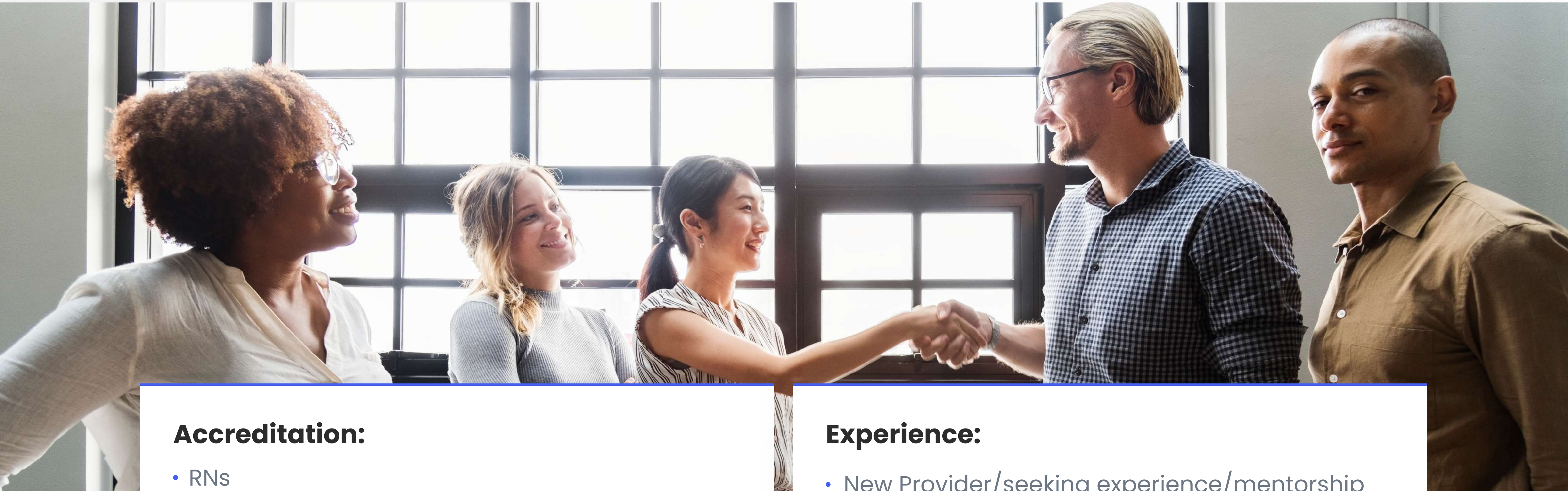




CloudMedspas

Provider Acquisition Playbook

Target Audience



Accreditation:

- RNs
- PAs
- NPs
- Aesth.
- MDs

Experience:

- New Provider/seeking experience/mentorship
- Mid-level
- Established/Experienced Provider

Message

01

Income:

Control your profitability with access to low prescription product costs and set your own procedure pricing

02

Flexibility:

Work smarter, not harder, earn more in less time and create the schedule that works for you

03

Control:

You manage your patient relationships and growth via access to proven business marketing recommendations

04

Entrepreneur:

Earn the full potential of your aesthetic procedures while receiving the support you need to jumpstart your business

05

Education/Training:

Get access to vendor expertise, training, mentorship and/or create your own training program

06

Diversification of Procedures:

Get access to more products and devices to meet the demand of your multi-procedure clientele. Training is on-site and one-on-one

This is a **WIN** for the provider

Provider Economics

Monthly

Hours Rented	35
Patient Treatments	52.50
Patient Revenue	\$26,250
Other Revenue (20%; Skin Care, Etc)	\$5,250
Total Gross Revenue	\$31,500
Product Costs	\$11,340
Room Rentals	\$3,465
Marketing (15% Of Revenue)	\$4,725
Total Costs	\$19,530
Net Income	\$11,970
Annual Income	\$143,640
Income/Hour	\$342

Acquisition Channels

- 01 Open House**
Show off space, location, furniture, equipment, amenities, parking, community, vibe
- 02 Vendor events**
CMS can connect you with local vendors to help attract providers, demonstrate new techniques/devices, products
- 03 Training & Education**
Act as trainer (where applicable) or host 3rd party training in your space
- 04 Direct marketing channels**
Social media (IG, FB, YT, LI); both paid and free (aggressive quality posting) to drive awareness and information
- 05 Marketing Firm Referrals**
JCP Marketing Group: request more information
My Advice: request more information

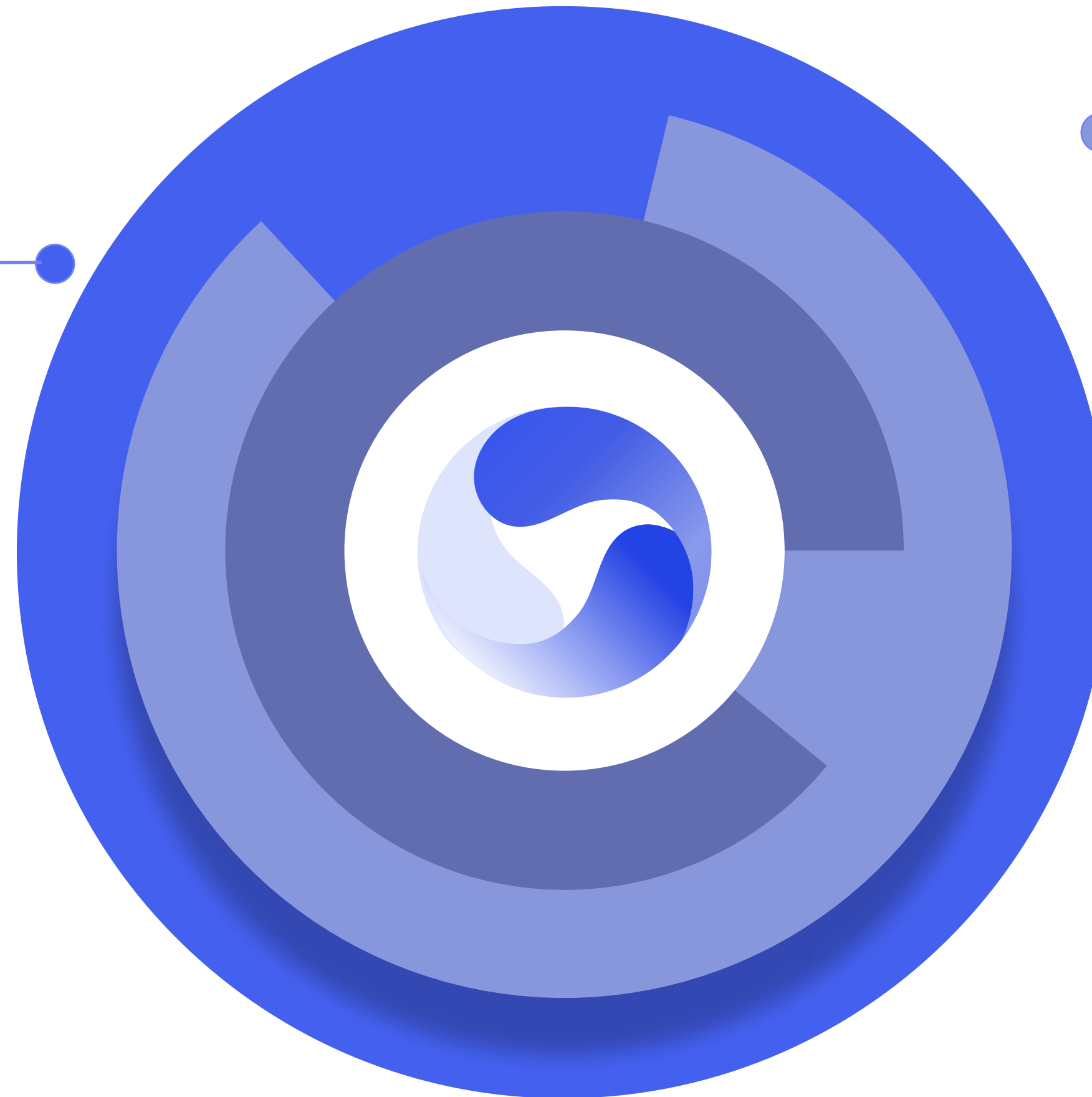


LL Aesthetics CMS: Provider Acquisition Case Study

PAID SM Marketing

- Marketing firm \$500/mo (3 months) = **\$1,500**
- PAID SM posts \$750/mo (3 months) = **\$2,250**
- Total NET Cost: \$3,750
- **Average Cost to acquire provider: \$340**
- **Revenue exp: \$69 membership PLUS 5 hours/mo @ \$79 PLUS product handling fees \$75/mo = \$539/mo**

Actual Providers acquired: 11



Open Houses: 2 Conducted In First 60 Days

- Marketing: **\$1600**
- Food & Drink: **\$800**
- Vendor product displays and giveaways: COMP'ED
- Planning & set-up: 2 days EACH

Providers acquisition rate: 80% of attendees

Training & Education Event

- No product expense/vendor collaboration
- Marketing \$800
- Trainers: \$2,000 (Licensed local trainer \$1,200 PLUS one RN)
- Tuition: \$7,500 (3 @ \$2,500/each)

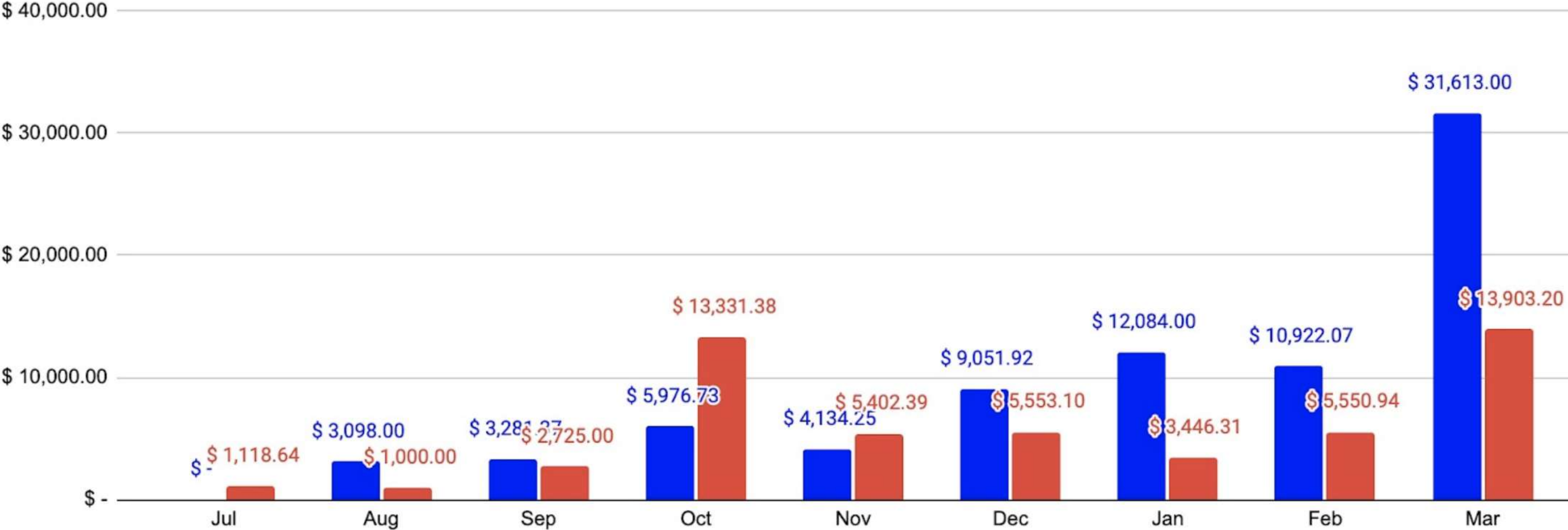
NET \$4,700 PROFIT

CMS Case Study Economics

Return on Investment

Commissions & Expenses

Revenue Monthly total expenses



Total Revenue Per Month: actuals from a CMS owner

Month	CMS Location	CMS Gross Rental Rev. fee
7/1/2022	\$ 559.32	\$ -
8/1/2022	\$ 1,905.16	\$ 212.84
9/1/2022	\$ 1,238.75	\$ 62.35
10/1/2022	\$ 4,704.68	\$ 306.41
11/1/2022	\$ 1,629.64	\$ 359.70
12/1/2022	\$ 3,365.29	\$ 126.03
1/1/2023	\$ 8,467.48	\$ 159.74
2/1/2023	\$ 5,136.08	\$ 221.07
3/1/2023	\$ 19,698.96	\$ 240.84
4/1/2023	\$ -	\$ -
Grand Total	\$ 46,705.36	\$ 1,688.98

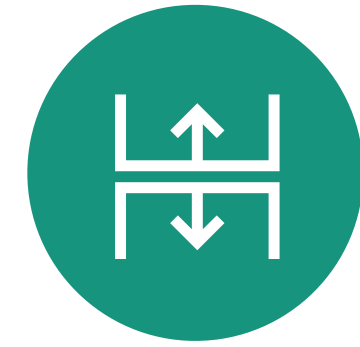
CMS Case Study:

Non-Core Specialty Physician Practice



Practice Deficit Before CMS Integration

\$500K in debt with practice management costs: employee salaries/turnover, device investments, inventory mismanagement & client acquisition marketing costs



CMS Integration Sept. 2022 – Day 1

- Employees became independent providers, renting space and buying product
- Device investments and lease costs were added to the CMS system for provider access and cost-per-use revenue to owner
- Product Inventory was reduced and products not used by providers were discontinued
- Education and training via vendor support was increased, assisting in the onboarding of new provider members



Success Outcome

6 Months Post-CMS Implementation

- This CMS location has acquired 6 established aesthetic providers earning with \$70,000 Gross Revenue to-date
- The physician owned location is no longer carrying costs inclusive of: Client Acquisition Marketing (\$10k+/month), Employee salaries, benefits and turnover (\$20k/employee), high device payments and inventory management (\$300k+/year)



Year End Goal Of Of This CMS Location:

- Establish a total of 10+ independent aesthetic provider members
- Reach total Gross Revenue goal of \$150,000

