



The OrthoLazer Model Is Simple

Engaged Physician Owners Have Successful
Centers



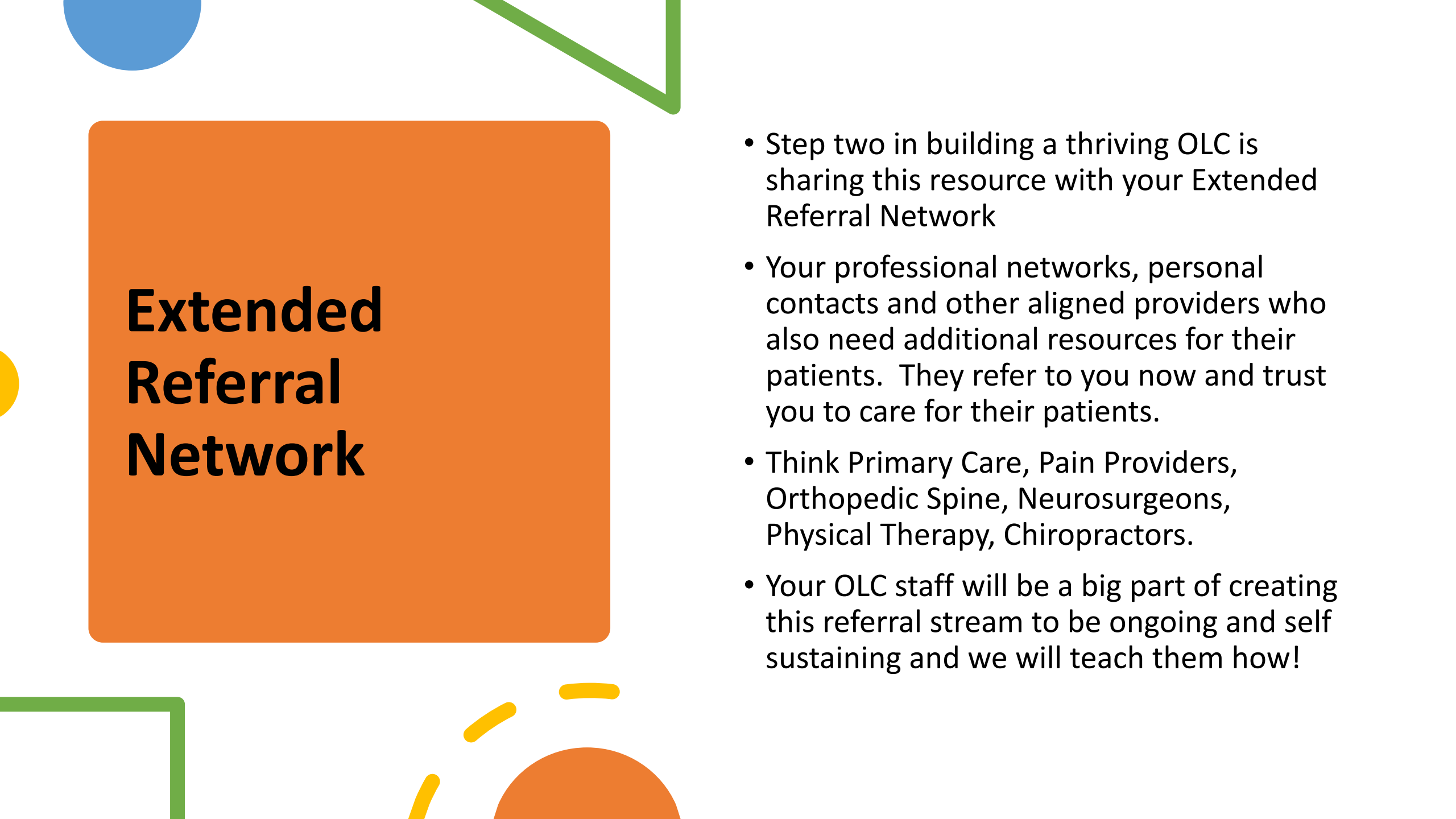
Metrics that Matter

- Our model is simple and it works.
- It all starts with your referrals. This is not a spectator sport.
- Our Franchise Success Team will review your Primary Referrals in detail with you monthly in your first 3 months.

Primary Referrals

The first and most important stream to build

- These are patients from your site of practice referred by you, your partners and your PA, NP, RN or MA.
- These patients are post-op, non-op, and chronic pain
- Primary referrals depend on YOU and your true belief in laser therapy
- Process is key in ensuring your patients get scheduled for treatment. We are experts and will help you design what works in your unique practice.



Extended Referral Network

- Step two in building a thriving OLC is sharing this resource with your Extended Referral Network
- Your professional networks, personal contacts and other aligned providers who also need additional resources for their patients. They refer to you now and trust you to care for their patients.
- Think Primary Care, Pain Providers, Orthopedic Spine, Neurosurgeons, Physical Therapy, Chiropractors.
- Your OLC staff will be a big part of creating this referral stream to be ongoing and self sustaining and we will teach them how!



Community Outreach-Impac ting your Community

- OrthoLazer is a tremendous resource for you community!
- These patients may not be connected to a provider and will call and/or walk in for treatment.
- Think student athletes, weekend warriors, people sidelined by pain but often did not seek medical care.
- We have process in place for ensuring these patients get scheduled including providing a diagnosis quickly, mentoring your OLC team in talk tracks and other critical elements.
- We provide incredibly rich resources for easy social media support, tools and content to engage with your community and patient experience data.