



# Fundamentals of Treatment Plans

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# Make Best Recommendations



## **IMPORTANT**

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



**IMPORTANT**

**Best case scenario - for best outcomes  
and patient benefit FIRST**

# Create Packages



**IMPORTANT**

Create packages around how you want to treat for best outcomes, NOT what you think your patients can afford.

# Fundamentals of a Good Treatment Plan



**1 Know your IV recipes**

**2 Know what it cost you to provide those services**

**3 Know what your profit margins are (gross and net)**

# Single IV Recipes



## Classic Myers

- Carrier: 250mL SWI
- MgCl: 2mL
- B5: 1mL
- B-Complex: 1mL
- Procaine: 2mL – 2%
- CalGI: 5mL
- MIT-5: 0.5mL
- B12: 1mL
- AA: 40mL
- Vit C: 10mL

\* Follow w/ 3ml:3ml Glut:SWI

## Breathe Easy

- Carrier: 250mL SWI
- Vitamin C: 20mL
- Molybdenum: 20mL

## The Arnold

- Carrier: 400mL SWI
- CaCl: 3mL
- MgCl: 6mL
- Selenium: 2mL
- KCl: 10mL
- Zinc Sulfate: 1mL
- Manganese: 5mL
- Molybdenum: 4mL
- Vitamin B6: 3mL
- Vitamin B5: 2mL
- Vitamin B12: 3mL
- Vitamin B-Complex: 3mL
- Aminosyn II: 100mL

# Wholesale and Retail Costs



Treatment	Wholesale Cost	Retail Price
Breathe Easy	\$6.48	\$170.00
Gut Booster – OSM 207	\$16.89	\$200.00
Remineralization	\$27.83	\$175.00
Myers Cocktail	\$12.47	\$175.00
Best IV Ever	\$39.50	\$225.00
Rev Things Up	\$55.00	\$195.00
No Pain No Gain	\$45.00	\$200.00



Standard Ozone/UV IV		
Ingredients	mL	Cost
Carrier Solution: 250mL 0.9% NaCl	250	\$ 4.28
Heparin (IU)	0.2	\$ 0.68
Standard Cuvette	1	\$ 32.79
<b>Clinic Cost</b>		<b>\$ 37.75</b>
Pricing	Patient Cost	Clinic Profit
<b>Full Price</b>	<b>\$ 280.00</b>	<b>\$ 242.25</b>
Hi-Dose Ozone/UV		
Ingredients	mL	Cost
Carrier Solution: 250mL 0.9% NaCl	250	\$ 4.28
Heparin (IU)	0.4	\$ 1.36
Hi-Dose Cuvette and Bag	1	\$ 58.79
<b>Clinic Cost</b>		<b>\$ 64.43</b>
Pricing	Patient Cost	Clinic Profit
<b>Full Price</b>	<b>\$ 600.00</b>	<b>\$ 535.58</b>
EBOO		
Ingredients	mL	Cost
Carrier Solution: 500mL 0.9% NaCl	500	\$ 3.58
Heparin (IU)	0.75	\$ 2.54
EBOO Tubing Kit	1	\$ 109.00
<b>Clinic Cost</b>		<b>\$ 115.12</b>
Pricing	Patient Cost	Clinic Profit
<b>Full Price</b>	<b>\$ 1,500.00</b>	<b>\$ 1,384.88</b>



# Fundamentals of a Good Treatment Plan



**4 Incorporate all IVs as they fit**

**5 Know optimal frequency (schedule)**

**6 Small, Medium, and Large, A la Cart Options**

# Retail Tier Concept

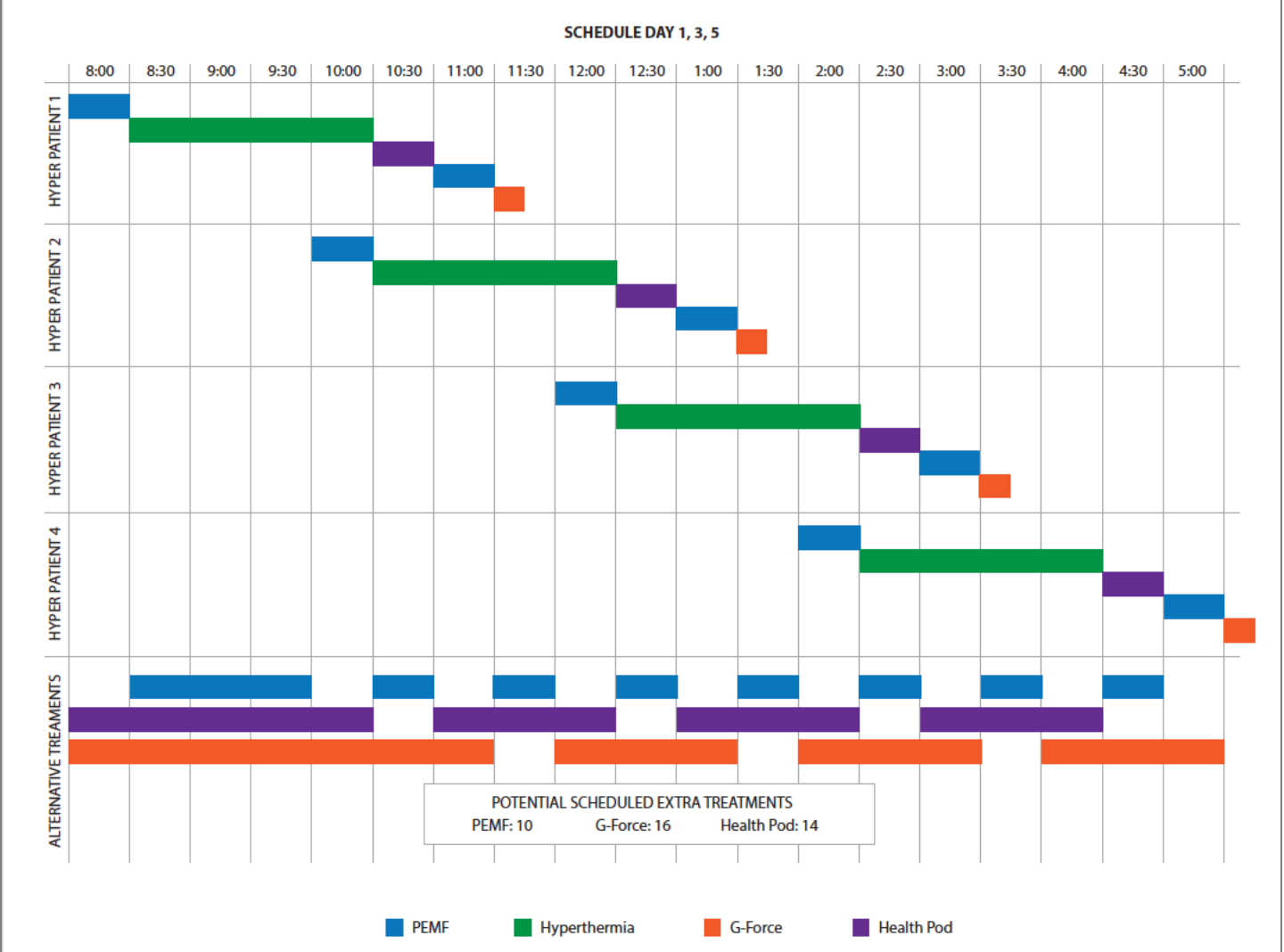


\$125	\$225	\$325	\$525
<ul style="list-style-type: none"><li>• Glut IV</li><li>• PTC5 IV</li><li>• PTC10 IV</li><li>*Myers (low dose C)</li><li>*Beauty/Wellness IV</li><li>*PolyMVA</li></ul>	<ul style="list-style-type: none"><li>• Myers500</li><li>• C25</li><li>• C50</li><li>• PTC15</li><li>• PTC20</li><li>• NAD250+B</li><li>• O3UV</li><li>*Beauty/Wellness IV</li><li>*PolyMVA</li></ul>	<ul style="list-style-type: none"><li>• C75</li><li>• Myers1000</li><li>• NAD250+M</li><li>• NAD500+B</li><li>• O3UVx2 (?)</li><li>*Beauty/Wellness IV</li><li>*PolyMVA</li></ul>	<ul style="list-style-type: none"><li>• HD O3UV</li><li>• NAD500+M</li><li>• NAD750+B</li><li>• C100</li></ul> <p>(\$625)</p> <ul style="list-style-type: none"><li>• NAD750+M</li></ul>

# Create the Optimal Treatment Plan



Consider patient schedule  
(1x/week, 3x/week) and clinic  
availability / capacity



# Create the Optimal Treatment Plan



As the package becomes larger, the discount is higher

Therapy Name	Item Amount	Discount
IV Set Silver (5)	5	10%
IV Set Gold (10)	10	15%
IV Set Platinum (15)	15	20%
OJT Set Small	3	10%
OJT Set Large	5	20%
Neural Basic	5	15%
PEMF Basic	3	10%
PEMF Mega	10	20%

# Fundamentals of a Good Treatment Plan



**7**

**Always include follow up visit**

**8**

**Pricing is data driven – not arbitrary**

**9**

**Symptom, Diagnosis or Goal Based Plans**

# Different Package Examples



## Cancer Package

### TIER 1

- 10 O3UV + HDIVC (over 10 weeks)
- 1 -F/U Consult

### TIER 2

- Tier 1 + PolyMVA

### TIER 3

- Tier 2 + 10 – rectal insufflation

## Chronic Infection Package

### TIER 1

- 10 O3UV + Immune Support + Glutathione

### TIER 2

- 20 O3UV + Immune Support + Glutathione

### TIER 3

- 30 O3UV + Immune Support + Glutathione
- 30 Insufflation

## Brain Fog / Fatigue Package

### TIER 1

- 5 O3UV + 5 Nx + 5 NAD+ (IM)

### TIER 2

- 5 O3UV + 5 Nx + 5 NAD+ (IV)
- \*O3UV + Recovery or Vit C w/ Minerals + NAD

# Patient Stage



## STAGE 1

Well, Anti-aging,  
Maintenance

## STAGE 2

Functioning  
Sick

## STAGE 3

Chronic

# Stage Conditions



## STAGE 1

- Sports Performance
- Optimal Health
- Sexual Performance
- Anti-aging
- Beauty
- Stress
- Sleep
- Energy

## STAGE 2

- Cold/Flu
- Fatigue
- Energy
- Brain Fog

## STAGE 3

- Hormones
- Mold
- Autoimmune
- Lyme
- Cancer Support



# Fundamentals of a Good Treatment Plan



**1 Pricing shows what they pay and what they save**

**2 All-inclusive “cruise”**

**3 Discounts are greater the more they buy**

# Packaging Brochure



## Wellness Packages

Add blurb here. Why did we create these? How will this benefit patients?

<b>Bronze</b> WELLNESS PACKAGE	<b>Silver</b> WELLNESS PACKAGE	<b>Gold</b> WELLNESS PACKAGE	<b>Platinum</b> WELLNESS PACKAGE
<b>\$1,310</b> ( <i>\$110 savings</i> )	<b>\$1,890</b> ( <i>\$225 savings</i> )	<b>\$3,775</b> ( <i>\$665 savings</i> )	<b>\$7,272</b> ( <i>\$1,818 savings</i> )
<b>12</b> LiveO2 / Juvent / Sauna / Shower	<b>12</b> LiveO2 / Juvent / Sauna / Shower	<b>12</b> LiveO2 / Juvent / Sauna / Shower	<b>12</b> LiveO2 / Juvent / Sauna / Shower
<b>3</b> IVs (nutrient or standard O3)	<b>6</b> IVs (3 nutrient & 3 standard O3)	<b>12</b> IVs (6 nutrient & 3 standard & 3 high dose O3)	<b>24</b> IVs (12 nutrient & 3 standard & 9 high dose O3)
<b>3</b> pushes (B12, folate, glutathione)	<b>3</b> pushes (B12, folate, glutathione)	<b>6</b> pushes (B12, folate, glutathione)	<b>6</b> pushes (B12, folate, glutathione)
<b>IV</b>		<b>A La Carté</b>	

# Sample Packaging Brochure



## MORE THAN A POKE\*

<b>Joint Injection 3 Pack</b> .....\$513 Includes 3 Prolozone injection sessions. You save \$57!	<b>Lots of Pokes Small</b> .....\$1,413 Great for out-of-towners. Get everything you need for one price—and great savings. Includes 5 IV treatments and 3 Prolozone joint injections (for one week). You save \$157!
<b>Joint Injection 5 Pack</b> .....\$808 Includes 5 Prolozone injection sessions. You save \$142!	<b>Lots of Pokes Medium</b> .....\$2,550 The perfect middle ground. Includes 10 IV treatments, 5 Prolozone joint injections, and 1 re-evaluation. You save \$450!
<b>Joint Injection 10 Pack</b> .....\$1,520 Includes 10 Prolozone injection sessions. You save \$380!	<b>Lots of Pokes Large</b> .....\$4,800 Great for family packs. Get all family members involved and save money. Includes 20 IV treatments, 10 Prolozone joint injections, and 2 re-evaluations. You save \$1,200!
<b>Ultimate Arthritis</b> .....\$2,048 Includes 8 Injection sessions, 4 IV treatments, \$160 in supplements, and 1 Exam. This package saves you \$512!	

\* Packages do not include x-rays or therapies.

## MIND, BODY, AND SPIRIT

<b>Out of Sight</b> .....\$2,160 Addresses Cataracts, Macular Degeneration, and all eyesight issues. Includes 10 Major Auto-Hemotherapy, needed PEMF treatments, and \$200 in supplements—saving you \$540!	<b>Chelation Single</b> .....\$440 Rid your body of toxins. This package includes 1 Chelation IV treatment, 1 Remineralization treatment, 2 Detox therapies, \$100 in supplements, and needed PEMF. You save \$110.
<b>Mind Power</b> .....\$1,600 Targets brain-fog, inability to concentrate, depression, anxiety, and stress. It includes 5 Nerve IV treatments, 5 Neural therapies, 5 Detox therapies, \$100 in supplements, and needed PEMF sessions. This package saves you \$400.	<b>Chelation Ultimate</b> .....\$2,240 This is specially designed to clean out your pipes (i.e. Diabetes, High Blood Pressure, and Cholesterol). Includes 5 Chelation IV treatments, 5 Remineralization treatments, 10 HCT, 5 Detox therapies, \$200 in supplements, and needed PEMF sessions. You save \$560!
<b>Mega Mind</b> .....\$3,200 Targets Parkinson's, Alzheimer's, MS, and more. It includes 10 Nerve IV treatments, 10 Neural therapies, necessary Detox therapies, \$200 in supplements, and needed PEMF sessions. You save \$800!	<b>Pump You Up</b> .....\$1,320 Targets Fibromyalgia, Chronic Fatigue Syndrome, insomnia, and hormones. Includes 5 IV treatments, 5 HCT, 5 Acupuncture sessions, and \$100 in supplements. You save \$300.
<b>Monster Immune</b> .....\$2,800 Designed for patients with cancer, auto-immune diseases, and chronic infections. Includes 10 IV treatments, 10 HCT, needed PEMF, \$250 in supplements, and 1 Re-evaluation. You save \$700!	<b>Hollingsworth Plus</b> .....\$224 This goes above and beyond the initial Hollingsworth Healing package, giving you 4 more personal therapies. This saves you \$56.

## MIND, BODY, AND SPIRIT

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# Sample Packaging Brochure



FUNDAMENTALS		ALL THINGS OZONE	
New patient .....\$140 Consultation, microscope, exam, and recommendations		Prolozone Injection Set Bronze .....\$540 <b>SAVE \$60</b> Includes 4 Prolozone injection treatments	
New Patient Expanded .....\$260 <b>SAVE \$30</b> Basic plus IV therapy or Prolozone session		Prolozone Injection Set Silver .....\$1,020 <b>SAVE \$180</b> Includes 8 Prolozone injection treatments	
Chiro Package .....\$360 <b>SAVE \$40</b> Includes 12 chiropractic adjustments		Prolozone Injection Set Gold .....\$1,440 <b>SAVE \$360</b> Includes 12 Prolozone injection treatments	
It's the Soft Tissue .....\$160 <b>SAVE \$15</b> Includes 5 Gaston sessions		Chronic Joint Bronze .....\$855 <b>SAVE \$95</b> Includes 4 Prolozone injections, 2 IV sessions, and a re-exam	
Neural Package .....\$575 <b>SAVE \$70</b> Includes 5 neural treatments		Chronic Joint Silver .....\$1,554 <b>SAVE \$296</b> Includes 8 Prolozone injections, 4 IV sessions, and a re-exam	
Just for Her .....\$675 <b>SAVE \$75</b> Includes 5 Frankenhäuser sessions		Chronic Joint Gold .....\$2,440 <b>SAVE \$610</b> Includes 12 Prolozone injections, 8 IV session, and a re-exam	
		Insufflation .....\$450 <b>SAVE \$50</b> Includes 10 Insufflation therapies	
INTRAVENOUS SETS		CHRONIC DISEASE	
IV Bronze .....\$1,350 <b>SAVE \$30</b> Includes 10 IV treatments		Chronic Starter .....\$1,566 <b>SAVE \$174</b> Includes 10 IV treatments, 2 HCT treatments, 1 insufflation therapy, and a re-evaluation	
IV Silver .....\$2,520 <b>SAVE \$40</b> Includes 20 IV treatments		Chronic Bronze .....\$1,881 <b>SAVE \$209</b> Includes 10 IV treatments, 2 neural therapies, 2 HCT treatments, 2 insufflation therapy, and a re-evaluation	
IV Gold .....\$3,600 <b>SAVE \$15</b> Include 30 IV treatments		Chronic Silver .....\$3,383 <b>SAVE \$597</b> Include 20 IV treatments, 3 neural therapies, 4 HCT treatments, 4 insufflation therapies, and a re-evaluation	
Immune Boost .....\$1,760 <b>SAVE \$70</b> Includes 10 IV treatments and 10 HCT treatments		Chronic Gold .....\$5,000 <b>SAVE \$1,250</b> Includes 30 IV treatments, 10 neural therapies, 10 HCT treatments, 5 insufflation therapies, and a re-evaluation	
Get the Lead Out .....\$1,350 <b>SAVE \$75</b> Includes 10 chelation sessions			

CHRONIC DISEASE	
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# Packaging Brochure



# 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.