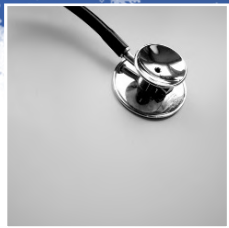


VITALITY WELLNESS CLINICS



# SERVICE LINES - INITIAL



## Clinical

- Men & Women
- E&M
- Annual Wellness
- Weight Loss
- Concierge Services



## Hormones

- HRT/TRT Shots
- Bio-Identical
- Nutraceuticals
- Pellet Therapy



## Ancillaries

- Bloodwork
- Vitamin Infusion
- ANS Testing
- Home Sleep Testing
- Specialty Pharmacy

# CONDITIONS TREATED

- D51.9 Vitamin B12 Deficiency
- D75.1 Erythrocytosis
- E23.0 Hypopituitarism
- E23.1 Drug-induced hypopituitarism
- E23.3 Hypothalamic dysfunction, not elsewhere classified
- E23.6 Other disorders of pituitary gland
- E23.7 Disorder of pituitary gland, unspecified
- E28.9 Ovarian dysfunction, Unsp
- E29.1 Testicular hypofunction (hypogonadism)
- E29.8 Other testicular dysfunction
- E34.9 Endocrine disorder, unspecified
- E55.9 Vitamin D Deficiency
- E63.9 Nutritional Deficiency
- E66.01 Morbid Obese (>)40)
- E66.01 Obese w/HTN DM (>35)
- E66.09 Obesity (30-39.9)
- E66.3 Overweight (25-29.9)
- E66.9 Obesity, Unspec
- E88.81 Metabolic Syndrome
- E89.5 Postprocedural testicular hypofunction
- F51.09 Other insomnia not due to a substance
- F51.11 Primary Hypersomnia
- G47.13 Recurrent Hypersomnia
- G47.9 Sleep Disorder, unspecified
- G47.9 Sleep Disturbance
- I11.0 Hypertensive heart disease with heart failure,
- I11.9 Hypertensive heart disease without heart failure
- M62.81 Muscle Weakness
- N45.1 Epididymitis
- N45.2 Orchitis
- N45.3 Epididymo-orchitis
- N50.0 Atrophy of testis
- N50.89 Other specified disorders of the male genital organs
- N51 Disorders of male genital organs in Dx classified elsewhere
- R06.81 Apnea, not elsewhere specified
- R06.83 Snoring
- R06.89 Other abnormalities of breathing
- R53.83 Fatigue
- R68.82 Decreased Libido
- R94.5 Elevated Liver Enzyme
- Z71.3 Dietary Counseling
- Z72.820 Sleep Deprivation

# FEE SCHEDULE

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INS	CASH	DESCRIPTION
✓	\$ 250	NEW PT APPOINTMENT
✓	\$ 225	HORMONE TESTING
	\$50/WK	TESTOSTERONE INJECTIONS
	\$ 75	VITAMIN PACKS (30d)
	\$ 100	IV THERAPY BAGS W/MEYERS DRIP
	\$ 15	O2 THERAPY W/IV INFUSION & TP DRAWS
	\$15-\$30	LIPO C OR B12 INJECTIONS
	\$ 75	DIET/NUTRITIONAL COUNSELING
SOME	\$ 50	TELEMEDICINE VISIT
	\$ 35	THERAPEUTIC PHLEBOTOMY

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# CASH SUBSCRIPTION MODEL

## 1<sup>ST</sup> MONTH \$500

- Intake
- Hormone Testing (Blood, Saliva or Urine testing)
- 2<sup>nd</sup> Visit is a Discussion visit and follow up
- Customized treatment plan
- RX and Supplements Ordered

## 2<sup>ND</sup> MONTH \$300

- Face to Face follow up or Telemedicine Follow up
- Refills provided for HRT therapy
- Supplements for GI and Estrogen Detox
- Lab Req provided for next lab draw 1 week before scheduled Appt

## CONTINUATION \$250

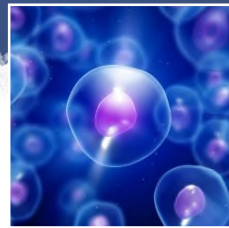
- Labs Ordered (TT/SHBG/E2/CBC)
- Discussion of Lab results and titration of HRT therapy
- Refills provided for monthly medication

# SERVICE LINES - FUTURE



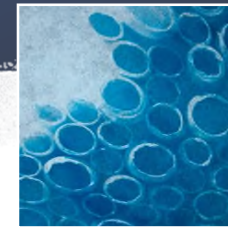
## Wellness

- Home EEG
- Diabetes
- Nutritional
- Anti-Aging
- Rejuvenation



## Clinical

- Urgent Care
- PRP
- Stem Cells
- Botox
- Laser



## Ancillaries

- Allergy Testing
- PGX
- CGX

# SALES FUNNEL

## DIRECT TO CONSUMER

Social Media, Display Ads Searches,  
Advertisements, Insurance Plans

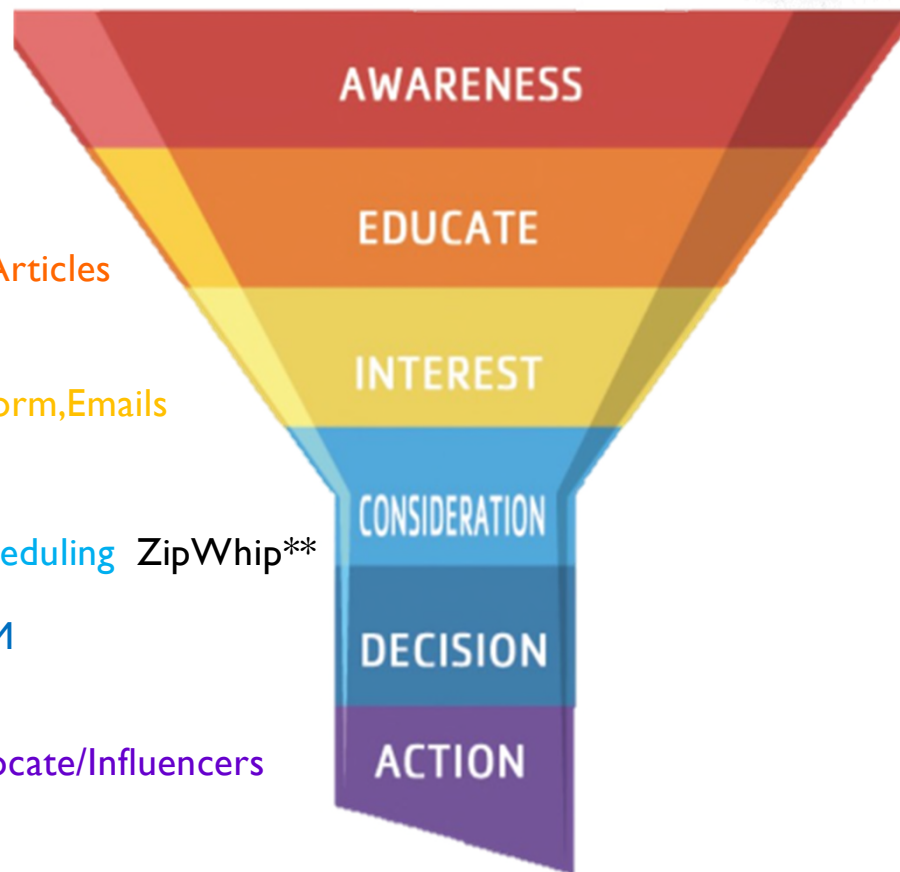
Website, SEO Blog Posts, Articles

Calls, Questions, Web Form, Emails  
ZocDoc\*\*

Scheduling ZipWhip\*\*

SEM

Advocate/Influencers



## B2B

Provider Marketing, Lunches

Chambers, Nursing Homes, Groups