

# Doctors Weight Loss solution™

*Doctors Weight Loss Solution™* presents the chiropractic practice with a unique potential to generate significant cash-based income, free from the uncertainty of shrinking insurance reimbursement. In addition, it provides your practice with the tools and systems to implement a savvy marketing strategy that allows you to introduce your chiropractic services to the 90% of the general public who do not currently perceive a need for chiropractic care.

**Based upon the mostly current published statistics, when fully implemented, *Doctors Weight Loss Solution™* can produce a Return On Investment of 3:1.\***

The average chiropractor sees 338 (6.4/week) new patients each year.<sup>1</sup>  
Approximately 223 (66%) of these patients are overweight or obese.<sup>2</sup>

The average revenue per patient on Plan C is \$5,652 = \$471/month<sup>3</sup>  
The average cost for the doctor per patient on Plan C is \$3,696 = \$308/month<sup>4</sup>

223 New Patients x \$5,652 Revenue =	\$1,260,396 = \$105,033/month
223 New Patients x \$3,696 Cost =	<u>\$ 824,208 = \$68,684/month</u>
<b>Net Profit =</b>	<b>\$ 436,188 = \$36,349/month<sup>5</sup></b>

**\*In addition, consider the value of each additional new patient to your practice.** Multiply that by the number of individuals who will be attracted to become new chiropractic patients due to their exposure to your practice through *Doctors Weight Loss Solution™* and you can appreciate the profit potential of this program.

#### References:

1. Chiropractic Economics 11th Annual Salary & Expense Survey, May 2008
2. National Center for Health Statistics. Chartbook on Trends in the Health of Americans. Health, United States, 2006. Hyattsville, MD: Public Health Service.
3. \$471/month x 12 months. Based on Plan C. Excludes \$175 Patient Initiation Fee.
4. \$308/month x 12 months. Based on Plan C. Excludes \$475 Doctor Program Fee.
5. The average net profit per patient is \$1956 x 223 new patients (does not include \$175 workup fee). Return based on Plan C. Return may vary according to meal plans chosen and program duration of program.