



## HOW IT WORKS

# More than Just a Zap!

Laser for nail fungus is quickly becoming a procedure of choice for advanced podiatry and dermatology practices in the U.S. Nail'n'Toe is a cash-paid treatment that is not covered by insurance. Our network is the leader in the field. Our protocol is comprehensive. Providers deliver excellent clinical results for patient and develop significant ancillary revenue during hard times for the medical profession.

### Provider Network



Founded in November 2009, Nail'n'Toe is a network of healthcare providers of the most efficacious therapy for fungal nail infections on toes and fingers (onychomycosis). Well established in Miami Metro and Tampa Bay, Florida, we have providers in other areas of the U.S., and we are looking to expand.

### What's in it for providers?

**Nail'n'Toe therapy**  
*developed by doctors*  
using reliable medicine and  
and latest technologies



Nail'n'Toe is designed to increase the revenue for participating medical practices. We have done over 2,500 successful cases between November 2009 and September 2011. We have learned a lot from our mistakes and spent a fortune on legal advice on how to structure this service. As a result we can **offer:**

1. ***Protocol of an efficacious laser-assisted treatment of fungal nail infections***
2. ***Business Model***
3. ***Marketing program***

### Proprietary Protocol

We train and consult doctors and their staff on the administration of the treatment and use of the best practices to achieve clinical results and exceed patients' expectations.



**The protocol includes:**

1. Nail debridement
2. Laser treatment
3. Topical medication
4. Oral medication (optional and primarily for severe cases)
5. Sanitization of the household (by patient)
6. Preventive regimen (by patient)

Multiple treatments, follow-up visits and patient compliance are required.



## **Business Model**

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**We help you:**

- Decide how much to charge patients in your service area
- Create forms and other documentation for patients and for office use
- Learn how to present the offer to patients
- What optional items to carry
- How to get financing for patients
- How to maximize the use of time and streamline the patient-nurse-doctor interactions

## **Marketing**

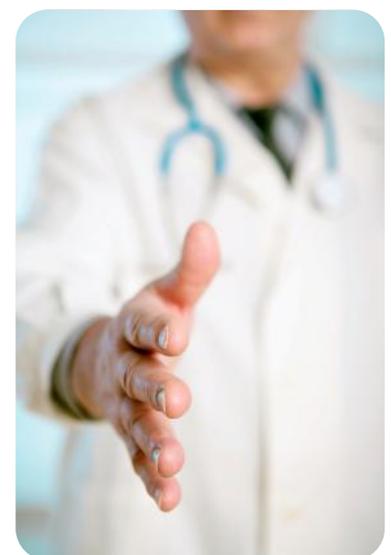
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Nail'n'Toe will bring patients to your practice! We generate and nurture leads, pre-screen candidates and schedule appointments. This is a pay-per-action program and you are charged per patient showing at your office.

### **There are no upfront fees and you do not risk a dime!**

We do not ask for any down payments for our services and we do not sell anything to you. You need to have a treatment room, an assistant (nurse), debrider and nippers. If you don't have a laser you can rent one from Nail'n'Toe. We will also provide the start-up inventory of the topical medication.

All payments and fees due to Nail'n'Toe are collected from your receipts from patients: patients pay at your front desk, Nail'n'Toe bills you for services once or twice a month.



## What are the treatment fees?

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Based on our experience in different markets we recommend the following ranges:

**Toenails:** \$850 - \$1,350\*

**Fingernails:** \$450 - \$600\*

**Toenails + Fingernails:** \$1050 - \$1,550\*

\* - for the core treatment plan only. You can offer optional items, such as UV shoe sanitizer (\$130), socks, and personal hygiene items, at an extra charge. You can sell the topical medication (refills or to your own patients who cannot afford a complete Nail'n'Toe therapy course) at \$60-75 (your cost is currently \$25).

## What will Nail'n'Toe charge for the services?

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**Set-up Fee:** \$1,500, which includes the license-free transfer of the treatment protocol, training, online services and help support set-up and initial consultations. This fee is expensed over the first 10 patient leads (\$150 per patient).

**Toenails:** \$300 per patient\*

**Fingernails:** \$175 per patient\*

**Toenails + Fingernails:** \$450 per patient\*

\* - per patient showing at your office. Nail'n'Toe patients will come to your office for treatment, but it is ultimately your job to close the lead. We cannot be responsible for situations when patients do not like your bedside manners or had a bad experience in your office. The average closing ratio is 80-90%.

## How much can I expect to make?

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This is a joint effort and a maximum cooperation is required during the first three months of the operations. We have providers who do 70-80 new cases a month, but we also have doctors who do 5-7 cases a month. It depends on the location, economy, number of hours you have available in your schedule, possibilities of delegating to the staff, and marketing and advertising efforts.

## Additional Information

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