

FROM
INSURANCE TO
IMPACT:
BUILDING A
THRIVING CASH-
PAY
FUNCTIONAL
MEDICINE
PRACTICE

-Dr. Jerry Bailey

HEALTHCARE IN THE 21ST CENTURY

MY STORY



WORDS TO PONDER

“

IT IS NOT THE STRONGEST OF THE
SPECIES THAT SURVIVES, NOR THE MOST
INTELLIGENT, BUT THE ONE MOST
RESPONSIVE TO CHANGE.

— CHARLES DARWIN

”



THE PROBLEM WITH INSURANCE MODEL

VISITS

15 minutes (if we are lucky),
rushed care

REACTIVE

Care is reactive to issues not
preventative

COPAY THINKING

Patients are conditioned to
think I only pay a Co-Pay for
care.





WHAT YOU NEED TO KNOW:

**TRANSACTIONAL VS TRANSFORMATIONAL
CARE**



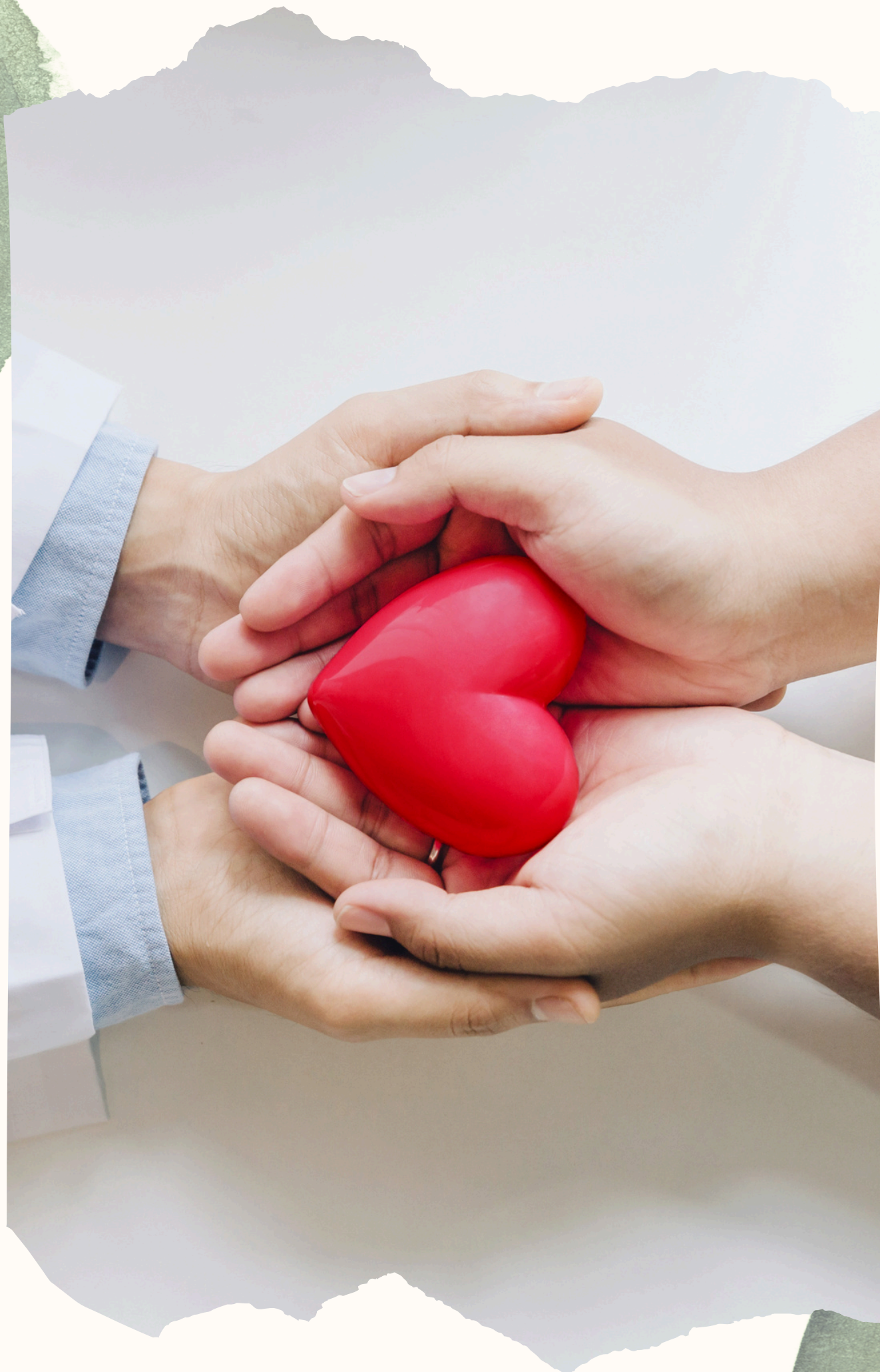


MINDSET SHIFT

**YOU ARE NOT BILLING CODES:
YOU ARE DELIVERING OUTCOMES**

**POSITION YOURSELF AS A GUIDE,
MENTOR AND PARTNER IN THEIR
CARE**





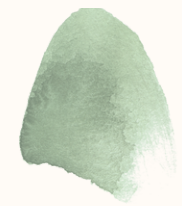
VALUE PROPOSITION:

WHY CASH-PAY IS WORTH IT

More time, deeper care, lasting results

Patients invest in the outcome, not the visits

LANGUAGE MATTERS:



WE DON'T TAKE INSURANCE



**WE'VE DESIGNED A MODEL
THAT DELIVERS THE DEPTH OF
CARE INSURANCE WON'T
COVER**



SIMPLIFY THE JOURNEY

CONSULT

PROGRAM

TRANSFORMATION

PRICING MODELS

OUR 3-PRONGED APPROACH



Per-Service



Packages 6 & 12m



Memberships





BUILDING MEMBERSHIP PROGRAMS


PATIENT-CENTRIC INITIATIVES

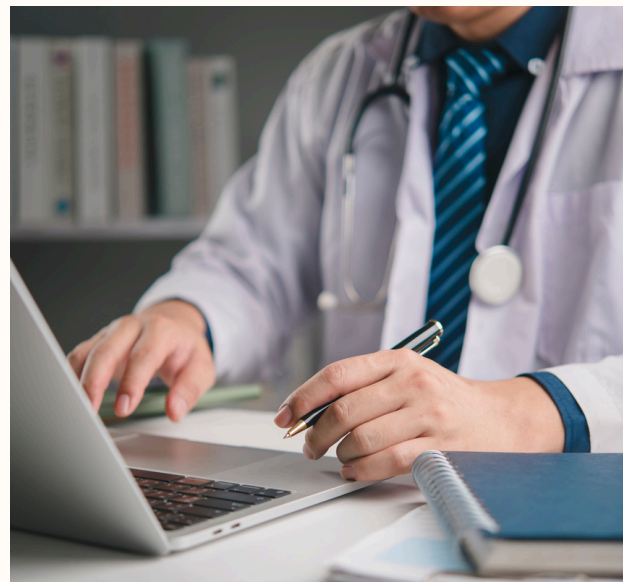
Basic

4 visits per year, labs discounted, portal messaging

Premium

unlimited visits, coaching, supplements/lab discounts





OPERATIONAL FLOW

Presentations are communication tools that can be demonstrations, lectures, speeches, reports, and more. Most of the time, they're presented before an audience.

To create a stunning presentation, it's best to simplify your thoughts. Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing.

Case
study in
my
practice



COMMUNICATION SKILLS FOR STAFF



WHY DON'T YOU TAKE INSURANCE?

We've designed a model that delivers the depth of care insurance won't cover



REINFORCE

Support available, call us, message us, we can only help if we know



PRE- EDUCATE

Build your funnels, social media, marketing around your model



FREE TALKS/WEBINARS

Who is your "gold" client?



BLOGS/PODCASTS

Proof you are the pro and your system works



EMAIL FUNNEL

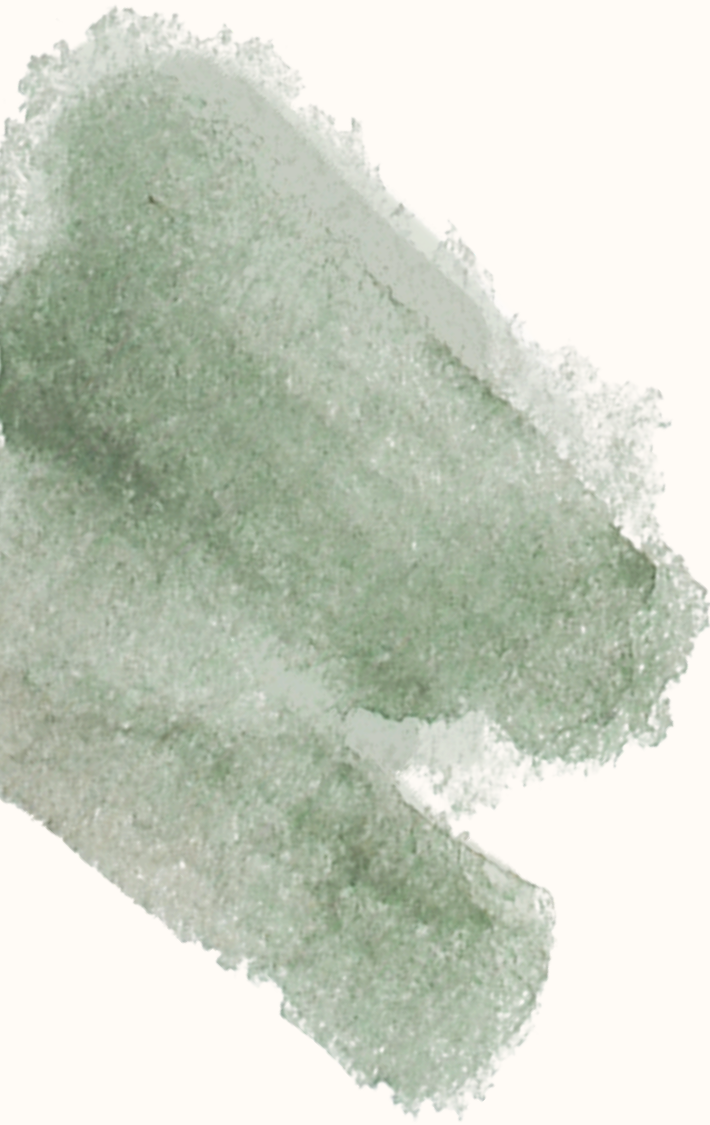
Pre-educate before coming in



SOCIAL PROOF

Patient journeys

BUILDING PREEDUCATION



PATIENT JOURNEYS

Testimonials + Before and After Transformations





SALES WITHOUT SELLING



**PATIENT
PRE-EDUCATED**

**PATIENT
CONVENIENCE**

**PATIENT
COMPLIANCE**

**PATIENT
SATISFACTION**



RECAP

AN ONGOING JOURNEY



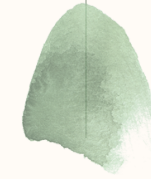
MINDSET SHIFT

Transactional to Transformational



REDESIGN SYSTEMS

Flow, SOPs, Pricing and Packages



MASTER COMMUNICATION AND MARKETING

