

**An exclusive and unique
opportunity for
orthopedic surgeons
and their patients**



**ORTHO
LAZER**
Orthopedic Laser Center

The OrthoLazer Mission | Scott A. Sigman, MD



As Chief Medical Officer and Founder of OrthoLazer, I get asked routinely, "How did this Opioid Crisis happen? How did my child get addicted to drugs after a surgery? How did my child or loved one die of a heroin overdose six

months after surgery? How is it possible that four out of five new heroin users started on prescription opioids?"

Honestly, I wish I saw it coming. As orthopedic surgeons, we were told our patients needed to have pain control. We were told opioids were inexpensive and non addictive. The truth is, opioids are highly addictive and extremely costly to society.

As a proud Opioid Sparing Surgeon, I have been on a personal mission since 2013 to change the culture of postoperative pain management for doctor and patients. There is good news – across the country, doctors like yourselves are embracing our postoperative Opioid Sparing techniques.

My passion for Opioid Sparing Surgery is the reason I founded OrthoLazer. I have been using the MLS M8 Robotic Laser as an opioid alternative treatment for acute and chronic orthopedic pain. With the use of the MLS M8 Laser I have had great success in treating patients with chronic orthopedic conditions without surgery or injections. In addition, the M8 Laser, when used postoperatively, has reduced patients' pain and hastened recovery, reducing the need for opioids. Acute orthopedic injuries have also responded well to MLS Laser treatment, returning our athletes to their sport faster. My patients are embracing the concept of laser treatment.

OrthoLazer Franchise Overview

OrthoLazer is an exclusive business opportunity for select orthopedic surgeons to generate passive income while offering their patients an effective, alternative pain management option to treat acute and chronic orthopedic conditions.

OrthoLazer is a first-of-its-kind opportunity designed specifically for orthopedic surgeons and may be the best complimentary business since the surgical center. OrthoLazer is now accepting franchisee applications to secure protected OrthoLazer locations in select cities nationwide.

We know the constraints most orthopedic surgeons have on their time. The OrthoLazer Center "Business-in-a-Box" franchising system eliminates all the guesswork – and much of the legwork – involved with opening your OrthoLazer Orthopedic Laser Center.

We also understand the importance of the patient experience. OrthoLazer Centers have been artfully conceived and designed to ensure an experience that your patients will be excited to talk about.



Exclusive Technology

OrthoLazer Orthopedic Laser Centers are powered by the MLS M8 Robotic Laser – the most advanced therapy laser on the market today. 80% of patients report they experience significant lasting pain relief after completing the treatment protocol.



The Brand: Delivered.

We help you find the ideal OrthoLazer Center location and then design to spec, build and deliver your entire patient-facing OrthoLazer branded office space. This includes all of the furniture and fixtures needed for your reception area, hallway and treatment rooms.



Process to Success

Managing your OrthoLazer Center remotely is a breeze with our completely turnkey business process, systems, software and training. After we help you recruit and hire your office manager and staff, we provide a comprehensive business operation manual and ongoing training to ensure your OrthoLazer Center operates smoothly and efficiently from the moment your first patient arrives.



Scheduling Simplified

The HIPAA-compliant OrthoLazer Business Software platform was designed with the patient and staff in mind. It provides patients a branded mobile app for scheduling appointments, notifications and reminders. Merchant account and point of sale services allow for patient payments to be recurring, managed from the mobile app or collected at the time of treatment. Staff has easy access to all pertinent patient information and treatment notes, business financials and payroll reporting.



Marketing Ready

The OrthoLazer Quick Start Marketing Program is executed at no cost to new franchisees by our highly skilled team of marketing specialists. The program is designed to support your patient education and referral efforts by providing your Franchise Center with a complete web and digital media footprint and a generous amount of printed collateral. Additional and ongoing marketing services are available through our authorized marketing partners.

Exclusive MLS® M8 Robotic Laser Technology

MLS M8 Laser Technology - available exclusively to OrthoLazer Centers - is the most advanced therapy laser in the market today. The FDA-cleared and patented MLS M8 Robotic Laser reduces inflammation and pain with no negative side effects.

The MLS M8 Robotic Laser is the only fully automated, high-powered Class 4 laser which does not generate debilitating heat. Additionally, there are very few contraindications for use. Therefore, it is safe to use on the majority of patients suffering from acute and chronic orthopedic conditions, as well as patients seeking to recover from surgery more quickly.

The innovative and intuitive design requires minimal staff training and can accommodate virtually any patient mobility or positioning challenges. The programmable robotic functionality allows for unattended operation which maximizes office efficiencies.



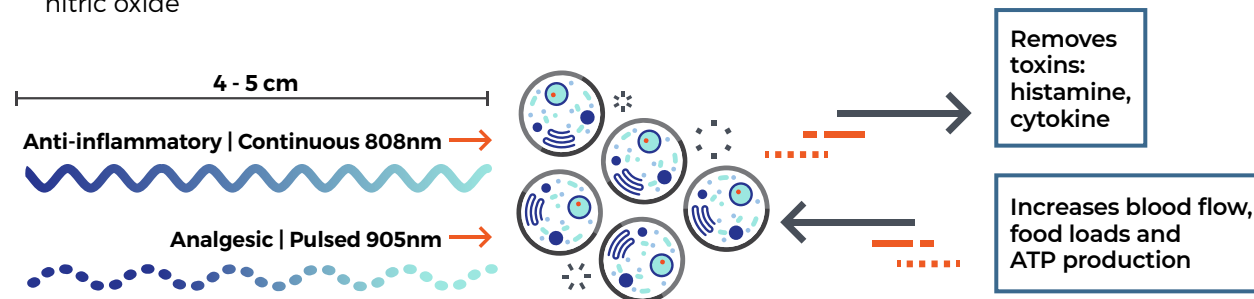
The Science Behind MLS Laser Therapy

Laser energy produces changes in oxidation/reduction status of the mitochondria which lead to dramatic increases in ATP synthesis. Activation of the sodium/potassium pump alters the cell membrane permeability to calcium.

Laser therapy has been shown to effect cellular activity in the following ways:

- Stimulates cell growth
- Increases cell metabolism
- Improves cell regeneration
- Produces an anti-inflammatory response
- Produces edema reduction
- Reduces fibrous tissue formation
- Stimulates nerve function
- Reduces the production of Substance P
- Stimulates long-term production of nitric oxide

The patented MLS M8 Robotic Laser was developed as a result of nearly three decades of scientific research that studied the biological and therapeutic effects of different emission components and methods. The Departments of Biology at both the University of Turin (Italy) and the University of Padova (Brazil), as well as the Department of Anatomy and the Orthopedic Clinic at the University of Padova, have studied and verified the unique effectiveness of MLS M8 Robotic Laser Therapy. There have been more than 2,500 published studies worldwide involving low-level laser therapy, with approximately 120 double-blind studies published.



Conditions Treated

Using the proprietary and patented MLS M8 Robotic Laser Technology, OrthoLazer Centers offer a new solution for treating the pain and inflammation associated with a wide variety of acute and chronic orthopedic conditions.

The MLS M8 Robotic Therapy Laser is especially effective with tough-to-treat issues like IT band tendinitis, tennis elbow, calcific tendinitis, meniscal tears, and plantar fasciitis.

MLS Laser Therapy treatments are cumulative in their effect on pain and inflammation. Most patients begin to feel pain relief and/or increased range of motion after just 2 to 4 treatments. Acute conditions generally require 4 to 6 treatments to resolve, while chronic conditions typically require 8 to 10 treatments. Treatment times vary between 4 and 10 minutes, based on condition treated.

Head and Neck Pain

- Cervical Arthritis
- Neuralgia
- Neuropathy

Elbow Pain

- Tennis Elbow
- Golfer's Elbow

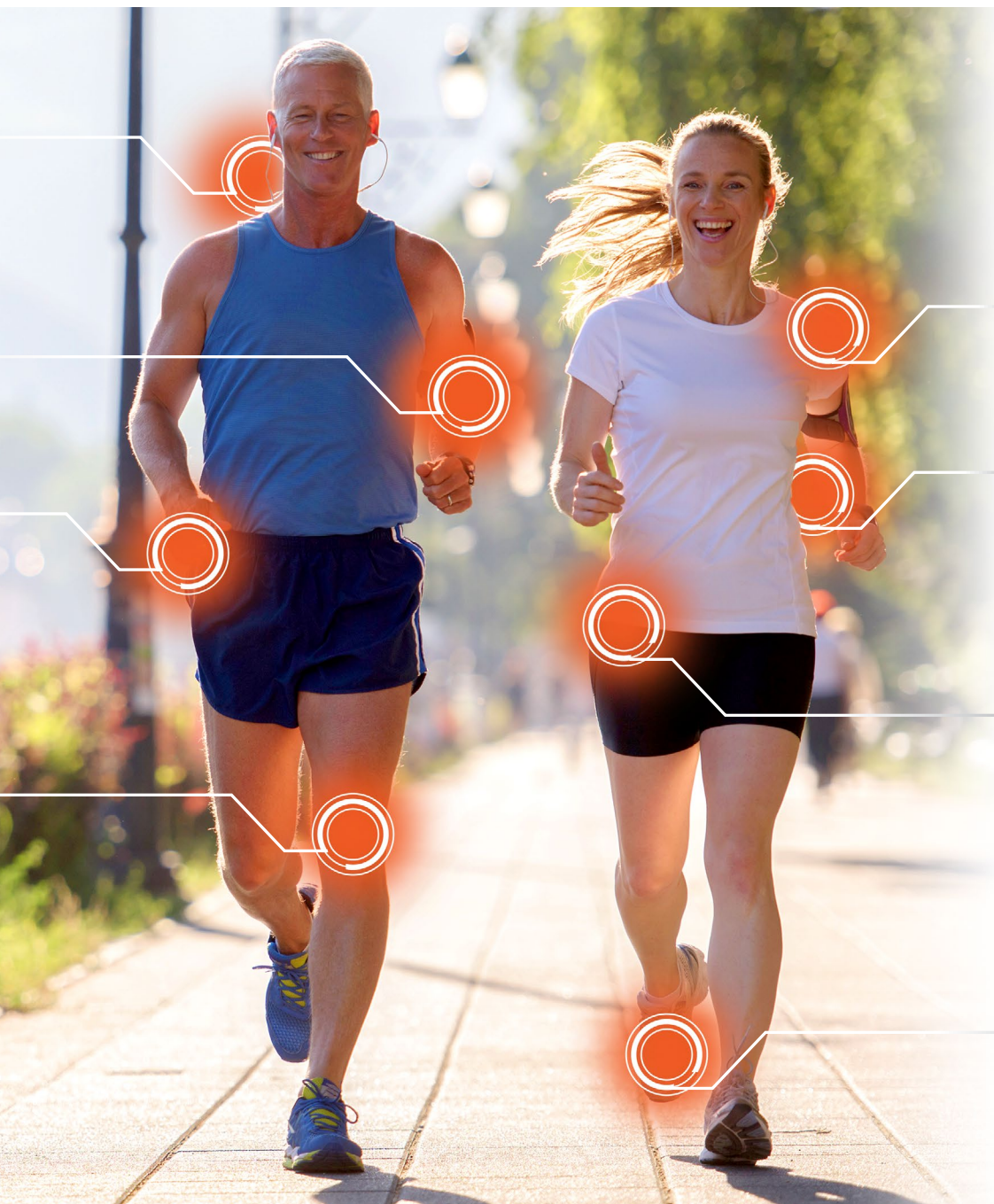
Hand Pain

- Hand Arthritis
- Carpal Tunnel

Knee Pain

- ITB Tendinitis
- Knee Arthritis
- Meniscal Tears
- Dislocation
- Patellofemoral Syndrome
- Stress Fractures





Shoulder Pain

Rotator Cuff Pain
Bursitis
Calcific Tendinitis

Back Pain

Dorsal Arthritis
Lumbar Pain
Sciatica

Hip Pain

Hip Arthritis
Labral Tears

Foot Pain

Plantar Fasciitis
Fractures
Sprains and Strains
Achilles Tendinitis

The Brand: Delivered.





OrthoLazer Marketing Support

Patient acquisition is the key to the success of your OrthoLazer Franchise. We provide the tools to help you educate and inform your patients about treatments options, benefits, and expectations. Our Quick Start Marketing Program creates the foundation. At no cost to our Franchisees, we set up

each Center's digital footprint and provide a startup set of printed collateral. Ongoing marketing support for social media content creation, printed and digital advertising, public relations (and more) is available through our authorized marketing partners.



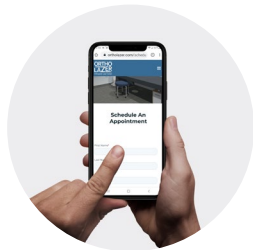
Webpage Creation



Facebook Set Up



Google My Business Set Up



Email & Forms Creation

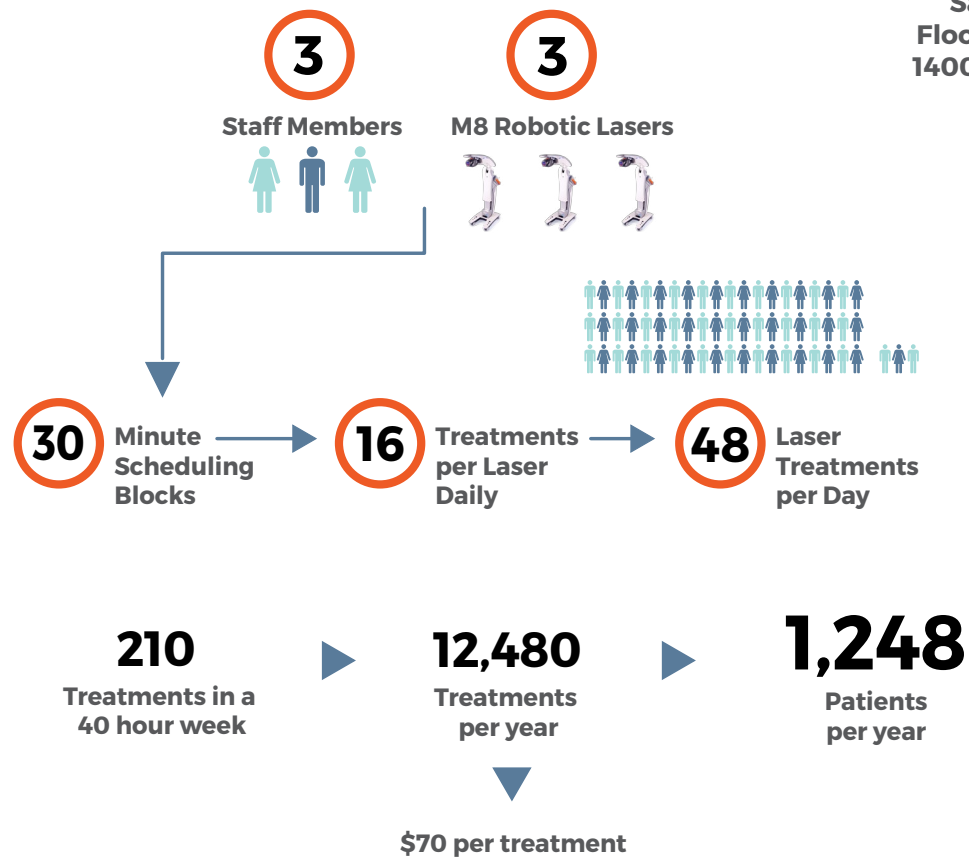


Patient Education Brochures

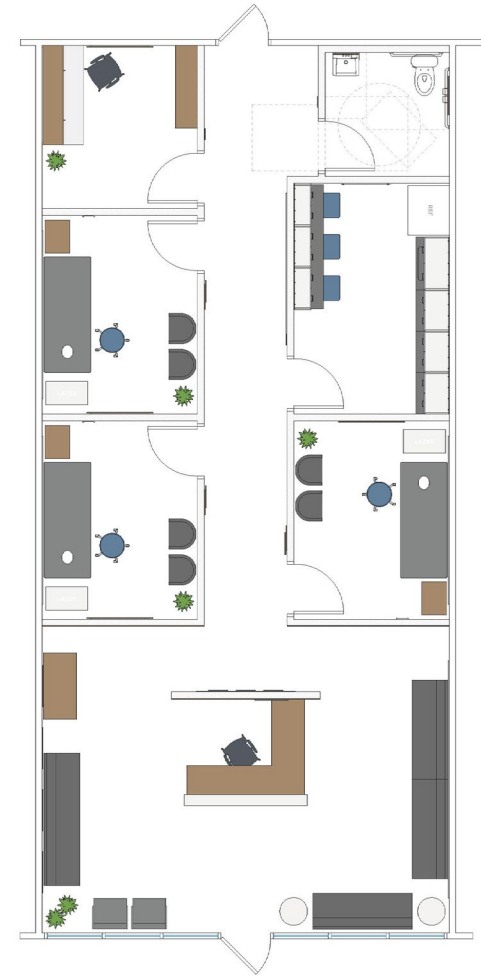


Referral Tearpads

OrthoLazer Center Throughput and Layout



Sample
Floor Plan
1400 Sq Ft



OrthoLazer Franchisee Documentation Process



Initial Franchise Fee: \$49,500.00
Franchise Support Fees: 8% of Revenue
National Advertising Fund: 2% of Revenue
Exclusivity based on population density

- ☒ Request and acknowledge receipt of The OrthoLazer Franchise Disclosure Document
- ☒ Authorize the Franchise Application to secure exclusivity for your area



- ☒ Establish PLLC for The OrthoLazer Center
- ☒ Authorize Agreements and Funding

OrthoLazer Franchise Agreement	Credit Application	Equipment and Furnishing Lease Agreement	Submit Franchise Fee
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- ☒ OrthoLazer Implementation Process Kick-Off



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