



Confidence in Care – Presenting Treatment Plans Patients Trust

Presented by: Kim Look





TOTAL

- Started training in 2014
- Trained approx. 3000 practitioners in Ozone and UV
- Trained 820 clinics in Ozone and UV and growing their practices
- 1M therapies administered
- Clinicians in 13 countries

Join our community of practitioners who care deeply for their patients.

About Us



Reasons for Training



Protect the patient. Protect the providers. Protect the medicine

- Physiological understanding of therapies
- Calculating doses
- Accuracy and safety
- Competence and confidence
- Liability
- Malpractice
- Trouble shooting and critical thinking
- A+ Skills

Guaranteed Total Implementation Success



Most Clinics Have Three Main Problems



PROBLEM

1

Patients are not receiving the best outcomes possible.

PROBLEM

2

Clinics are not as profitable as they should be and it's challenging when trying to scale your business.

PROBLEM

3

Staff training, competence and compliance (engagement)



**Don't reinvent the wheel to fix the
problems you want to solve...
Follow our proven process!**



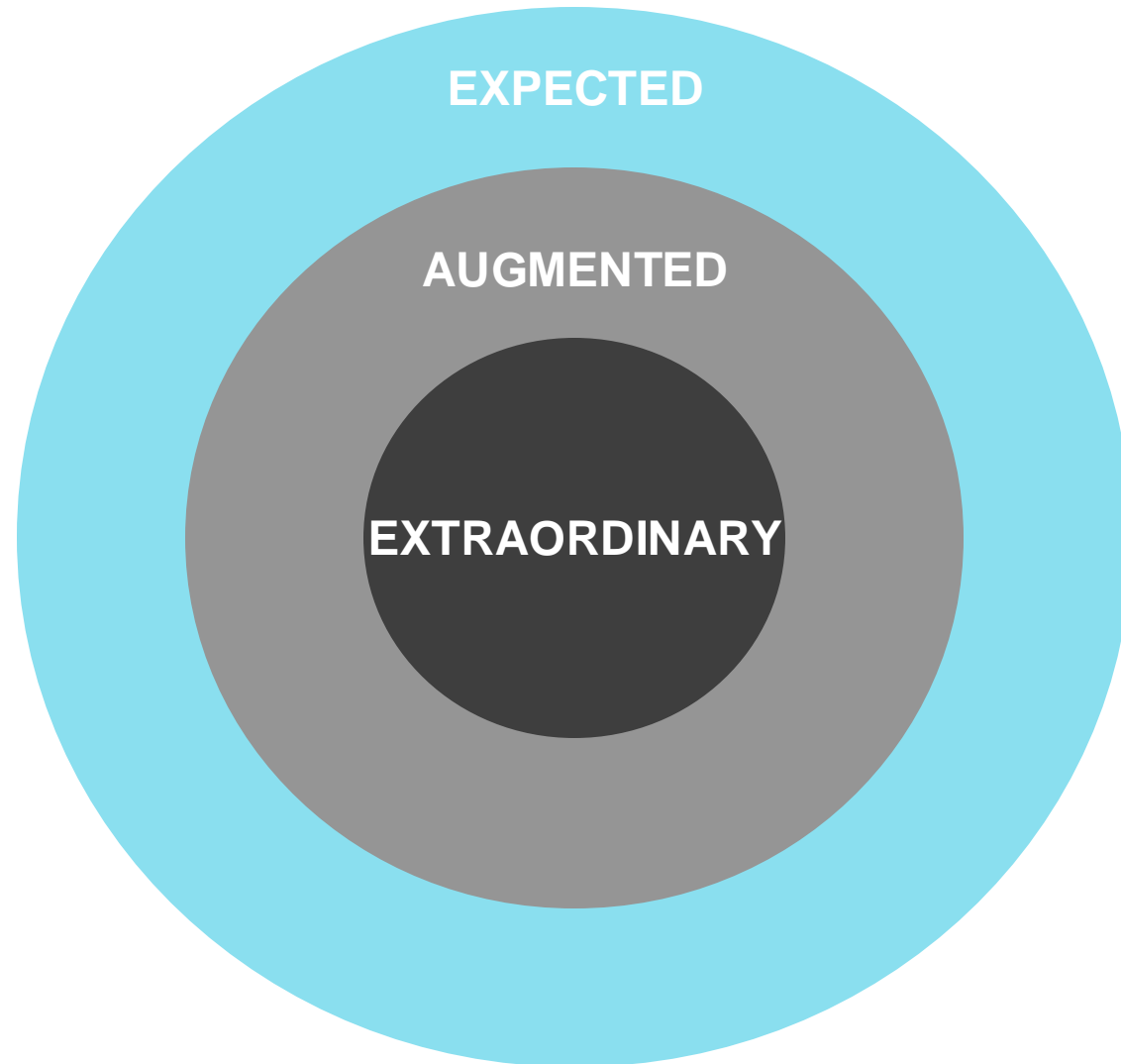
Goals



Agenda

1. Intro to “Why” and Fundamental Elements of Tx Plans
2. How to Structure Effective Tx Plans
3. Determining Costs of Tx Plans
4. Real-World Examples & Case Studies

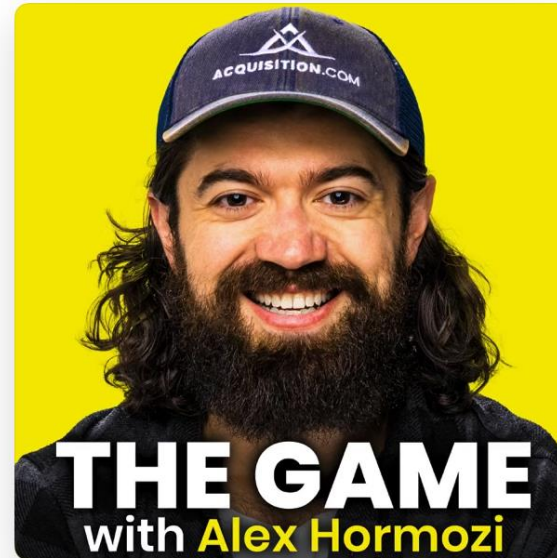
Be Extraordinary



Alex Hormozi



- Do what you do
- Spend time doing what you do
- Do what you do *well!*



DECEMBER 30, 2024 · 34 MIN · 📺

These 3 Things Will Make Your Business Unstoppable | Ep 816

The Game with Alex Hormozi





Why Treatment Plans

SAY YES SERIES

What is a Treatment Plan



- A detailed plan with information about a patient's disease, the goal of treatment, the treatment options for the disease and possible side effects, and the expected length of treatment. A treatment plan may also include information about how much the treatment is likely to cost and about regular follow-up care after treatment ends.

Make Best Recommendations

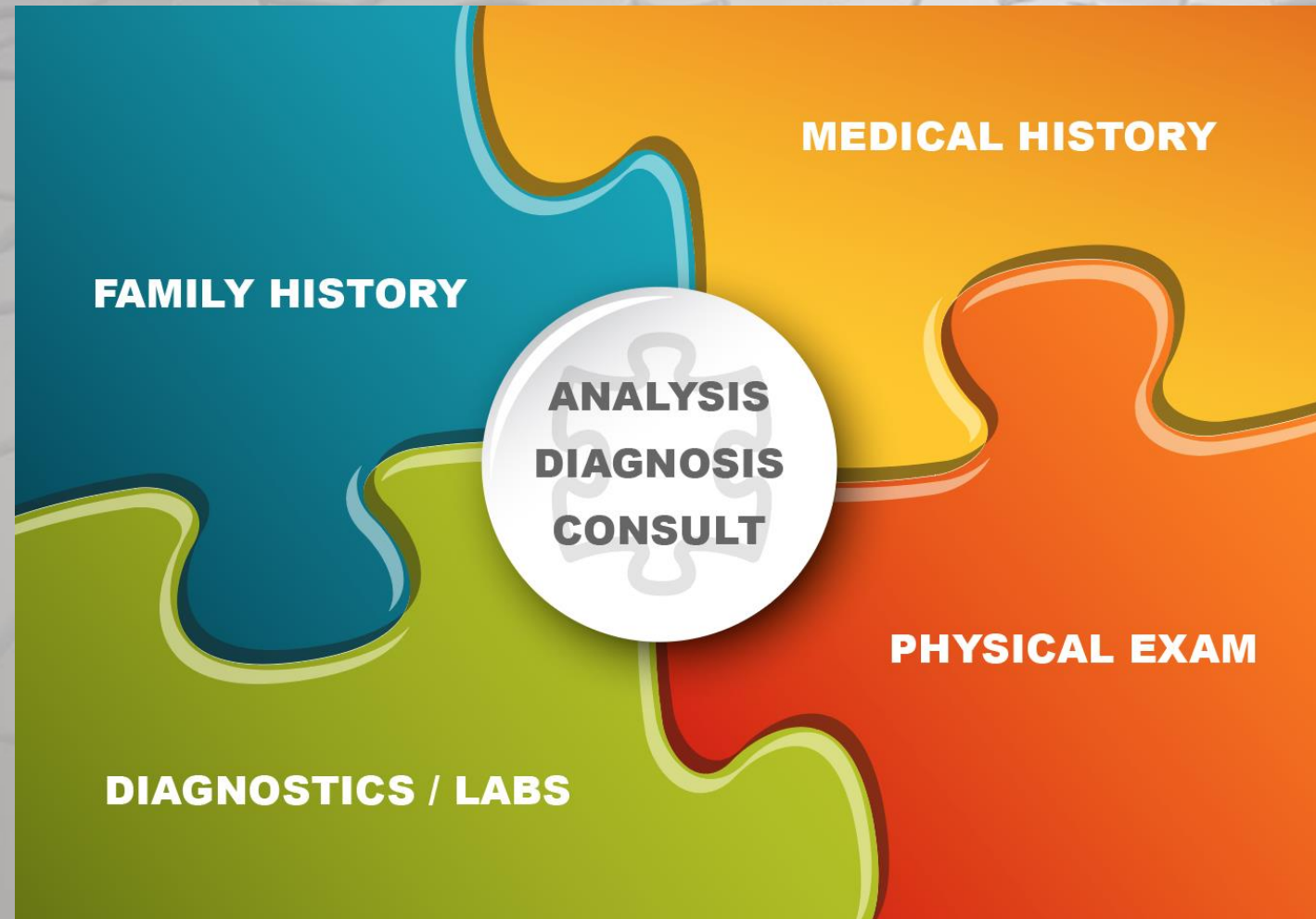


IMPORTANT

**It is practitioner's job to make best recommendation.
That's what the patient is paying you for.**



Putting the Health Puzzle Pieces Together



Consults or Treatments?



What Do Treatment Plans Do?



- Packages are based on treatment plans
- Include services and products that leverage and create revenue
- Save patients money
- Encourage commitment from patients AND providers
- Get money out of the way and allow for healing
- Instill confidence in patients – set expectations and plan
- Increase value so cost doesn't matter

Resolve Their Concerns Before They Ask



What can I expect?

- What is it going to do for me?
- How many?
- How often?
- How much?
- How will I feel?
- What will I do next?

Why Treatment Plans Are Essential



- Pivotal to patient outcomes and positive experiences
- Often takes a series of treatments
- Regenerative therapies
- Part of providing an extraordinary experience
- **Consistency in Care:** Ensures patients receive comprehensive and consistent treatment.
- **Goal-Oriented Approach:** Aligns patient and practitioner towards specific health goals.
- **Roadmap to Success:** Provides clear steps for patients to follow, reducing uncertainty.



Increasing Communication



- **Clear Expectations:** Patients understand the treatment process and projected outcomes.
- **Transparency:** Builds trust by outlining each step of care.
- **Reduced Misunderstandings:** Clear communication minimizes confusion and questions.

Increasing Compliance



- **Commitment to Plan:** Patients are more likely to follow through with scheduled treatments.
- **Accountability:** Structured plans hold patients accountable for their health journey.
- **Progress Tracking:** Easy to monitor patient adherence and make adjustments.

Increasing Engagement



- **Patient Involvement:** Encourages active participation in the treatment process.
- **Interactive Tools:** Use of apps or check-ins to keep patients engaged.
- **Motivation:** Seeing progress boosts enthusiasm and reinforces continued care.
- **Community:** Spending time with others in the IV space creates a sense of unity and community with the practice as well as with other patients.

Increasing Outcomes



- **Improved Results:** Patients achieve better health outcomes with continuous, structured care.
- **Reduced Relapse:** Ongoing treatments help prevent relapses and promote long-term wellness.
- **Holistic Approach:** Comprehensive care plans address multiple facets of health.

Increasing Value



- **Perceived Value:** Patients recognize the benefit of bundled services.
- **Long-Term Benefits:** Demonstrates the value of ongoing care versus single sessions.
- **Premium Experience:** Elevates patient experience and satisfaction.

Decreasing Cancellations



- **Scheduled Commitments:** Patients less likely to cancel when enrolled in structured, committed plans.
- **Pre-Paid Incentives:** Financial commitment reduces last-minute cancellations.
- **Consistent Engagement:** Regular touchpoints keep patients invested in their care.

Decreasing Sticker Shock



- **Bundled Pricing:** Spreads cost over multiple sessions, making it more manageable.
- **Value Justification:** Patients see long-term benefits rather than focusing on single high-cost visits.
- **Upfront Transparency:** No surprise charges, reducing financial hesitation
- **Gives Structure:** Understanding and committing to costs up front vs one-by-one

Creating Schedule & Revenue Predictability



- **Planned Visits:** Predictable scheduling leads to more efficient clinic operations.
- **Consistent Cash Flow:** Treatment plans stabilize revenue streams.
- **Capacity Management:** Easier to forecast staffing, scheduling, inventory and resource needs.

How to Structure Effective Packages



- **Assessment First:** Tailor packages to individual patient needs categorically.
- **Flexible Tiers:** Offer different levels to accommodate various budgets and goals.
- **Time-Bound:** Clearly define duration and frequency of visits.
- **Incentives:** Offer discounts or added value for upfront commitments.

Real-World Examples & Case Studies



Case Study 1: Improved patient compliance through structured care plans.



Dr. Michael Nowazek

Clinical Director

Dr. Michael Nowazek is the Clinical Director of Green Apple Health Care. He brings a wealth of knowledge from his extensive training and his many years experience as a naturopathic doctor.

[Read more →](#)

Real-World Examples & Case Studies



Case Study 2: Boosted clinic revenue by implementing bundled packages.

“So much thanks to you. Revenue hit 2.4 million this year. Net \$380k.”



Dr. Stephen Matta

DO MBA



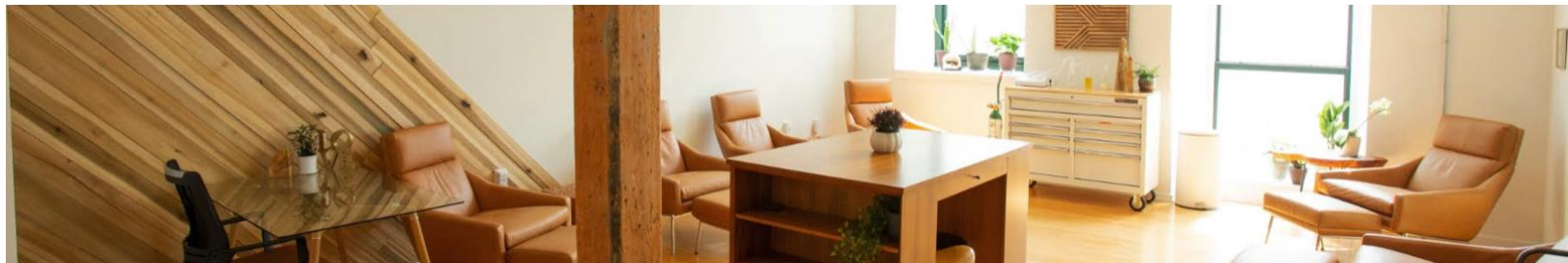
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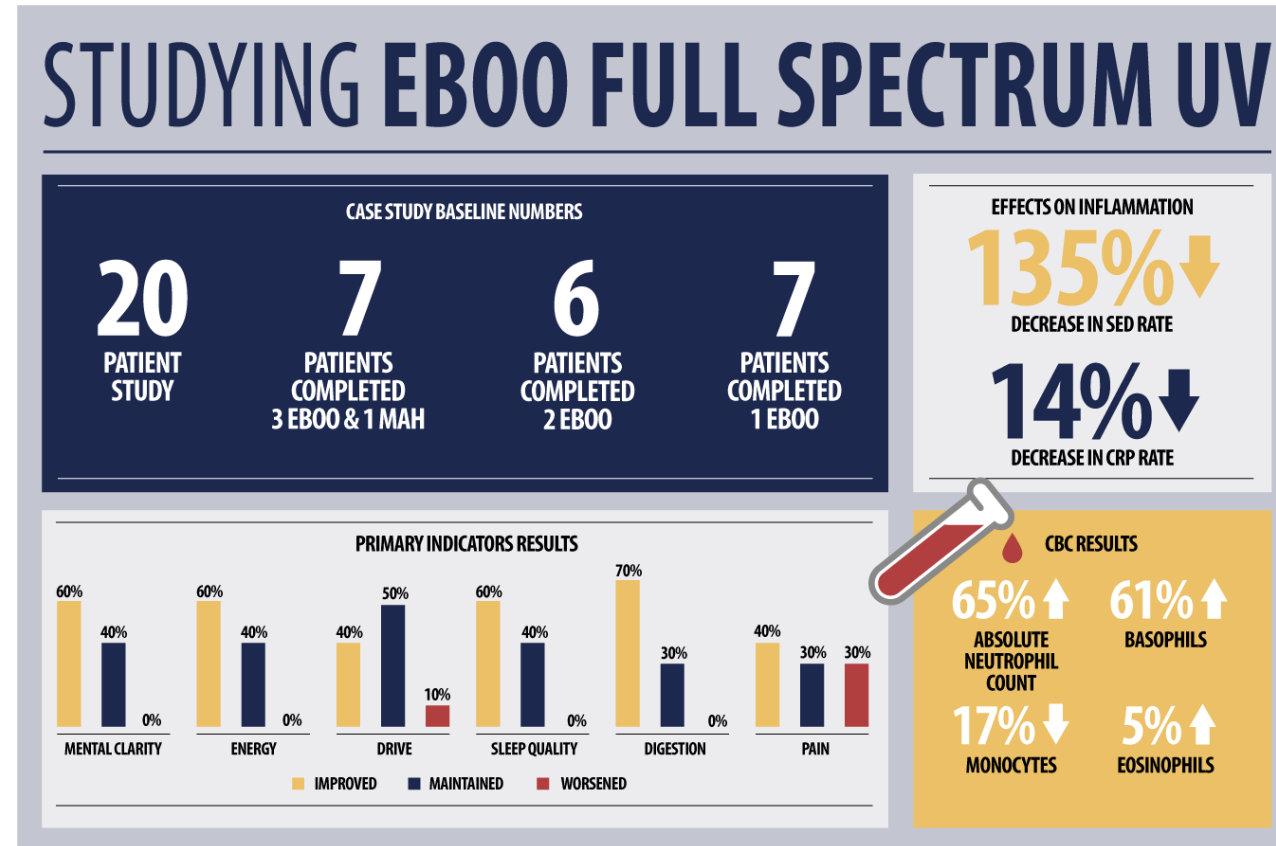
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Real-World Examples & Case Studies



Case Study 3: Efficacy.



Real-World Examples & Case Studies



Case Study 4: Efficacy.

TREATMENT	OZONE DOSAGE
Treatment 1	4,200 mcg
Treatment 2	8,400 mcg
Treatment 3	12,600 mcg
Treatment 4	12,600 mcg
Treatment 5	12,600 mcg
Treatment 6	12,600 mcg

BEFORE

		1/30/2023	12/08/2022
C-Reactive Protein (CRP), High Sensitivity	< 3.01 mg/L	0.90	7.70
Erythrocyte Sedimentation Rate (ESR, Automated)	< 26 mm/hr	3	3

AFTER

High-Sensitive CRP Reduced by 6.8 mg/L after SIX treatments of IV Ozone in just six weeks

Conclusion



- **Win-Win:** Treatment plans benefit both patients and clinics.
- **Holistic Growth:** Enhances care quality while boosting profitability.
- **Take Action:** Start integrating treatment packages today for sustained success.