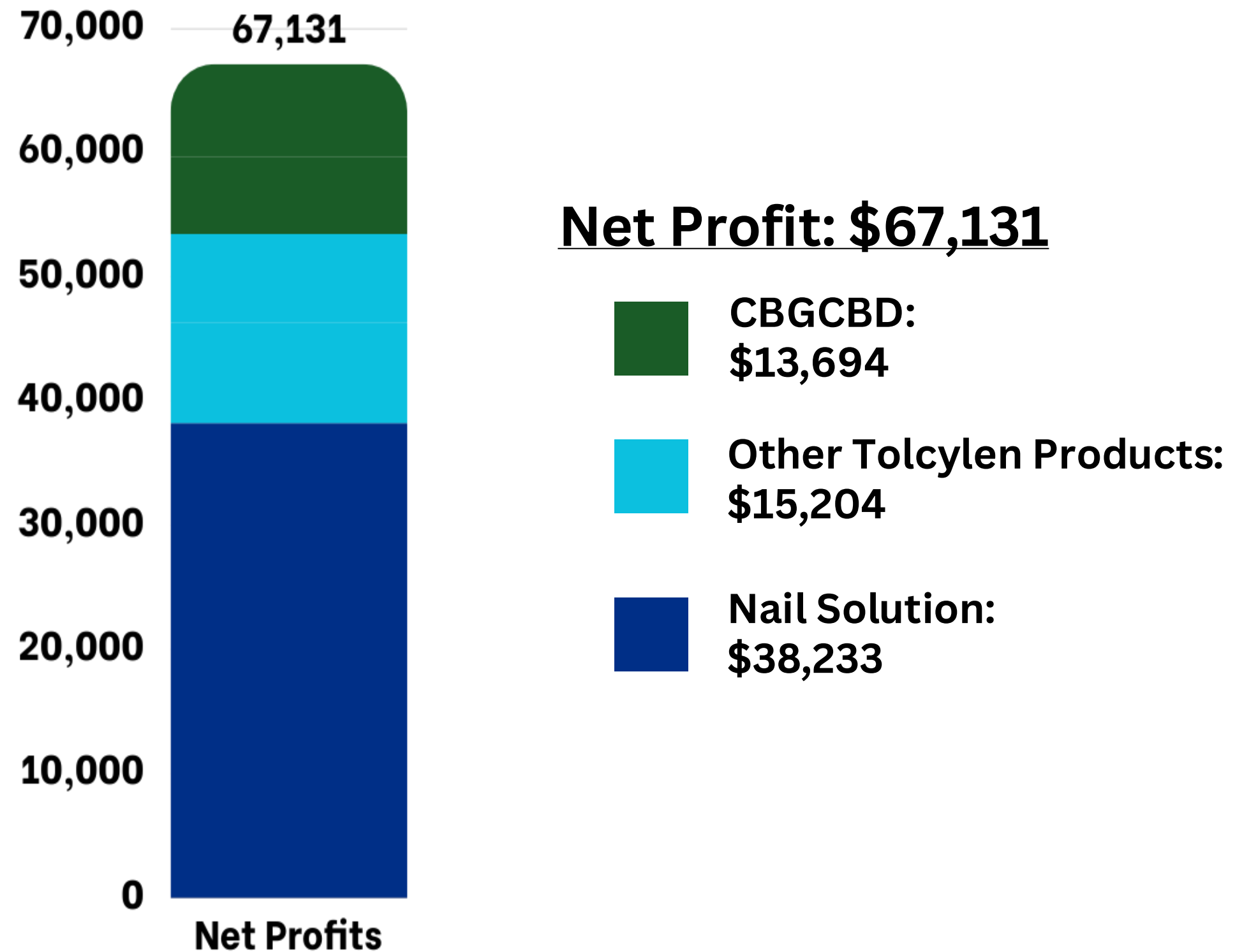
TOLCYLEN PRODUCTS NET PROFIT

DR. RICHER | PROVIDER IMPACT



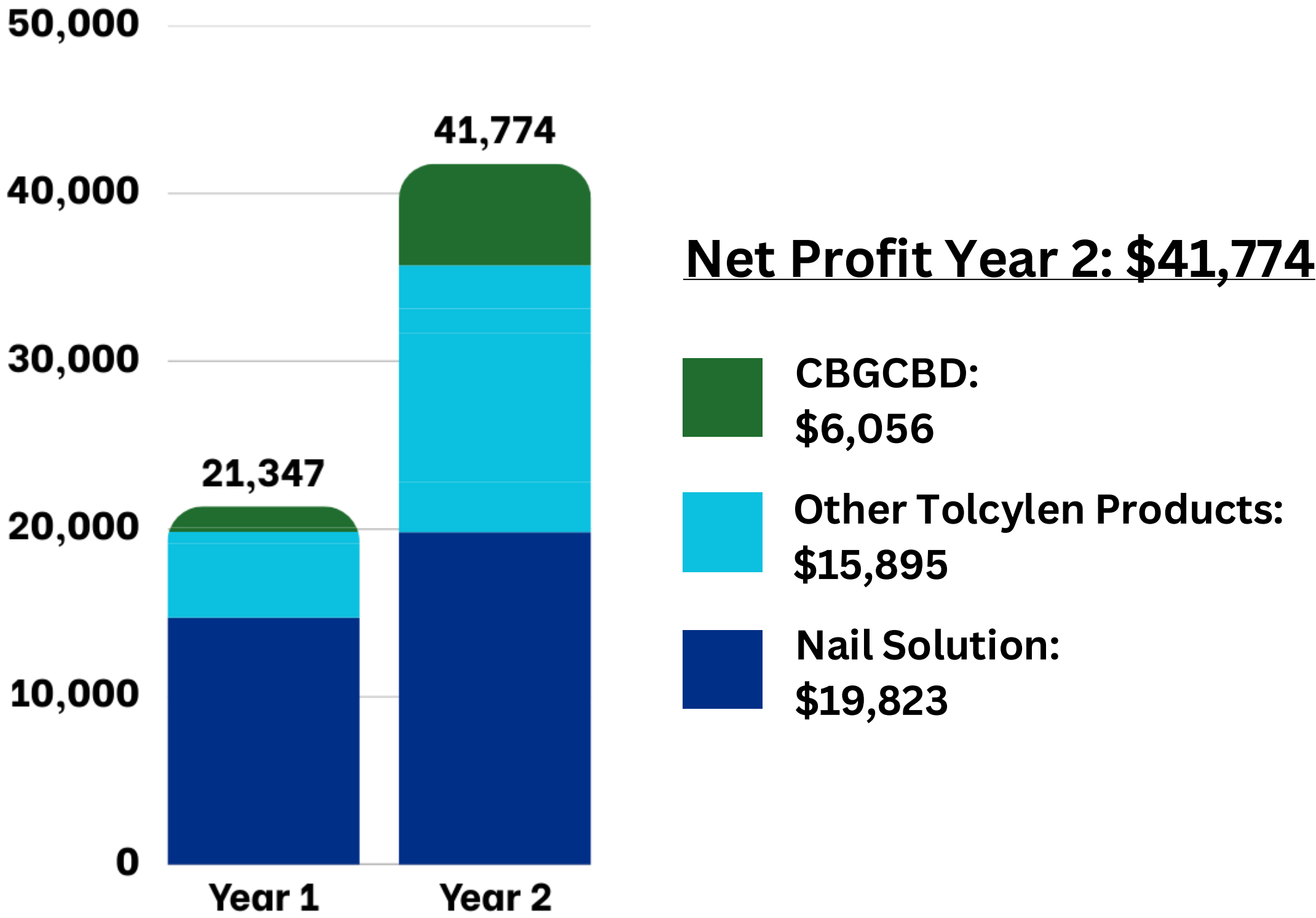
TOLCYLEN PRODUCTS NET PROFIT

DR. FOSTER | PRODUCT LINE IMPACT



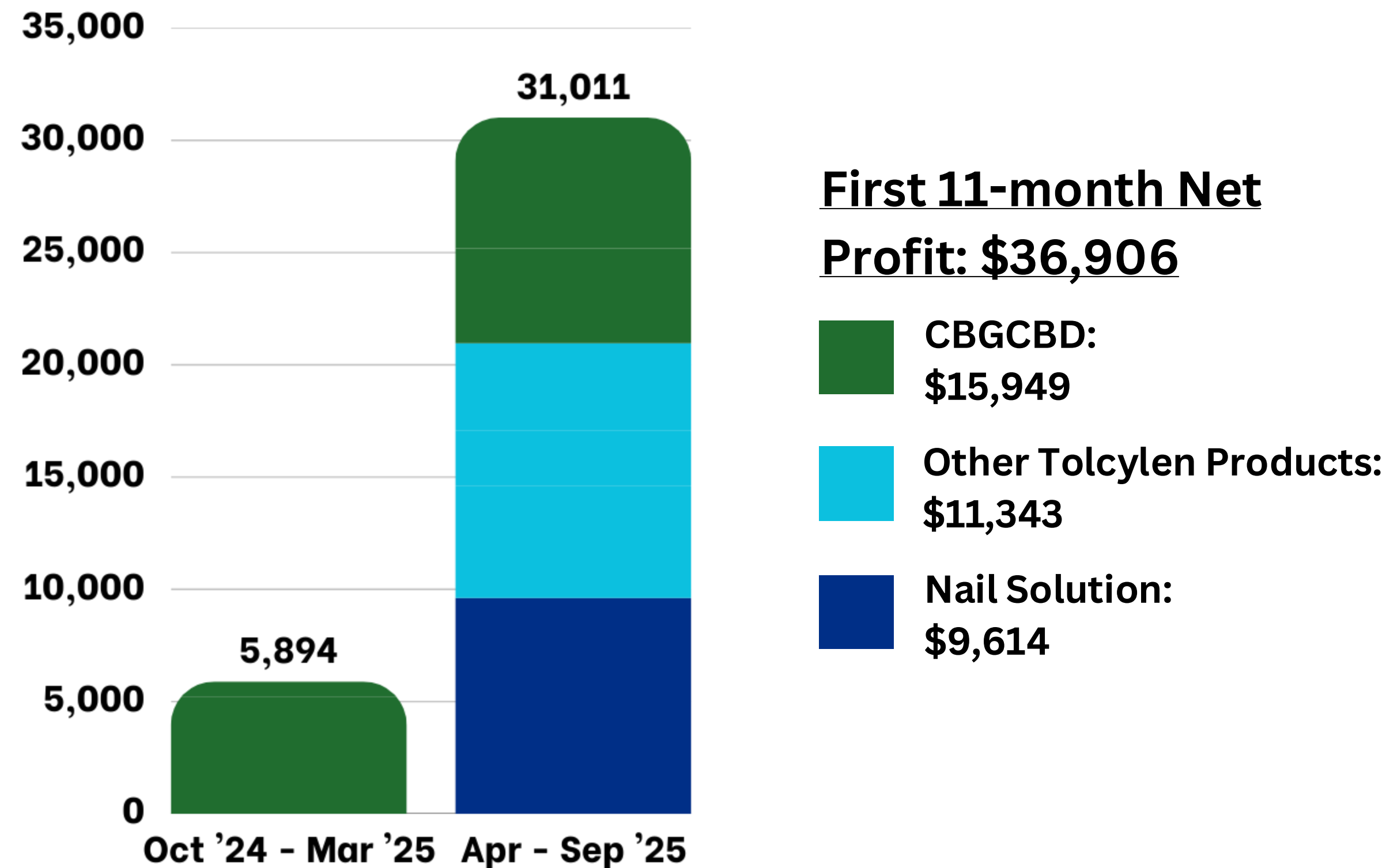
TOLCYLEN PRODUCTS NET PROFIT

DR. SUNSHEIN | NEW PRODUCT LINE IMPACT



TOLCYLEN PRODUCTS NET PROFIT

DR. SARTORI | NEW PRODUCT IMPACT



How They Do It: The *RECIPE* for success!



Products & Services

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science-backed
products



Protocols

Set treatment
protocols for
*your highest
volume conditions*



Expertise

Recommend
confidently

What Influencers **Teach** Us:

Learn from Their ***Trillion*** \$ Playbook



- Relatability drives trust.
- Patients respond to authenticity and authority.
- If they are in **your chair**, they want **you** to solve their problem.





Recommend with Confidence
It's Not ***Selling***. It's ***Solving***.



The Conversation Structure:



- Empathy Opener
- Set Expectations
- Authority Statement
- Patient-Centric Conclusion
- Relate & Recommend

The Conversation: *Empathy Opener*



- “How much does this bother you?”

The Conversation: *Empathy Opener*



- “How much does this bother you?”
- “What is the most important focus for you today about [this condition]?”

The Conversation:

Empathy Opener



- “How much does this bother you?”
- “What is the most important focus for you today about [this condition]?”
- *“Tell me how this has impacted you most.”*

The Conversation: *Set Expectations*



- “This condition is hard to treat.”

The Conversation: *Set Expectations*



- “This condition is hard to treat.”
- “When it comes to [tinea], often I see the skin barrier has been compromised. We need to treat the infection *and* heal your skin to keep this from coming back.”

The Conversation: *Set Expectations*



- “This condition is hard to treat.”
- “When it comes to [tinea], often I see the skin barrier has been compromised. We need to treat the infection *and* heal your skin to keep this from coming back.”
- Dr. Misty McNeill

The Conversation: *Authority Statement*



- “This is the protocol I use because it consistently works.”

The Conversation: *Authority Statement*



- “This is the protocol I use because it consistently works.”
- “My patients who choose this solution recover faster.”

The Conversation: *Authority Statement*



- “This is the protocol I use because it consistently works.”
- “My patients who choose this solution recover faster.”
- “I’ve done a lot of research to recommend what works best. This is my plan...”

The Conversation: *Patient-Centric Conclusion*



- “Your quality of life is the priority. This helps you get there.”

The Conversation: *Patient-Centric Conclusion*



- “Your quality of life is the priority. This helps you get there.”
- “This plan gives us the best avenue for feeling better.”

The Conversation:

Patient-Centric Conclusion



- “Your quality of life is the priority. This helps you get there.”
- “This plan gives us the best avenue for wellness.”
- “You told me you need to be able to play with your grandson and get a full night’s rest. This plan gets you there the fastest.”

The Conversation: *Relate & Recommend*



- “This is what I recommend to my loved ones.”

The Conversation: *Relate & Recommend*



- “This is what I recommend to my loved ones.”
- “It’s available today when you check out, so that you can get started on our plan immediately.”

The Conversation: *Relate & Recommend*



- “This is what I recommend to my loved ones.”
- “It’s available today when you check out, so that you can get started on our plan immediately.”
- “We love this product because...”

The Conversation:

Bring it all together



- “How much does this bother you?”
- “When it comes to onychomycosis, often I see the skin has also been infected. We need to treat the total environment to keep this from coming back.”
- “Because this condition is so hard to treat, I’ve done a lot of research to recommend what works best. This is my plan...”
- “It’s available today when you check out, so that you can get started on our plan immediately.”



“Is it covered by my insurance?”



Insurance Reality:



- “Unfortunately, in my experience, insurance often doesn’t cover the best solutions. Based on what you told me, I want you to have what works.”
- “I can write a script for something at the pharmacy, but we find the medications to be much less effective and often much more expensive due to high co-pays.



What are your best
statements?

How They Do It: The *RECIPE* for success!



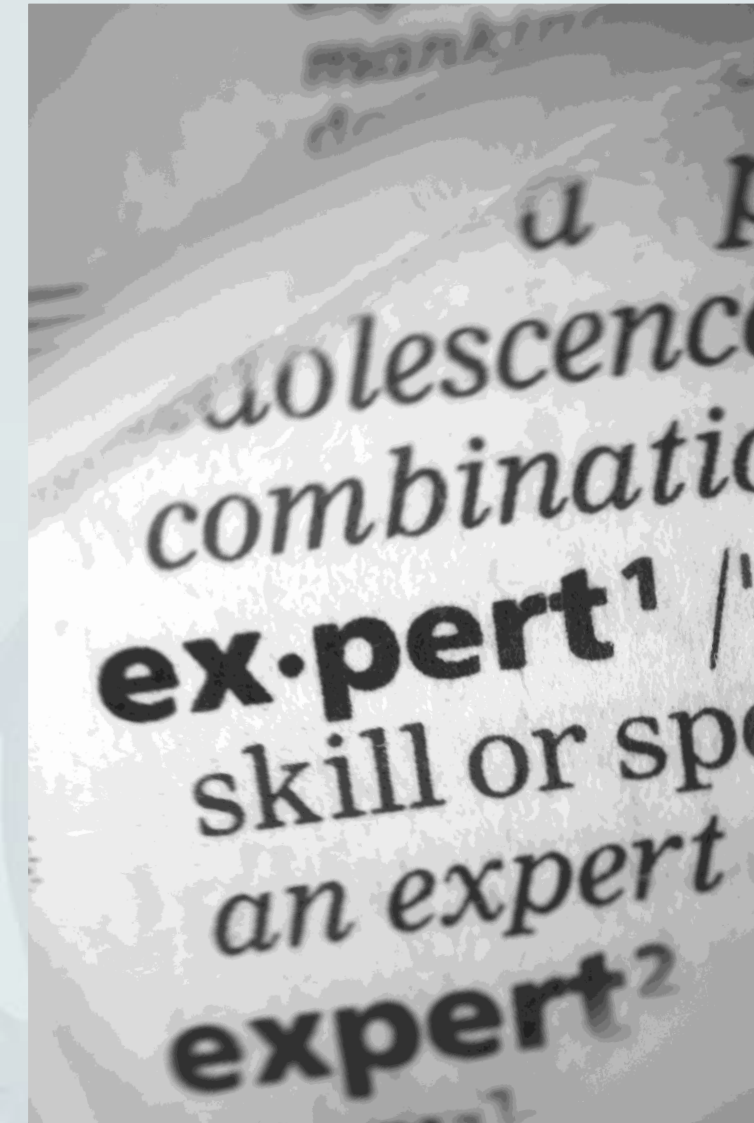
Products & Services

Stock only proven,
science-backed
products



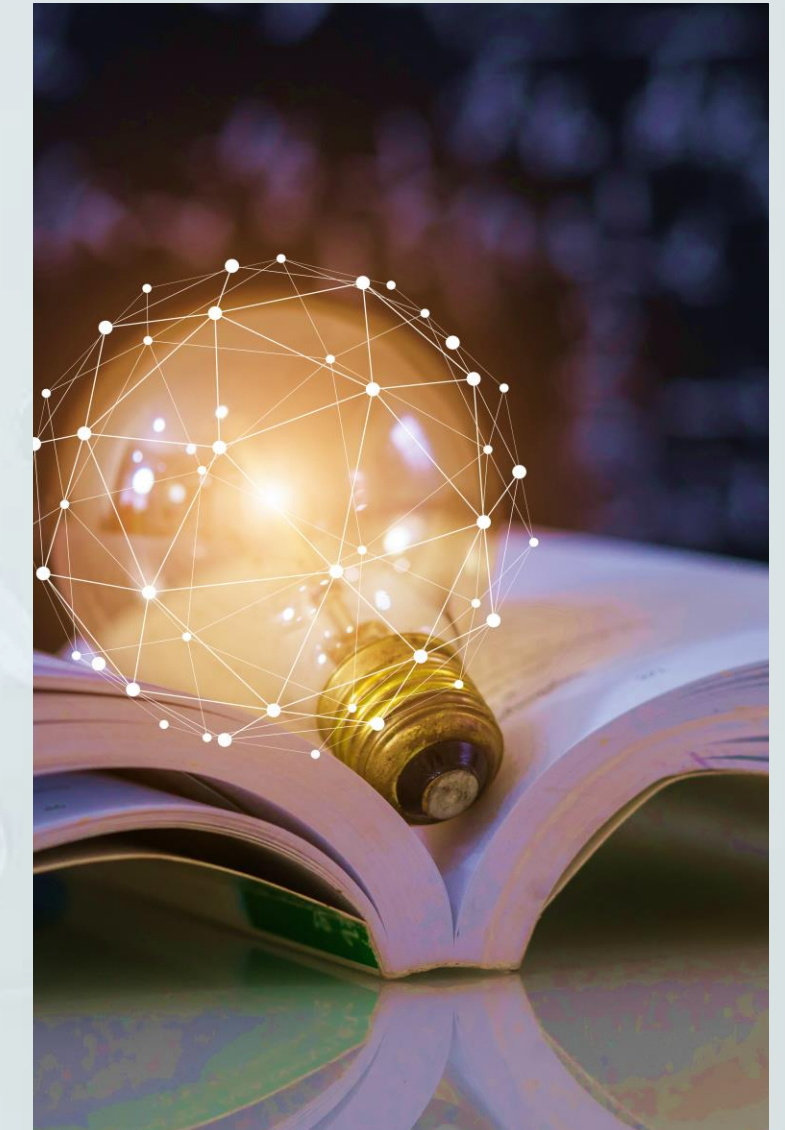
Protocols

Set treatment
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Expertise

Recommend
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Training

Full team buy-in:
whole practice
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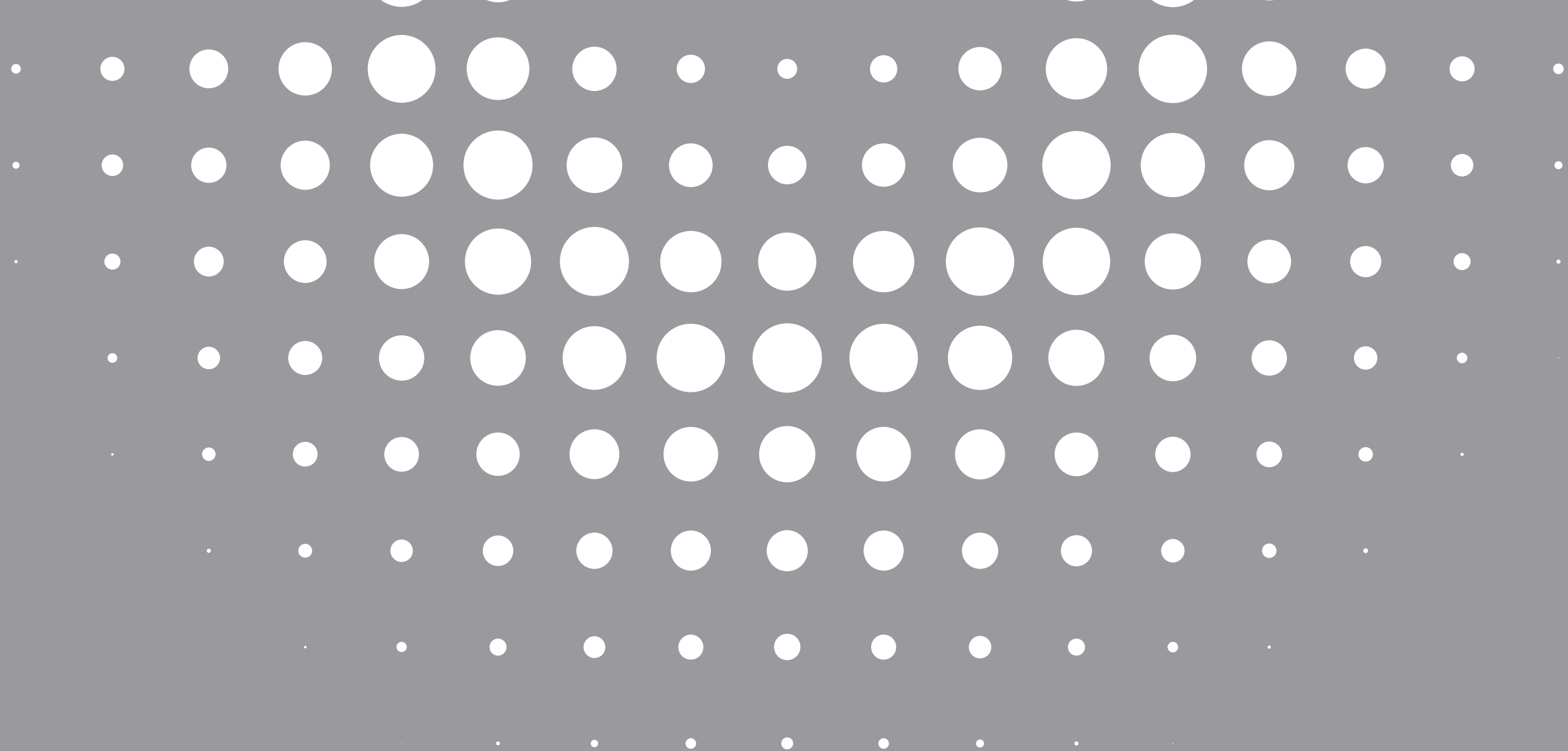


Ready to get started?

Presented by: Rahel Martinez, VP SALES



Expert Panel: Cash Protocols & the Patient Conversation



Thank you!

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rachelm@marlinzpharma.com