



GET YOUR OZONE/UV TRAINING FOR FREE

A Training Guide

Acquiring new ozone and UV therapy equipment is exciting, but ensuring your staff is properly trained is essential for safe and effective implementation. This document outlines strategies to generate revenue before training occurs, effectively making the training “free” by covering its cost through pre-sold treatments. The core concept is to build demand and pre-sell treatments before the training even takes place.

The “Free” Training Concept: The training becomes “free” because the revenue generated from pre-sold treatments covers the training costs before you incur the expense. This minimizes your out-of-pocket investment and ensures your staff is proficient from day one.

KEY STRATEGIES:

- **Target Your Existing Patient Base:** Your current patients are your most valuable asset. They already trust your practice and are more likely to embrace new offerings. Begin marketing ozone and UV therapies to them immediately. Utilize email newsletters, social media posts, in-office flyers, and personal phone calls to generate interest and pre-bookings. Focus on the benefits of these therapies and the upcoming launch.
- **Targeted Outreach to Ideal Candidates:** Analyze your patient list and identify individuals who would most benefit from ozone and UV therapies (e.g., those with chronic pain, autoimmune conditions, or those seeking wellness and anti-aging solutions). Contact them directly with a personalized introduction to the new therapies and a limited-time introductory offer. This targeted approach maximizes your conversion rate.
- **Pre-Sell Treatments Before Training:** Even before your staff is trained, begin pre-selling treatments. Explain that you are introducing cutting-edge ozone and UV therapies and are offering exclusive introductory pricing for a limited time. Emphasize that treatments will begin shortly after staff completes specialized training. This generates immediate interest and secures future appointments.
- **Offer a “Clinical Study” or “Introductory Period” Discount:** Frame the launch of these therapies as a “clinical study,” “pilot program,” or “introductory period.” Offer a discounted rate to the first group of patients who participate. This creates a sense of exclusivity and urgency, motivating patients to sign up quickly. Clearly communicate the discounted rate and the limited-time nature of the offer.
- **Develop Basic Treatment Plans:** Avoid offering single, one-off treatments. Develop structured treatment plans involving multiple sessions. This increases patient engagement and revenue per patient. For example, offer packages of 3, 6, or 10 sessions at a discounted package price. This encourages commitment and provides a more comprehensive therapeutic experience.
- **Combine Ozone/UV with Existing IV Therapies:** Integrate the new ozone and UV treatments with your existing IV therapies (e.g., Methylene Blue, Chelation, HDIVC, Myers’ Cocktail, HCT/P). This creates synergistic treatment protocols and enhances patient outcomes. It also provides an opportunity to educate patients on the benefits of combining therapies. For instance, offer a package that combines ozone therapy with a Myers’ Cocktail for enhanced immune support or UV blood irradiation with Chelation therapy for improved detoxification.

GETTING YOUR OZONE/UV TRAINING FOR FREE (CONT)

- **Collect Payments in Advance:** Collect payments for pre-sold treatments before the training takes place. This provides immediate cash flow that can be directly used to cover the training costs. Be transparent with patients, explaining that you are preparing to launch these new therapies and are scheduling appointments to begin after staff training is complete.
- **Week 3-4:** Secure training dates and finalize scheduling for pre-booked patients to begin immediately following training. Collect payments.
- **Training Completion:** Begin treating pre-booked patients, using the revenue collected to cover the training costs.

EXAMPLE IMPLEMENTATION:

- **Week 1-2:** Begin marketing to existing patients and creating pre-sale offers, including bundled packages with existing IV therapies.

By implementing these strategies, you can effectively pre-finance your ozone and UV therapy training, minimizing your financial risk and ensuring your staff is well-prepared to deliver these innovative therapies. This approach allows you to introduce valuable new services to your practice without a significant upfront financial burden for training.

