

Ultimate Guide To

9 PROVEN CASH-BASED WELLNESS PROGRAMS

You Can Implement Now For
Better Patient Retention, New Patient
Acquisition, & Greater Practice Profitability



Rich Farina, M.S.
Founder & President

Healthcare's Perfect Storm

It's no secret that health professionals are facing incredibly challenging times right now, especially after the sudden shutdowns and subsequent fallout that the COVID-19 pandemic caused in 2020. Many medical doctors, physical therapists, and chiropractors everywhere are still struggling to recover from reduced patient volume, reduced practice revenues, and less personal income while trying to come up with economical strategies to help rebuild.

Plus... the ever-changing insurance industry continues to put obstacles in your path to making the type of financial reward you deserve. In this environment of declining reimbursements, more documentation requirements, and increasing insurance bureaucracies, we know you are frustrated, overburdened, and feel stuck.



We understand... because we talk to doctors and therapists every day from a variety of disciplines about their goals to improve revenue and increase their bottom line.

We know... that you're tired and burned out from spending longer hours seeing more patients in less time... *for less income*. Or maybe it's the opposite and you're not getting enough new patients in your practice each month.

And finally, we know... the fallout from all these changes has caused your current patient marketing and referral strategies to become ineffective and even too costly to continue without a decent return on investment (ROI).

But it's not a time to panic...

There is a way to weather these storms, continue to expand your practice, get more new patient referrals, increase your practice income, and build long-term value.

It's a way that you can adapt to the changes in the healthcare consumer marketplace, hone in on your practice's unique demographic niche, and thrive in these challenging and unpredictable times.

The Solution: Follow Dentistry's Proven Wellness Model

Over five decades ago, the dental profession found itself having to deal with similar financial turmoil that many other types of healthcare professionals are facing today.

When forces beyond their control caused a significant decline in new patients, patient visits, and in their practice revenues, they re-invented themselves and realized the power they could harness if they took the lead in "preventive wellness".

Do you recall what they did?

That's right... they added a **"wellness"** **cash-based revenue stream** to their practices called... **Dental Hygiene**. They hired and trained qualified para-professionals called dental hygienists and created an almost totally hands-off cash income stream for their practices... all in the name of **PREVENTION AND WELLNESS**.



All of a sudden, patients started to see their dentist in a new light... as more of a **Wellness Doctor**. And they believed that their dentist had taken a more positive and preventive role in their dental health.

The result? More new patients... more patient visits... and more practice revenue!

In fact, statistics show that the average yearly revenue from offering a dental hygiene program in a dental practice can be as much as 25-35% of the practice's gross revenue, which can average between \$120,000 and \$154,000 per year, or more.

Despite the overhead of a skilled licensed dental hygienist at an average of \$36/hour, when a well-organized dental hygiene prevention program is managed properly, it can be a revenue stream that raises all other departments in a dental practice.

So why can't you follow the same successful business model? **You can.**

You Can Do The Same... With Our One Room Wellness Center Strategy!

To experience the **SUCCESS IN PRACTICE** you deserve over the next decade, you need to be armed with a **proven practice building strategy** that can help you solve the challenges of this ever-changing economy and strengthen or re-establish your practice as a powerful and profitable "**wellness force**" in your community.

How? With our solution called **The One Room Wellness Center Strategy**.

Here are just some of the outcomes you can experience when you implement the "right" wellness program in your practice...



- ▶ **You'll be able to predictably attract more (and better) New Patients to your practice** that will help you to generate more income with less stress.
- ▶ **You'll be able to boost your practice with Referrals** and you already know that referred patients stay longer and spend more on your services.
- ▶ **You'll be able to increase your Practice Retention** and thus decrease the need for expensive external marketing.
- ▶ **You'll be able to get your "Lost Patients" back...** there's literally a goldmine hidden in your inactive patient files.
- ▶ **You'll be able to have a completely New Cash Revenue Stream** that will allow you to generate income without you having to deliver the services.
- ▶ **You'll discover additional "Hidden" Profit Services** that your patients are already looking for and willing to pay you cash for.

Your ability to generate revenue in your practice is your most valuable asset.

Your patients come to you and exchange their money for the value you deliver. The problem is... your value far transcends your ability to treat individual patients. With the **One Room Wellness Center Strategy** in place, you can leverage your skills and talent as a doctor so that your income is not only tied to the care of your individual patients.

Tap Into The Hidden Goldmine Right Inside Your Own Patient Base

Most healthcare professionals underestimate the hidden revenue that's in their inactive and past patient files. They often forget the effort, energy, and money they spent to acquire and nurture them as new patients.

And while they may not return to your office for the exact reason they became your patient, they **WILL RETURN** if you have other wellness-based services to offer them.

What's even more interesting is that they may be already paying for these services somewhere else or looking for a trusted expert (you) to buy them from now.

This is why it takes very little marketing to resurrect these patients and convert them into cash-paying wellness clients... when you have a well-developed and results-oriented service they "want" beyond the healthcare they may need.

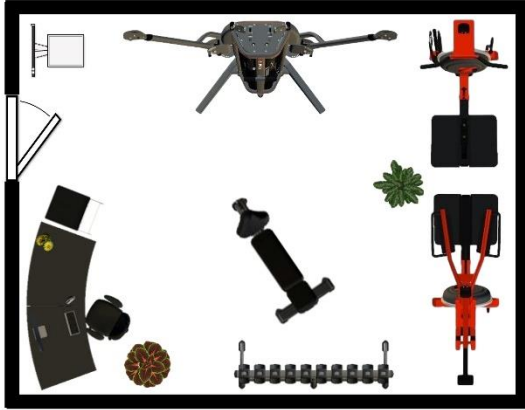


Our **One Room Wellness Center Strategy** includes the exact protocols, techniques, and templates to use communicating and announcing your new One Room Wellness Center Program to both your active and inactive patients. We even teach you the exact conversation script to use to convert your insurance-based patients into cash-paying wellness clients.

By offering a new Wellness Program to both your active and inactive patients right inside your practice, you can not only solve the challenges that you face in your practice now, but also **attract more new patients, boost your practice with more referrals, improve patient retention, and generate more cash income.**

How Just 80-200 Sq. Ft. Right Inside Your Office Can Earn You Up To \$10,000 More Each Month

Most healthcare professionals admit that they don't make best use of ALL their office space. Unfortunately, the problem is... wasted office space costs you MONEY if it's not creating practice revenue for you.



We'll help you find the wasted, inefficient space within your current office... up to 200 sq. ft. that you can use to implement, launch, and grow your very own One Room Wellness Center.

This can all be done without disruption of current patient flow and revenue.

Our **One Room Wellness Center Strategy** is designed to help you implement a wellness program in your practice so that it's easy and effortless to run, totally compliments your practice, and delivers you a consistent, dependable monthly cash-based income stream.

Once in place, you'll be able to offer your patients true WELLNESS SOLUTIONS... using health-promoting lifestyle interventions you select and recommend to them for improving their overall health!



Harold Johnson, M.D.
Family Physician,
Atlanta, GA

"Two decades of managed care and patient outcome documentation took a huge chunk out of my personal income. My lifestyle had to change because I was working more and making less. Your cash-based wellness protocols and business strategies helped me climb back to the top of my income potential... and I don't even have to deliver the service!"



Daniel James, P.T.
Physical Therapist,
San Francisco, CA

"I always wanted to provide my patients with more than my skills as a physical therapist. Plus I wanted to stabilize my practice against the political ups and downs that constantly plague us. I implemented your wellness system to provide my patients with a solution that actually works and they enjoy. I couldn't have done it without you."



Cherise Dyal, M.D.
Board Certified in
Orthopedic Surgery

"This program helped me create my wellness center right next to my practice and gave my patients their 'next step' after their surgery and physical therapy. For me, it added a cash income stream I never thought possible and now practice is quite different and more balanced."

9 Proven Cash-Based Wellness Solutions

For Better Patient Retention, New Patient Acquisition, & Greater Practice Profitability

Here is just **9 of the most profitable wellness services** you can offer patients right inside your practice:



Each of these Wellness Solutions can be implemented and launched ***in just 8 weeks***.

And by using the leverage created from our years of experience and proven track record, you can eliminate the guesswork and the "learning curve" while we help you implement an efficient and systematized approach to the delivery of your wellness program.

Here's a further explanation of each proven Wellness Solution we advocate...

Wellness Solution 1***Personal Exercise Consultation, Programming, & Weekly Coaching***

This Wellness Solution is based on an “expertise & accountability” model in which the doctor or staff member helps to engage the wellness client in a regular exercise program that they develop and hold the person accountable for participation in the client’s commercial gym, health club, or even a home setup.

Weekly in-person private coaching sessions in the One Room Wellness Center of the office helps the client stay accountable and progressive, reaching their fitness and health goals with greater success in a predictable period of time. Certain equipment and digital technology is required for program development and progress tracking.

Wellness Solution 2***One Room Micro Gym***

This Wellness Solution is an easy and powerful entry point for a doctor looking to offer his/her wellness clients a unique exercise training experience that is onsite in the office, by appointment, and coached by a qualified staff member. The key to high profitability in this model is to offer an exercise strategy and protocol with the right type of equipment that the wellness client can’t participate in or get access to down the street at the local gym and health club.

And with the recent shutdowns and ongoing restrictions that the COVID-19 pandemic has caused, many of your patients are reluctant to return to the cheaper “big box” style gyms because they simply don’t feel safe.

In a small room (80-200 sq. ft.), usually by making use of wasted space in your office, the One Room Micro Gym can be implemented and launched in as little as 8 weeks. It is a high retention wellness model that not only expands upon your current patient services, but it can attract new patients, reactivate those who only see you when they have a health problem, provide you with an ongoing cash income stream that can operate almost on autopilot.

Wellness Solution 3***Weight Loss & Diet Coaching Programs***

Most of your patients will tell you... they know they have to lose weight. It’s why weight loss is a multi-billion dollar industry. And that’s why adding this Wellness Solution to your practice can provide a valuable service to your wellness clients who simply can’t achieve their weight loss goals on their own.

Regardless of your philosophy about diet and nutrition, this One Room Wellness Solution model can be implemented in just 8 weeks and launched to all of your active and inactive patients in your practice to start. Then you can expand with cost-effective marketing to attract more new patients to your practice and continue to build your One Room Wellness Center into a multi-service income stream.

Wellness Solution 4***Nutrition Counseling & Functional Nutrition Coaching Programs***

Similar to Wellness Solution 3, this Wellness Solution focuses on identifying the nutritional causes of client's health issues and making nutritional recommendations in diet, supplements, and lifestyle.

Often, specialized testing and analysis is required to help the wellness client understand and implement changes in both diet and lifestyle.

Again, regardless of your philosophy about diet and nutrition, this One Room Wellness Solution model can be implemented in just 8 weeks and launched to all of your active and inactive patients in your practice to start. Then you can expand with cost-effective marketing to attract more new patients to your practice and continue to build your One Room Wellness Center into a multi-service income stream.

Wellness Solution 5***Assisted Stretching & Flexibility Training***

This Wellness Solution has become popular in doctor's offices in light of several proven commercial franchise opportunities that exclusively offer active stretching services.

What has made active stretching programs so popular is the wellness client's desire to recapture normal gait, reduce muscle and joint pain, improve posture, and reduce stress all often caused from extensive sitting at work and at home.

This One Room Wellness Solution model can be implemented in just 8 weeks and launched to all of your active and inactive patients in your practice to start. Qualified staff often include trained medical assistants, physical therapy aids, and chiropractic assistants. And expansion of your One Room Wellness Center Active Stretch Program is only limited by the resources and staff you are willing to commit. With cost-effective marketing, you can attract more new patients to your practice and continue to build your One Room Wellness Center into a multi-service income stream.

Wellness Solution 6***Metabolic Health & Cardiovascular Fitness Testing***

Diagnostic wellness testing and assessments have become very popular in doctor's offices, private personal exercise studios, and weight loss clinics. This is based on the traditional "test first, then treat" model in which scientific evaluation is performed with subsequent action and programming is applied.

Two of the most widely accepted testing protocols are the Resting Metabolic Rate and VO₂ Max. Initial and follow-up testing provides critical information for the wellness client who is looking to lose weight, improve their diet, or enhance their athletic performance. Coupled with other Wellness Solutions, it can provide an ongoing cash income stream.

Wellness Solution 7***Doctor Branded Nutritional Supplement Line***

Having your own brand of nutritional supplements not only elevates you and your practice to a higher level of expertise and credibility, but it provides you with a very easy and favorable cash income stream.

Most of your patients spend between \$47-\$154 per month on nutritional supplements, and often make those buying decisions without any expert recommendations from professionals like yourself. If you've got people who already look to you for health advice, then you can offer them the same and in most cases better supplements than they are already taking.

In just 8 weeks, you can have your own brand of nutritional supplements on display shelves in your office, in your treatment rooms, in an online store connected to your website, and even on Amazon.com. And thanks to the latest trends in ecommerce, you don't have to invest a lot of money in product formulation, manufacturing, inventory, warehouse & storage fees, and large minimums.

Wellness Solution 8***Body Composition Scan & Analysis***

Similar to Wellness Solution 6, this Wellness Solution provides your wellness client with accurate information about their body composition (fat mass, muscle mass, etc.) and skeletal health. It can map and pinpoint their precise muscle gains and fat loss in specific areas of the body, track their body's specific physiological response to a diet or fitness plan, discover their bone health and risk for osteoporosis, and even identify personal long-term health risks, including diabetes, cardiovascular disease, hormonal imbalances, and more.

With a variety of equipment solutions to select from, you can easily create a One Room "micro diagnostic testing" Center in just 8 weeks and develop a consistent cash-based income stream for your practice.

Wellness Solution 9***Biomarker Testing & Analysis***

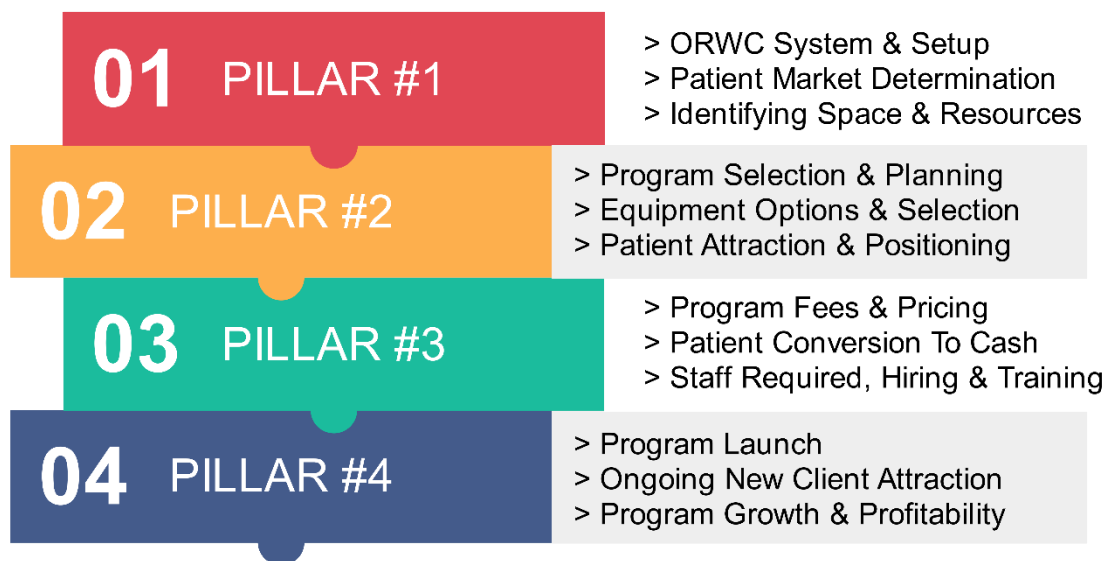
Knowledge is powerful medicine. Biomarker Testing and Analysis that includes Blood Panel, Microbiome, and even Genetic screenings is a Wellness Solution that is convenient, flexible, and powerful for arming your wellness client with information that can help them control and direct the trajectory of their health.

In the wellness arena, there are a variety of services to select from and use with your wellness clients. Once they know their numbers, you can provide one-on-one in-office or telehealth consultations for gaining access to deep insight into their health and getting your recommendations based on their unique biomarkers. From women's health to endurance training to weight loss, you can help them identify potential health risks or areas of improvement.

Here's What's Included In Our One Room Wellness Center Strategy

Our **One Room Wellness Center Strategy** is a **4-week implementation & launch program** exclusively for wellness-minded medical doctors, physical therapists, and doctors of chiropractic.

Because each health professional discipline has its own unique set of practice obstacles and attributes, we work with you on an individual basis and focus our expertise and our proven procedures and protocols to help you implement a successful One Room Wellness Center in your type of practice quickly and profitably.



All our proven protocols and procedures are easy to implement, almost effortless to run, totally compliments your practice, and delivers you a consistent, dependable monthly cash-based income stream.

We'll walk you step by step through the **4 Core Pillars** of our **One Room Wellness Center Strategy** that you'll systematically implement to enable your program to evolve and overcome today's practice challenges... ***all without the steep learning curve of having to figure it out on your own.***

We can even work with your Office Manager, Nurse, New Patient Advocate, or another paraprofessional in your place if you simply can't spare the time.

1 - Fundamentals

Introducing the One Room Wellness Center framework, the steps to be taken to set up your One Room Wellness Center, and the systems used to achieve sustainable long-term growth and profits.

2 - Patient Market Determination

Reviewing your Patient Profiles and Patient Demographics, and then determining which patients your program will best serve for long-term retention and profitability.

3 – Underutilized Facility Space & Practice Resources Options

Identifying space options in your facility for your program as well as underutilized practice resources.

4 - Program Planning

Determining the core health focus and components of your program.

5 - Equipment Options

Determining the equipment that meets space and practice resources parameters, satisfies program requirements, meets patient/client needs.

6 - Patient Attraction & Positioning

Positioning your program to both active and inactive patients so you stand out as their best solution, and to consistently attract new patients/clients each week to enjoy consistent profit margins.

We are honored to be part of The One Room Wellness Center Strategy. Our wellness equipment is evidence based and has been specifically created to address some of the biggest health epidemics facing society today. Using state of the art technology in combination with fundamental clinical principles, we are able to remedy many of the underlying factors without drugs or risky surgery. Rich Farina and his team have the experience and expertise with well-honed business acumen to ensure success for the doctors that want to propel their practices into a more stable and financially gratifying future.



Duane Anderson
Founder & CEO
Specialized
Performance & Rehab
Equipment, LLC.

7 – Fees & Pricing

Establishing a pricing structure in alignment with what's fair for your services, the demographic you serve, program duration, incentives, and payment schedule options.

8 - Sales & Patient Conversion

Tapping into human psychology and cracking the conversion code to easily convert insurance-minded patients into cash-paying clients, and how to apply these strategies on a consistent basis to increase program membership, retention, and predictable program performance each week.

9 – Staffing

Determining program staffing needs, reviewing current practice staffing resources, determining gaps and hiring accordingly.

10 - Program Launch

Implementing a systematic step-by-step procedure to announce program to both active and inactive patients, schedule patient consults, and launch program services.

11 – Ongoing New Client Attraction

Reviewing both organic and paid methods to attract new clients from your patient base and their personal referrals into your program.

12 – Managing Your Program For Ongoing Growth & Profitability

Focusing only on the essentials as you oversee your program.



Wayne Wescott, Ph.D.

*World-Renowned Expert In Exercise
Physiology and Special Populations
Exercise*

Your model of wellness and personal exercise is very inspiring.

Enabling healthcare practitioners to serve their patients like this helps expand their success with their patients in both the short-term and the long-term.

Thanks for your promotion of sensible exercise and healthy lifestyles.

Continued success with your excellent work.

God Bless.

Meet Your One Room Wellness Center Consultants



Rich Farina, M.S.

CEO & Co-Founder, One Room Wellness Center & Medical Fitness Academy

With over 30 years of healthcare experience, Mr. Farina is an active advisor in the Medical Fitness & Wellness services arena. Rich is currently the President of Medical Fitness Academy, a healthcare practice consulting company specializing in strategic planning, business and marketing management of cash-based wellness programs. Under Mr. Farina's leadership, MFA is an advisor to a diverse range of healthcare practices including medical, chiropractic, and physical therapy.

Rich is also the developer of the One Room Wellness Center Strategy, a complete proven business model for implementing a successful wellness program in 80-200 sq. ft. of any healthcare professional's office in 60 days or less.

His expertise and engaging coaching style will keep you hooked as you achieve his ultimate goal for this program which is to launch a profitable cash-based wellness program inside your practice teach you the valuable skill of acquiring your own customers online - without relying on marketplaces, retailers or agencies.



Rita Bryan, M.S.

Co-Founder, One Room Wellness Center & Medical Fitness Academy

With over 25 years of fitness and wellness industry experience, Ms. Bryan is an active advisor in the Medical Fitness & Wellness services arena. Rita is currently the Vice-President of Medical Fitness Academy. Rita coaches physicians, chiropractors, physical therapists, and fitness professionals throughout the U.S. on how to integrate wellness and medical fitness programs into their practices and to maximize their current practice systems for a smooth initiation and implementation of profitable wellness programs.

Rita has helped to develop hundreds of resources and tools to help healthcare professionals plan, implement, and profit from their own medical fitness and wellness center in their practices.

Among Rita's most notable contributions has been the creation of training videos and coaching materials on "how to convert insurance paying patients into long-term cash-paying wellness clients."

Make A Difference... For Both You & Your Patients



Research proves that health-promoting lifestyle interventions like exercise, diet, nutrition counseling, metabolism testing, weight loss coaching, and nutritional supplement support are effective in the treatment and prevention of obesity and chronic conditions and is creating the overwhelming need for healthcare professionals to focus on one logical solution... **PREVENTION.**


You can easily offer your patients your own wellness solution right inside your practice... AND... add a significant amount of cash to your practice's bottom line at the same time.

JUST IMAGINE... offering a Wellness Program that adds a Highly Profitable Cash Income Stream, is Built Entirely With The Patients You Already Have In Your Practice, and Runs Almost On Auto-Pilot!

Will you be the health professional who is going to offer wellness services to your patients that they are already looking for in your area and be the one making the income... ***or will it be your competition?***


Let's Explore This Opportunity Together... Schedule Your Free Consultation Now


To find out more about our **One Room Wellness Center Strategy** and whether it's the right profit-generating solution for you and your practice, start by scheduling a **FREE 15-Minute Introductory Consultation** with us. We look forward to meeting you soon.



One Room Wellness Center

Free Discovery Consultation

 15 min


 Web conferencing details provided upon confirmation.

Brief 15-Minute Video Conference
Consultation with us... so we can meet you and see if you're good fit for our One Room Wellness Center program.

Select a Date & Time

March 2021 < >

SUN	MON	TUE	WED	THU	FRI	SAT
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14	15	16	17	18	19	20
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 Eastern Time - US & Canada (7:36pm) ▼

Schedule Your FREE Introductory Consultation Today

 <https://oneroomwellnesscenter.com/schedule>