

Medical Osteoarthritis Program



800.240.9473



All of BAC Medical Marketing's programs are designed to provide the purchaser with a complete turn-key business system. This includes everything needed to duplicate the formula for success we have developed in dozens of Beta sites, over many years, across the U.S. That said, we understand that each practice and each client is unique and there is no such things as a "one-size-fits-all" solution. Because of this we offer a variety of equipment packages and include marketing, training and supplies designed to address a wide range of needs.

GREAT PATIENT OUTCOMES PRECEDED BY WORLD-CLASS TRAINING

Paramount to the success of any health care business model are patient outcomes and patient satisfaction. This is the driving force behind long-term success as well as "word-of-mouth" referral business.

At BAC Medical Marketing, we have developed a clinical model that offers near perfect patient out-comes and extraordinarily high patient satisfaction. It is imperative to understand how to bill, code, collect for services provided, how to run daily operations and perform the protocol. And of course driving quality new patient flow consistently and on budget is also a necessary component to any successful practice formula. We train clinicians from around the world in this model and provide the following modules:

Products – Learn when different brands and formulas of Hyaluronic Acid supplements are clinically indicated for use. When to add Cortisone, PRP Therapy, Stem Cells and other additives to the injection plan to improve clinical outcomes.

Diagnosis – Learn to read MRI and x-ray films of osteoarthritic patients and to identify key clinical factors that indicate and contraindicate care. Establishing medical necessity will be demonstrated, as well as what DME products and additional ancillary care options can be implemented and what clinical and fiscal advantages they offer.

Technology – Become educated in the use of digital ultrasound and fluoroscopic guidance, learn when to use one versus the other, and how to perform an arthrogram. Pros and Cons of each method will be discussed, as well as profitability, and related billing and coding guidelines.

Care Plans – How to establish and deliver complete clinical care plans through effective report of findings and salesmanship will be discussed. Post-injection therapy options and hands-on training in the clinical delivery of attended and non-attended physical therapy modalities provided.

WE MAXIMIZE PROFITABILITY

Improved Patient Acquisition | Cost Effective | Measurable Results | Personalization

- Tabloids
- Television Ads
- Ad Placement Services
- Patient Workshops
- Facebook/Digital Campaign Design
- Monthly Marketing Campaign Plan

www.BACMedicalMarketing.com

Ask About Our
Regenerative
Medicine Products,
Patient Workshops
& Marketing
Campaigns

➔ **EQUIPMENT PACKAGES** – Designed for the clinician that already has an established practice but does not yet offer Osteoarthritis treatment options as a component of their business model. These equipment packages include the hardware needed for the OA Program. Once an equipment package is purchased, **we** provide the necessary marketing, training, supplies and even physician staffing, DME and Medicare accreditation services, if needed.

PORTABLE MINI C-ARM & X-RAY COMBO PACKAGE

With the addition of fluoroscopic guidance gain the ability to offer arthrogram diagnostic procedures for increased accuracy of injection placement and added case profitability, as well as digital x-ray in a fully portable platform. Ideal for the provider with multiple locations, or that performs rounds in hospital or facility.

EQUIPMENT DESCRIPTION

OrthoScan Mobile DI – Multi use portable fluoroscopy and x-ray including applicable accessories, training, and installation with full one year parts and labor warranty.

MediLuxe Rx4-2000 – An optional medical grade procedure table/chair.



MARKETING SUPPORT PROGRAM

A comprehensive “done-for-you” marketing system designed to flood your practice with qualified new patient flow at a low cost-per-lead and high potential return on investment.

Program Identity Package Includes:

Custom Logo Design · Individualized Letterhead · Display Ads · Office Brochure · Front Desk Coaching
Individualized Business Cards · Landing Page · Marketing Response Tracking & Optimization

Access fee to the BAC Marketing Agency Services (starting in year two for program participants) includes creative resources and customized templates for use in multi-media formats. The fee is auto-invoiced on a monthly basis. Marketing only services are available. CALL TODAY TO LEARN MORE.

SERVICES & SUPPLIES PROVIDED WITH EACH PACKAGE

- ✓ Our **Two Day Clinical Training Program**
- ✓ All necessary forms, scripts, etc. to operate the business model
- ✓ 50 Supartz (hyaluronic acid) syringes
- ✓ 20 (10 Left/10 Right) SMC OAide-3000 Single Hinge Knee Unloading Braces
- ✓ Basic supplies start-up inventory, including syringes, needles, sterile supplies, etc.
- ✓ Clinic operations manual-step-by-step guide to establish & run a profitable OA practice
- ✓ One year of clinical & business coaching from our experienced team of experts & clinicians
- ✓ Reduced wholesale pricing on clinical supplies, Supartz, & more!

Two Day In-Practice Clinical Training Option 1 –

Our team schedules time to visit your practice and preplan one non-patient care day in which general learning will be achieved, as well as one active patient care day of shadowing live treatments and performing live treatments yourself. Billing/coding training scheduled.

Two Day On-Site Clinical Training Option 2 –

Join us at one of our Luminary sites to shadow our experienced medical team and participate in hands-on training practices as outlined in the In-Practice Clinical Training option. This option is for training of licensed medical and therapeutic service providers only. Billing/coding training scheduled at your clinic. *For each training option, our team coordinates with your medical departments, plus your billing/coding staff, to time training modules around their workload and insures the clinic is set up and ready for each protocol training module.*

Marketing Support Program & Remote Training Support available, auto-billed at a set monthly fee after year one.



Package price subject to change at any time without prior notification. Leasing options available. Occasionally, equipment substitutions may be proposed, and the pricing adjusted accordingly.