



MASTERING ETHICAL SALES

Pricing Treatment Plans

Presented by Kim Look

BASICS

Functional Medicine Consult Doctor consultation, exam, lifestyle education, endobiogenie panel	\$140	SAVE \$23
Functional Medicine Consult Plus Basic plus IV therapy	\$202	SAVE \$40
Lifestyle Education Consult Includes nutritional recommendation, exercise program, lifestyle coaching	\$360	SAVE \$15
Lifestyle Education Package Includes 12 Lifestyle Education coaching sessions	\$600	SAVE \$45
Insufflation Basic Includes 5 insufflation bags	\$180	SAVE \$75
Neural Therapy Basic Includes 3 Neural therapy treatments	\$425	SAVE \$15
PEMF Starter Set Includes 3 PEMF sessions	\$135	SAVE \$100
PEMF Mega Set Includes 10 PEMF sessions	\$400	SAVE \$87

NUTRITIONAL IV SETS

IV Set Silver Includes 5 IV treatments	\$787	SAVE \$262
IV Set Gold Includes 10 IV treatments	\$1,488	SAVE \$525
IV Set Platinum Includes 15 IV treatments	\$2,100	SAVE \$53
Elite Athlete Renew Includes 3 IV therapies designed specifically to renew and rejuvenate athletes after competitions, races, and even everyday training	\$472	

OZONE BASIC

Prolozone Injection Set Small Includes 3 Prolozone injection treatments		
Prolozone Injection Set Large Includes 5 Prolozone injection treatments		
Chronic Joint Fixer Includes 4 Prolozone injections, 2 IV sessions, 2 PEMF sessions, a re-exam		

MAKING

- Live Long and Prosper...
Our bodies are under constant stress. We eat, our life's stresses. We need to fight. Includes 5 IV therapies, 3 PEMF sessions
- Mega Mind
Great for any brain and nerve disorders. Includes Alzheimer's, Anxiety/Depression, phosphatidylcholine for brain and
- Super Immunity
Designed for patients with cancer, autoimmune infections. Includes 10 IV's including 2 Neural Therapies, 5 PEMF sessions
- Just For Her Little
Let's face it, we women need a little something for your system and feel better! Includes 3 PEMF sessions.
- Just For Her A Lot
Need more than "a little something"? So get it! Includes 3 Frankenhauser treatments, 2 Insufflation bags

Don't Be Afraid To Make Money



Charge a premium price because:

- Perceived value goes up
- You get the *right* patients
- You are more committed to your patients
- You get better outcomes
- No one wins when you are burned out, exhausted, barely making ends meet.
- Making more money gives you more money to invest in making everything you do better.
- Making more money means you can hire better people who stay longer and treat your patients right.

Sample **Stage 1** Patient Plan – Small



Month	Treatment	Month	Treatment
1	Myers (10g Vit C)	7	PolyMVA (20mL)
2	O3UV (8400 mcg ozone)	8	O3UV (25,200 mcg ozone)
3	Myers (20G C)	9	Methylene Blue (30mg)
4	O3UV (25,200 mcg ozone)	10	O3UV (25,200 mcg ozone)
5	PolyMVA (10mL)	11	Methylene Blue (40mg)
6	O3UV (25,200 mcg ozone)	12	Re-evaluation Consult

Plan Cost: \$2,122

(Patient Saves: \$235)

Sample **Stage 1** Patient Plan – Medium



Month	Treatment	Month	Treatment
1	Myers (10g C) + GHS (500mg)	7	PolyMVA (20mL) + GHS (3000 mg)
2	O3UV (8400 mcg ozone) + Procaine	8	O3UV (25,200 mcg) + Procaine
3	Myers (20g C) + GHS (1000 mg)	9	Methylene Blue (30mg)
4	O3UV (25,200 mcg ozone) + Procaine	10	O3UV (25,200 mcg) + Procaine
5	PolyMVA (10mL) + GHS (2000 mg)	11	Methylene Blue (40mg)
6	O3UV (25,200 mcg ozone) + Procaine	12	Re-evaluation Consult

Plan Cost: \$2,939

(Patient Saves: \$518)

Sample Stage 1 Patient Plan – Large



Month	Treatment	Month	Treatment
1	Myers (10G C) + GHS (500mg)	7	NAD+ (500mg)
2	O3UV (8400 mcg) w/MB (30mg) + Procaine	8	O3UV (84,000 mcg) w/MB (50mg)+ Procaine
3	Myers 2 (20G C) + GHS (1000 mg)	9	PolyMVA + GHS (2000 mg)
4	O3UV (70,000 mcg) w/MB (40 mg)+ Procaine	10	O3UV (84,000 mcg) w/MB (60mg)+ Procaine
5	NAD+ (250mg)	11	NAD+ (500-750 mg)
6	O3UV (84,000 mcg) w/MB (50mg)+ Procaine	12	Re-evaluation Consult

Plan Cost: \$4,085

(Patient Saves: \$1,039)

Sample **Stage 2** Patient Plan – Small



Week	Treatment	Week	Treatment
1	Myers w/ 20g C	7	PolyMVA (20mL)
2	O3UV (4200 mcg) w/MB (30mg)	8	O3UV (70,000 mcg) w/ MB (60mg)
3	Myers w/40g C	9	PolyMVA (30mL)
4	O3UV (12,600 mcg) w/ MB (40mg)	10	O3UV (84,500 mcg) w/MB (60mg)
5	PolyMVA (10mL)	11	PolyMVA (40mL)
6	O3UV (25,200 mcg) w/ MB (50mg)	12	Re-evaluation Consult

Plan Cost: \$2,250

(Patient Saves: \$250)

Sample **Stage 2** Patient Plan – Medium



Week	Treatment	Week	Treatment
1	Myers w/ 20g C + Procaine (5mL)	7	PolyMVA (20mL) + GHS (15g)
2	O3UV (4200 mcg) w/MB (30mg)	8	O3UV (70,000 mcg) w/ MB (60mg)
3	Myers w/40g C + Procaine	9	PolyMVA (30mL) + GHS (15g)
4	O3UV (12,600 mcg) w/ MB (40mg)	10	O3UV (87,500 mcg) w/MB (60mg)
5	PolyMVA (10mL) + Procaine	11	PolyMVA (30mL)
6	O3UV (25,200 mcg) w/ MB (50mg)	12	Re-evaluation Consult

Plan Cost: \$3,249

(Patient Saves: \$361)

Sample **Stage 2** Patient Plan – Large



Week	Treatment	Week	Treatment
1	Myers w/ 20g C +. Procaine (5mL) + GHS (5g)	7	PolyMVA (20mL) + Procaine + GHS (15g)
2	O3UV (4200 mcg) w/MB (30mg)	8	O3UV (70,000 mcg) w/ MB (60mg)
3	Myers w/40g C + Procaine + GHS (10g)	9	PolyMVA (30mL) + Procaine + GHS (15g)
4	O3UV (12,600 mcg) w/ MB (40mg)	10	O3UV (87,500 mcg) w/MB (60mg)
5	PolyMVA (10mL) + Procaine + GHS (15g)	11	NAD+ (250mg)
6	O3UV (25,200 mcg) w/ MB (50mg)	12	Re-evaluation Consult

Plan Cost: \$4,252
(Patient Saves:\$472)

Sample **Stage 3** Patient Plan – Medium



Week	Treatment	Week	Treatment
1	Myers w/ 25g C + Procaine (5mL)	7	HDIVC w/100g + PolyMVA (20mL)
2	O3UV (4200 mcg) w/MB (30mg)	8	O3UV (25,200 mcg) w/ MB (60mg)
3	HDIVC w/50g C + Procaine	9	HDIVC w/ 100g +PolyMVA (30mL) + GHS (15g)
4	O3UV (8400 mcg) w/ MB (40mg)	10	O3UV (70,000 mcg) w/MB (60mg)
5	HDIVC w/ 75g + PolyMVA (10mL) + Procaine	11	HDIVC w/ 100g + PolyMVA (30mL)
6	O3UV (12,600 mcg) w/ MB (50mg)	12	Re-evaluation Consult

Plan Cost: \$5,962

(Patient Saves: \$662)

Sample **Stage 3** Patient Plan – Large



Week	Treatment	Week	Treatment
1	Myers w/ 25g C +. Procaine (5mL) +	7	HDIVD w/ 100g + PolyMVA (20mL) + Procaine
2	O3UV (4200 mcg) w/MB (30mg)	8	O3UV (70,000 mcg) w/ MB (60mg)
3	HDIVC w/50g C + Procaine	9	HDIVD w/ 100g +PolyMVA (30mL) +Procaine
4	O3UV (12,600 mcg) w/ MB (40mg)	10	O3UV (84,500 mcg) w/MB (60mg)
5	HDIVD w/ 75g + PolyMVA (10mL) + Procaine	11	NAD+ (250mg)
6	O3UV (25,200 mcg) w/ MB (50mg)	12	Re-evaluation Consult

Plan Cost: \$6,300

(Patient Saves: \$700)

CONCLUSION AND CALL TO ACTION (CTA)



Your Core Offer is the key to unlocking consistent, high-quality leads.

- Craft an irresistible offer that solves your audience's problems.
- Use the psychology of persuasion to enhance your strategies and build trust.
- Start building your lead generation system today using these principles.

Next Steps:

- Meet with your staff to map this out and get them onboard.
- Reverse engineer YOUR “dream outcome”.
- Implement your Core Offer strategy.
- Monitor results and refine based on feedback.
- Scale successful campaigns to grow your IV therapy practice.



“Selling is 90% conviction and 10% persuasion.”

– Shiv Khera –