



Here is the best way to look at **building a 'VIP Program'**.

We always start with **'The End in Mind'**. Most people have selling their practice one day as the end in mind, and in order to get a good chunk of money you need to have **'Brand Equity'**.

When it comes to **'Building Brand Equity'** in your practice one of the best things to have is recurring revenue. A set amount of patients paying X amount of money every month. And the **best way to accomplish that is by offering a VIP Program**.

There are many benefits to having a low cost of entry program and one of those benefits is you get to **see your patients in person regularly**. This gives you an opportunity to check in with them, see if there has been any changes in their life, any injuries or interests and possibly get them on other treatment plans that you offer **increasing their LTV (Lifetime Value)**.

Another benefit is you **create better patient outcomes**, which in turn, become referrals and an easy way to increase your brand equity.

Here are the basics to consider and a quick breakdown on **'How to Create a VIP Program'**.
Components

- You need to decide what/who is your **target demographic?**
 - Need to be **INDICATION** Focused
- Design VIP Program behind the target demographics

Our recommendation and the easiest is **ORTHOPEDICS**, you can use **Shockwave** as the lead magnet and stack with other treatments and services like **PRP**.

Goal of VIP Program

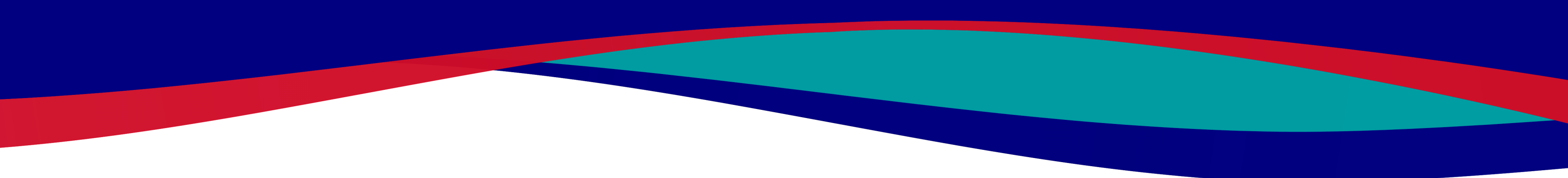
- Create recurring revenue
- Create better patient outcomes

Price for VIP Program

- **\$29-\$49 month**
 - Some practices charge \$500-\$600 a year depending on what they offer in the VIP program.
 - You can also build different levels, **Gold, Platinum, Diamond** and have the price go up but offer more treatments and services.

VIP Program Details – Orthopedic Focus – Shockwave Lead Magnet

- Give them the program **free for first 60 days** – Builds good will and they get a few treatments and want to continue
- **Shockwave** treatments is 3-4 treatments a year
- **Monthly B12 Shot** – Methionine inositol choline MIC – helps melt fat and cleanse liver
 - May want to buy it and get it weekly – totally fine
 - \$245 a shockwave treatment and \$25 a B12 shot = \$1,200 plus in value for the \$29-\$49 a month VIP
- Also give them **20% off on PRP packages – \$1000 per treatment for first joint then \$100 per joint after, they get for \$800. Our kit is \$129** – this is great profit for the practice and good will for the client. **We have 16 joints** so lots of potential.
- Discount for **BHRT Treatments**
- Discounts on **Supplements**
- Create a special price for **botox, blood draw etc.**
- When you get new products or are going to offer a new treatments the **VIP Members get first shot** at using it – **Example** – “Since you are a VIP Partner I am going to send you emails on a new version of PRP as a member you get first right, you also get 20% discount – *click here to book appt* – early access –
- Early access to **research programs**
- **Its very easy to justify a few thousand dollars of services for the \$29-\$49 a month – \$349 a year**



One thing you are definitely going to need and something that will make your life a lot easier and stay top of mind with your patients is an **Email system set up and in place** – Mailchimp etc.

Your **patients list** needs to **become segmented and separate**, so the special offers go to your VIP Partners and then the rest of your database gets the other emails.

You want to send emails to the VIP Partners **2 times a month** – Sharing New services or products, blogs, introduce new team members or Doctors, news in science, case studies etc.

Here are a few things you want to have for your office and reminders –

- **Tri-Folds** for office that are educational on your **Indications**
- **Banners for office** 'Shockwave/PRP Treatments' and what **Indications** they treat
- Content for website
- Blog
- Video for website
- Video testimonials

Thank You

What we have shared in this packet should get you headed in a beautiful direction with your practice **having focus, strategies and ways to implement growth.**

If you would like to speak further about anything we can help you with the following:

- We provide many products that you can easily integrate into your practice.
- We provide the training to you and your staff on each product and service.
- We help you get your services and treatments priced for your local market.
- We can help set up the marketing for your new services and treatments, and even help with your current practice and get you all dialed in on all fronts.
- We can help implement each strategy in this document and get your practice more revenue!

Let's Talk!

**You can reach us by phone at 561 – 325 – 7000
or by email – info@regenomedix.com**

