

Doctor's Medical Weight Loss Clinic

From the Desk of Blake Nations, CEO

Riley Medical, LLC & Doctor's Medical Weight Loss Clinic

Executive Offices

Alliance Center

113 S. Monroe St., First Floor

Tallahassee, FL 32301

Fulfillment Center: Dothan, AL

(850) 296-1955 (800) 540-4779

Fellow entrepreneur:

Thank you for your interest in working with us as a **Non-Doctor Owner Operator** in the opening of an incredibly lucrative **Medical Weight Loss GLP-1 Service Center** in your city. This letter will give you a general overview of the market, our treatment plan and our business model.

SURGICAL RESULTS WITHOUT COSTLY, RISKY SURGERY

Doctors call it a liquid gastric bypass! Our medication is custom blended and patient specific, individually compounded for each patient to our rigid specifications. Our unique, proprietary formulas use FDA-approved ingredients including multiple GLP-1's and other medications **all blended together. Our formulas are *not* commercially available, therefore they are *not* and *never will be* on an FDA shortage list or have any supply issues, unlike the medications being sold by all the med spas, other weight loss clinics, and especially all the big online telehealth companies advertising nationally.**

We use exclusive U.S.-based, FDA-regulated pharmacies that take ***two popular GLP-1's*** and **blend them TOGETHER** along with B-12. These micro injections in the tummy are taken **TWICE** a week - ***NOT*** once a week - which greatly reduces any side effects, or the effectiveness wearing off later in the week if taken weekly. **The so-called FDA Shortage List issue or medication supply issues do NOT affect us or our partners!** We continue to meet or beat **any** competitor's prices while offering unparalleled customer service.

The prestigious *Bloomberg News* says it best: “Compounders can make alternative versions of drugs regardless of any shortage list or supply issues **IF** they modify and personalize dosing and add other ingredients... and avoid making **exact copies** of brand-name drugs.”

Now patients can avoid the same old stimulant-based meds that have been around forever – at highly affordable prices! I must emphasize that we are only working with a very limited number of entrepreneurs in each state. So, based on high demand, you may have to be willing to consider possible relocation if your home state is not available.

THE WEIGHT LOSS EPIDEMIC

The weight loss and weight management market size is currently valued at over \$300 billion and is projected to reach a staggering \$500 billion by 2027. 70% of Americans are currently overweight, with one-third of those being obese! Remarkably, the medical weight loss treatment industry has remained largely unchanged in the last 30 years. Doctors continue to tell patients to diet and exercise, and when pushed, some physicians may prescribe age-old appetite suppressants (like phentermine), which usually won't work and cause massive side effects. Other diets and treatments – including today's most popular ones – work temporarily, but once a patient goes back to their old eating habits, the weight piles back on.

We offer a micro-injection in the tummy twice a week or our new sublingual dose taken daily under the tongue. Our doctors customize the treatment and dose for each patient based on their medical history. At a test clinic in tiny Chipley, Florida, on the Florida Panhandle, over 900 patients were treated in 15 months, some losing as much as 150 pounds!

THE PROCESS

Patients call the clinic during normal daytime business hours. During that call, a short, proven and tested script is followed to explain what the clinic does and how the treatment works. Most prospects book an appointment for a free, no obligation consultation to determine if they can be helped. Better than 99% qualify and then pay a \$299 exam/onboarding fee, which includes a short history-physical with a state-licensed physician usually done remote via telemedicine. The overwhelming majority become patients and purchase our monthly medication Treatment Plan package at the lowest prices in town, starting at just a couple hundred dollars a month. The medication cost is easily offset by savings at the grocery store and at restaurants.

ALSO PROFIT FROM THE TWO “DIRTY LITTLE SECRETS” ABOUT THE NEW GLP-1 WEIGHT LOSS DRUGS THAT NOBODY TALKS ABOUT

Significant and rapid weight loss causes two common side effects: Sagging loose skin and a weakened pelvic floor causing a leaky bladder from coughing, sneezing or laughing. Doctor’s Medical Weight Loss Clinic partners enjoy a unique advantage in offering skin tightening and leaky bladder/pelvic tightening/sexual health treatments using two different US-made, FDA-approved medical devices. Med spas with the exorbitantly expensive big-name equipment costing over \$200,000 for each medical device are forced to charge upwards of \$1,000 per treatment to recoup their costs! **Plus**, their equipment has a meter where a prepaid card must be inserted for the machine to turn on for each session at a cost of \$135 each time! This cost is passed onto the patient which further drives up their price per session. At least six (6) treatments are needed for each condition, loose skin and pelvic tightening, usually two (2) treatments per week for three (3) weeks. Patients are saddled with a cost of \$6,000 for the six (6) treatments, and if they need both leaky bladder and skin tightening (usually the case) they’re looking at upwards of \$12,000!

The equipment our partners use requires **NO** such activation charge, which alone is a **HUGE** advantage over the competition. Their wholesale cost for **BOTH** medical devices is \$79,700, usually leveraged through low payment leasing or financing. **This enables the partners to offer treatments at a cost that’s far less than the competitors.**

Our partners can charge whatever they want, but at \$199 per treatment the cost for six treatments is just \$1,197. Many clinics offer a special for both skin tightening and the pelvic treatments, six (6) of each, for a package price of just \$1,997, which will by far be the least expensive option for patients in your area. Competitors can’t come even close. For patients who don’t want to use a credit card, we work with several medical treatment finance companies like Care Credit which offer extremely competitive rates and interest-free specials. The \$1,997 is deposited into the partner’s bank account up front in full the next day and the patient makes reasonable payments. **AFTER** the initial six (6) treatments many partners then offer a low-cost monthly “membership fee” for ongoing follow-up treatments year-round, which creates another substantial steady residual income stream for the clinic.

Just 10 patients a week at \$1,997 would make the partner over \$1 million a year and that’s on top of what the clinic makes from the medicine! Only 300 patients on the meds can make a clinic another \$1 million the first year. And that’s just for starters!

Savvy entrepreneurs will quickly recognize the biggest advantage of all that our partners hold over the competition -- **NO ADVERTISING EXPENSE!** They are offering treatments to patients that have already come in for the medicine. This opens the doors for partners **to make \$2,000 off everybody in their town taking the new GLP-1 medications for weight loss – even patients who get their medicine somewhere else!**

OUR BUSINESS MODEL

Our team has over 100 years of collective experience consulting with and working in the elective procedure niche medical clinic marketplace and we've worked with thousands of physicians and medical professionals in this capacity. We've collectively treated over 250,000 satisfied patients... and we are tremendously proud of our A+ rating with the Better Business Bureau. Using our exclusive turn-key system we are now working with select entrepreneurs to manage highly lucrative local clinics as Non-Doctor Owner Operators.

THE OFFICE

A new clinic can be opened very quickly...and a medical building is not necessary. A regular office building is fine, as no invasive procedures are performed. The clinic should be centrally located with free parking and easy freeway access. A small clinic open two or three days per week should have 4-5 small rooms—one for administration and staffing and the others for treatments and consultations. About 800 square feet is perfect. Low-cost office space is readily available and often shared or subleased from other healthcare offices. Furnished executive office space also works great. A larger office, open four or five days per week would support a much larger volume of new patients per week. A suitable office furnished and equipped with phones, ready to move in, can usually be set up within a matter of days from becoming a partner. The first patients (and revenue) begin on the clinic's opening day using our preferred direct marketing ad agencies.

THE STAFF

A clinic needs a state-licensed physician or provider who is usually obtained through one of the specialized agencies we work with that provides doctors on a per-patient-fee basis. Many of these doctors are older and semi-retired, which is perfect. We have long-standing relationships with several such agencies who have local, state-licensed MD physicians available throughout the country. Malpractice insurance coverage is included in the agency's fees. This doctor will be licensed in your state and work remotely, via telemedicine, using a Zoom call, to determine suitability for treatment and then write the prescription. The cost for the five-minute screening call is typically \$50 per patient, paid to the agency, and they pay the doctor. Some agencies have on-demand providers available without an appointment seven days a week. Two staff members are required, which we help recruit and train. You need a salesperson and office administrator who handles patient sales-discharges and also manages the office. This non-medical person could easily be the Owner Operator. Absolutely no high-pressure sales experience is needed, just good communication skills, the desire to help others, easily handle the 90% female demographic we serve, and the ability to follow our proven system. The second employee is a good telephone person to book incoming call appointments and assist the office manager with other duties.

ATTRACTING PATIENTS

Of course, word-of-mouth from happy patients will always be the #1 way to attract motivated new patients who see the results from existing patients. But before that kicks in we've learned over the years that local advertising agencies don't have a clue how to inexpensively market for patients. That's why we use our experienced, highly specialized **direct response ad agencies**. You'll enjoy the accumulated knowledge that comes with the agency's experience having spent over \$20 million testing cost-effective lead-generation direct response advertising specifically in the niche medical clinic business. Time and time again, these agencies have proven that they know how to produce extremely successful results – on a cost-effective basis – for our clinics. Patients are attracted through their proven, copyrighted and highly effective direct response marketing utilizing digital online PPC and SEO, social media like Facebook, Instagram, TikTok and Twitter, supplemented with some newspaper, radio, television and direct mail. The secret is knowing what works and what doesn't work as well as how to place the ads most effectively and economically. Nobody knows better than they do how to flood clinics with a steady stream of highly qualified patients year-round, week-after-week. There's no "season" to our business.

We have also had amazing success with a tiny little plexiglass display (cost only a few dollars) that holds the clinic's beautiful color brochures. These displays sit on the counter of nearby healthcare professionals including doctors, med spas, chiropractors and dentists, along with health clubs, fitness centers and, of course, beauty salons and nail salons. The clinic pays them \$100 cash for each patient they send. Some beauty salons refer as many as 10-12 patients a month.

OUR CLINICS MATCH OR BEAT ANY COMPETITOR'S PRICES

For a month's supply of medication partner clinics charge anywhere from \$199 to as much as \$499 or more depending on the dosage, specific GLP-1's used, competition in their local area and the partner's desired market strategy and demographics. And remember: Our medicine really doesn't cost the patient anything, as they'll save that much or more each month at the grocery store.

The bottom line is our partner clinics can meet or beat any competition, local or online, while offering unparalleled customer service and the credibility of a highly trained local staff in a brick-and-mortar office.

The clinic's wholesale cost starts at \$99 a month for the first few months and increases depending on the GLP-1's, strength, volume and doctor's prescribed dose. Monthly profit per patient can range from \$100 to \$300 or more. The average value of a patient is \$5,000+ net profit assuming

a two-year minimum lifespan. Many patients will stay on it for life. A small, part-time clinic doing just a few hundred patients the first year is a million dollar++ business. A full-time operation can become a multi-million-dollar company, all dependent on how aggressive the marketing and lead generation is which the clinic controls.

BEWARE: There are online internet scam marketing companies that purport to offer desperate patients weight loss medicine by sucking them into paying a monthly service charge on their credit card, billed yearly, and promising coupons, insurance copays and reimbursement that never happens for weight loss. In reading the fine-print you'll see they ultimately try to deliver copycat medications including oral pills and daily injections using other much weaker, inferior medicine that flat out doesn't work! Don't be fooled!

Some brand-name weight loss medicines are going for \$1,500-\$2,000 per month, and despite the fact that very few, if any, can afford such a cost these meds have a long backorder. Patients compare our low cost with the meal replacement plans, fat freezing treatments, and surgeries and quickly see how affordable we are. When the patient factors in the savings on groceries and restaurants...plus the health benefits from taking less medications...the fewer lost sick days at work...and the greater efficiency on the job...not to mention the increased self-esteem and self-confidence – it becomes a no-brainer. Eating far less food, most patients easily save the cost of the medication at the grocery store, so it doesn't really cost them anything. Patients stop by the local office once each month to pick up their medication, step on the scale to track their results, and receive encouragement and helpful tips. Health insurance will not cover obesity medications, which are considered elective.

Patients also become a member of our “\$100 Win-Win Club.” The average person has dozens of people in their circle of influence, and when a small portion of those see the dramatic weight loss achieved, they want to know more! If a patient refers someone who becomes a new patient, they BOTH get \$100. The friend receives a \$100 discount off their initial exam cost and the referring patient also gets another \$100 medication credit. It only takes a few referrals each month for patients to greatly offset (and even cover) their own monthly prescription cost. This makes it affordable for almost anybody.

BOTTOM LINE

The suggested \$299 exam fee can cover all expenses including the doctor (with malpractice coverage), advertising-marketing, office rent, and two staffers, an office administrator to handle sales and management, and a separate telephone person to book appointments and handle customer service. The profit is in the monthly medication. Partner clinics net a huge margin from the monthly medication cost of each patient. Our goal with every new clinic is to quickly get it

to 300 patients -- and then double or triple that. Some patients will drop off, but new patients can easily cover that. Of course, there are no guarantees and results will vary depending on an entrepreneur's business skills and ability to follow a proven system, but imagine the profit from 1,000 patients in an office open several days per week!

THE BUSINESS RELATIONSHIP

The local Non-Doctor Owner Operator will own 100% of the local clinic. The Owner Operator's financial contribution is \$99,700 and for this we provide our protocol, exclusive wholesale access to our medication and extensive intellectual property, much of it created by Dan Kennedy's team, America's highest paid direct response marketing consultant. Dan has two dozen books available on Amazon and is a true marketing genius, which is why we paid his team upwards of \$1 million to create our materials. You'll get a true turn-key system with appointment setting, staff and discharge scripts, numerous clinic forms and the complete business operating system. As part of the intellectual property, we provide business introductions to our part-time physician staffing agencies, assistance in hiring staff and physicians, and use of our direct-response advertising agencies, each of which is highly experienced in generating massive, highly qualified inbound telephone inquiries on a year-round basis. We provide initial indoctrination and ongoing assistance at no cost.

As our ongoing compensation we profit from the custom-blended prescription medication provided by one of our licensed U. S. pharmacies. The Owner Operator will need an additional \$20,000 or so for initial operating capital to get started. It's important to note that an existing specialized niche medical business typically sells very quickly and commands five times gross sales. A Non-Doctor Owner Operator could easily run a clinic for a couple of years and then sell for a considerable gain.

Your next step, after you review and study this letter, our website and the videos, and all the accompanying marketing materials, is to connect with my staff for a brief conversation. We will let you know what states are still available, answer your questions, and get to know you better to determine if there's a fit. Not everyone is a fit and we only do business with people we think have what it takes to succeed. If you like what you've seen so far, I suggest a confidential telephone conversation as quickly as possible. My staff will provide full due-diligence info so you can talk to our corporate team including our Physician Medical Director, our V.P. of Marketing, and perhaps even the owners of a couple of clinics already up and running. We want you to do your homework and check us out thoroughly.

Thank you for your interest and we look forward to talking to you very soon.

Cordially,

A handwritten signature in blue ink, appearing to read 'Blake Nations', with a long, sweeping horizontal line extending to the right.

Blake Nations, CEO

Doctor's Medical Weight Loss Clinic

Division of Riley Medical, LLC

(850) 296-1955 or (800) 540-4779

www.DoctorsMedicalWeightLossClinic.com

P.S. In my decades-long business career including over 32 years in the medical field working with doctors, I've never seen a business as lucrative and satisfying as this one. You have no idea how motivated the patients are that come into a clinic. It's a fun, exciting and extremely rewarding business helping these people dramatically change their life forever, after failing on every other plan. Where else are the patients so passionate about the product, so aware of their own need, so willing to pay whatever it takes, and so grateful to you for helping them, which always leads to referrals—all while you are making an incredible profit? Let's talk soon.

Any illustrations are mathematical examples only and do not imply a guaranteed income. Individual results may vary.