

The Power Of Bundled Programs

The Growth Engine of the
Highest Performing Practices

Objectives

- Learn the growth and scaling power of bundled programs
- Learn the 5 elements of a scalable bundled program
- See a live example of a digitally integrated bundled program
- Discover the best use of YOUR effort for patient acquisition and conversion

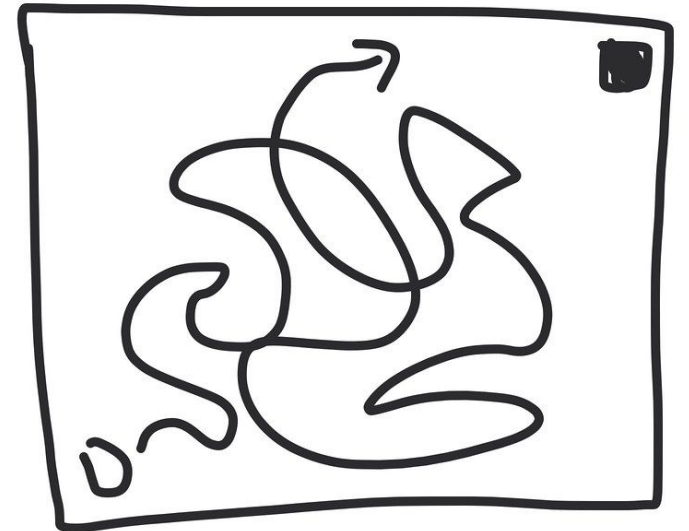
Fragile Revenue Models

- Visit-based vs. subscription vs. package models
- Regardless of payer/ plan participation

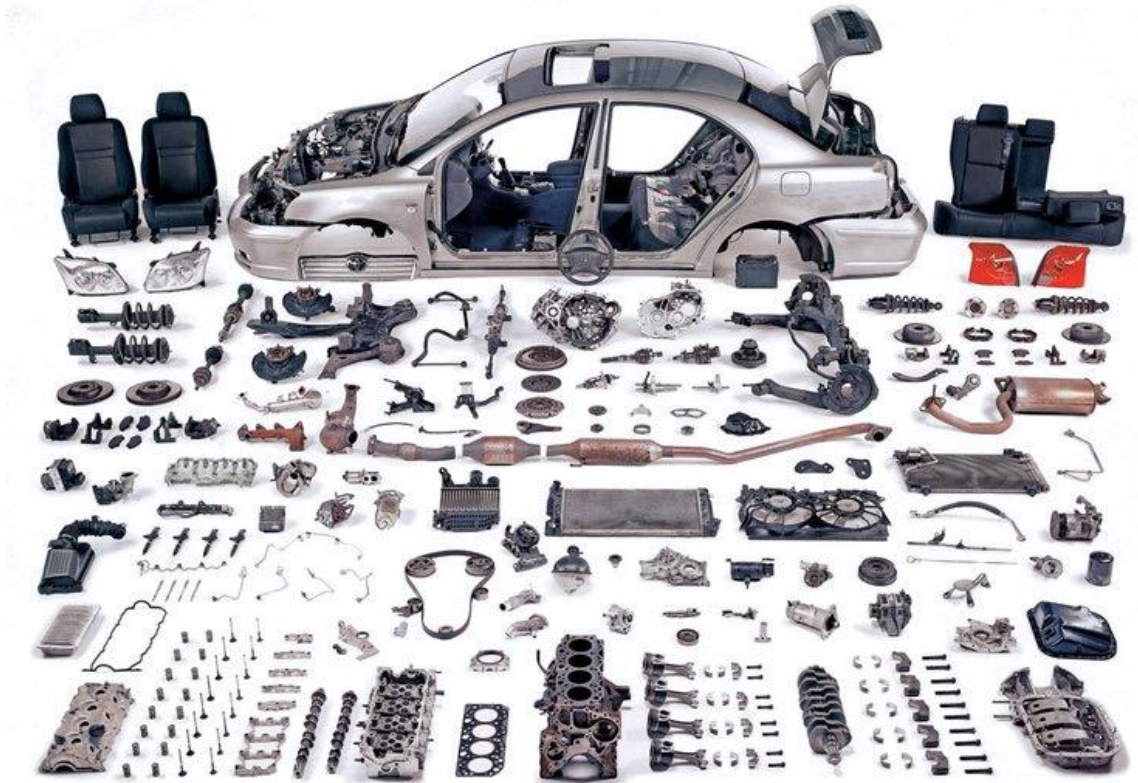


Fragile Engagement Models

- Fragility of patient engagement
 - Defined care plans vs. build it as we go



Building the Episodes of Care



The Benefits of Bundled Programs

- Better patient engagement, retention (through the completion of the program), and therefore – outcomes
- Simplifies the use of collaborative care teams
- Scalability
- Forces value optimization



Targeting a Specific Health Objective

- **Growth:** Easier to generate interest and sell
- **Margins:** Higher perceived value and higher efficiency
- **Community:** The potential to capitalize on community for peer support & accountability
- **Measurement:** The potential for outcomes tracking

A black hand cursor icon with the index finger pointing upwards towards a black rounded rectangular button with the text "Sign Up" in white. The entire graphic is set against a white circular background with a grey border.

Sign Up

High-impact First Experience

- Creates a high-impact first experience for patients that sets the stage for a transition to a lower cost maintenance membership.

A black hand cursor icon with the index finger pointing upwards towards a black rounded rectangular button with the text "SUBSCRIBE" in white. The entire graphic is set against a white circular background with a grey border.

SUBSCRIBE

The background of the image is a complex architectural blueprint, likely a floor plan, rendered in a light blue color. It features a dense network of lines, rectangles, and circles, representing structural elements and room layouts. A large, semi-transparent white circle is overlaid on the left side of the image, containing the title text.

How to Build a Bundled Program

5 Elements of a Bundled Program



An educational curriculum that drives targeted behavior change



A protocol supported by consistent data collection



A time-bound care path that anticipates a transition to maintenance



Tools and resources that enable efficient, scalable, group-based implementation of the care path



Step 1: Define the Health Objective



Learning and participation objectives



Behavior change objectives



Determine outcomes measures and data collection requirements

Step 2: Develop the protocol



Determine the data to be collected



Design the assessment



Define the exclusion criteria

Step 3: Build the Care Path



Translate the protocol into a care path



Identify the patient commitment points

Qualification
Assessment
Program participation
Maintenance



Define a time horizon

Step 4: Enable the Care Path



Establish the care team



Identify the tools to support the care path

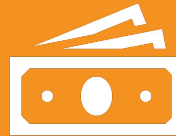


Define the tools and products to support the patient (the solution kit)

Step 5: Price the Bundle



Cost account for the bundle
(time & materials)



Account for acquisition cost
and overhead



If billing payers, identify
covered services and account
for associated revenue

A Live Example

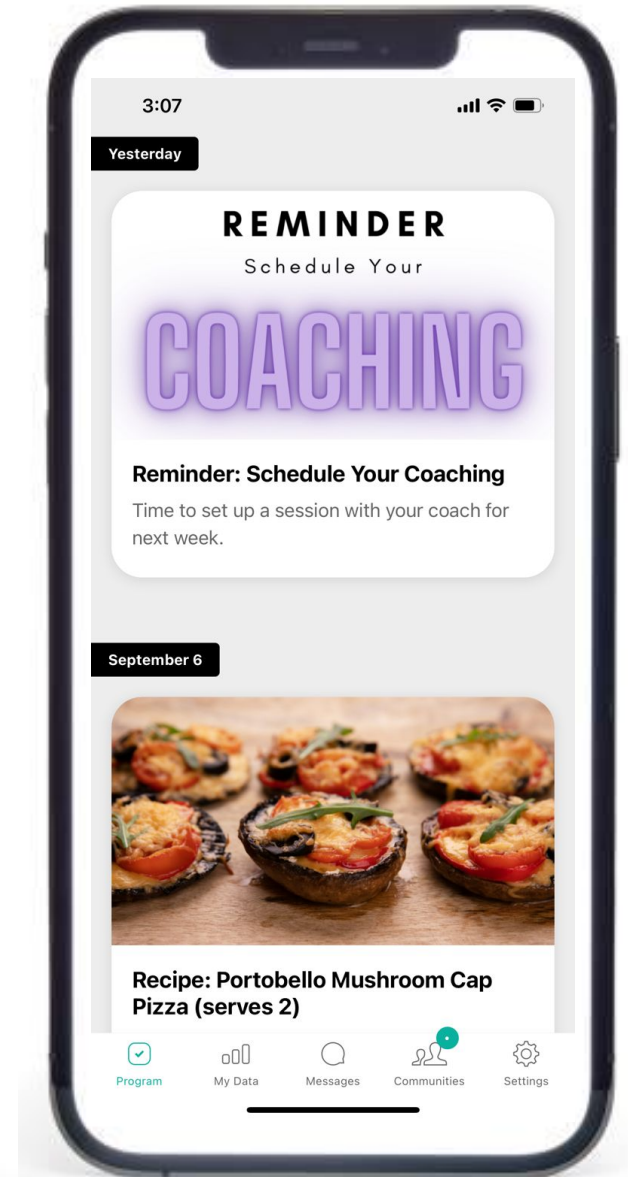
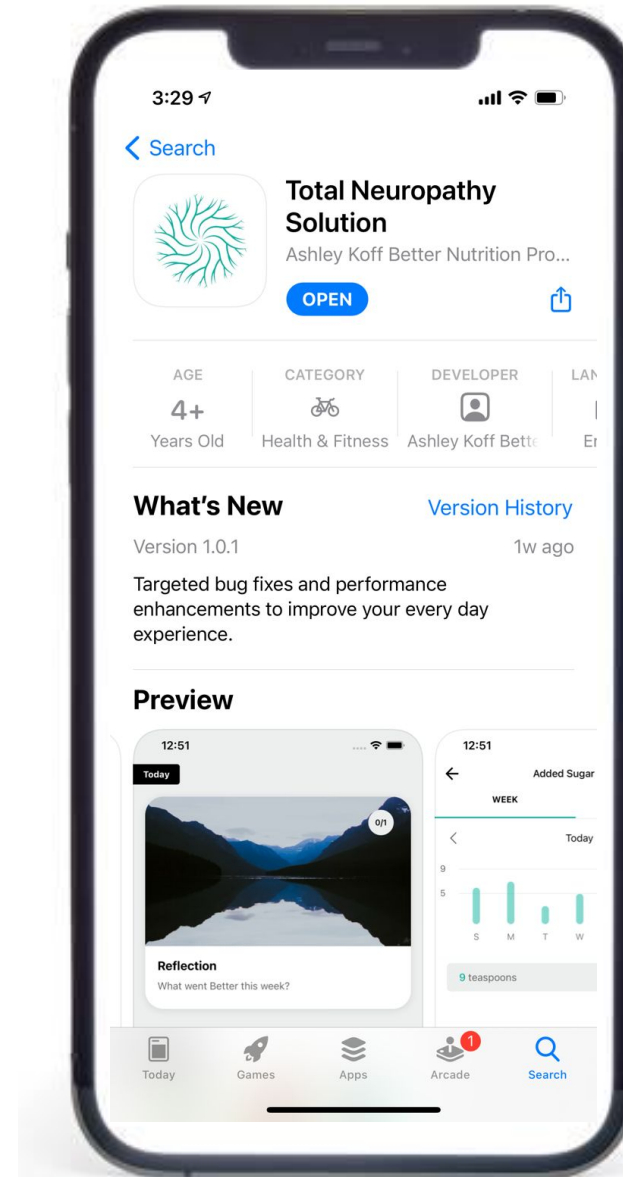
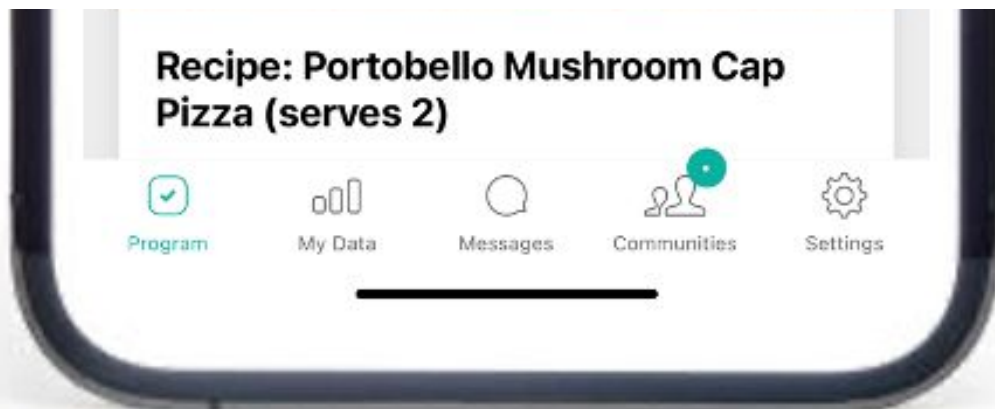
THE TOTAL
Neuropathy
SOLUTION



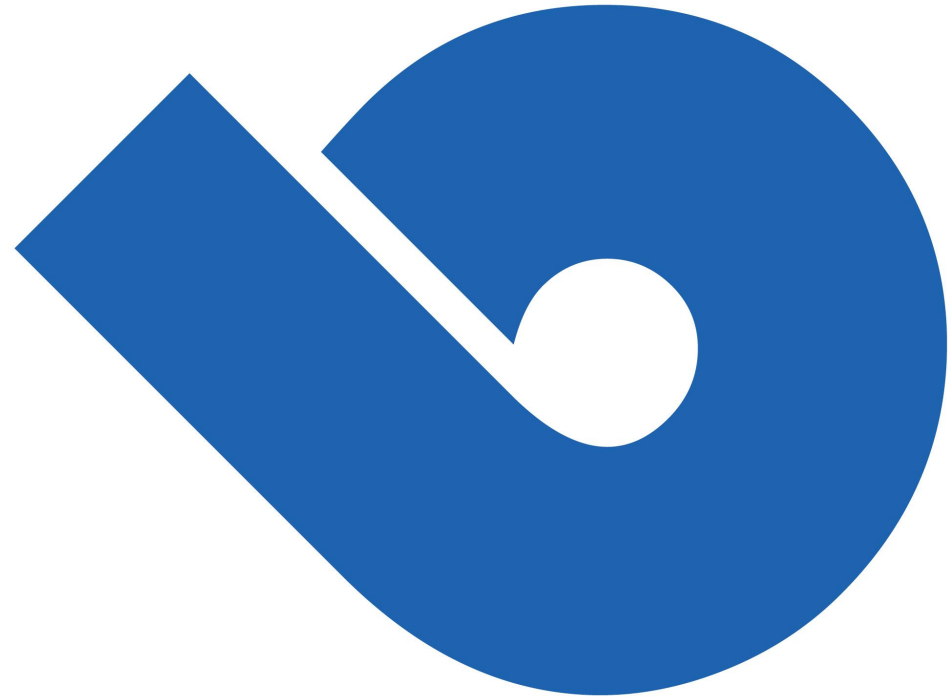
An App-Based Program Delivery Chassis

A low-friction, scalable way to:

- Deliver (personalized) educational content
- Enable easy, secure (virtual) care team communication
- Host easy group/ cohort interaction
- Enable device integration



Introducing



BREAKTHROUGH

virtualpractices

How to Grow Your Practice Through Bundled Programs

September 14 2021



Chad Madden
Practice Owner
& Breakthrough Co-Founder



Carl Mattiola
Breakthrough CEO
& Co-Founder

How We've Helped Private Practices



3.1m

Website Visits



137k

Patients



387k

Daily Facebook Impressions



150m

Spent on Conservative
Care First

KEY INSIGHTS

Barriers to Practitioner Competency in the Patient Acquisition/Conversion Process

What we hear from clinicians:

“We’re spending upwards of \$3K/month just to learn marketing”

“We do very little marketing”

“I’m working overtime to design ads and write copy”

“We’re getting leads, but struggling to turn them into patients”

“It’s difficult to attract the ideal patients that are going to be a long-term fit”



A Better Way To Grow Your Practice



ATTRACT



CONVERT



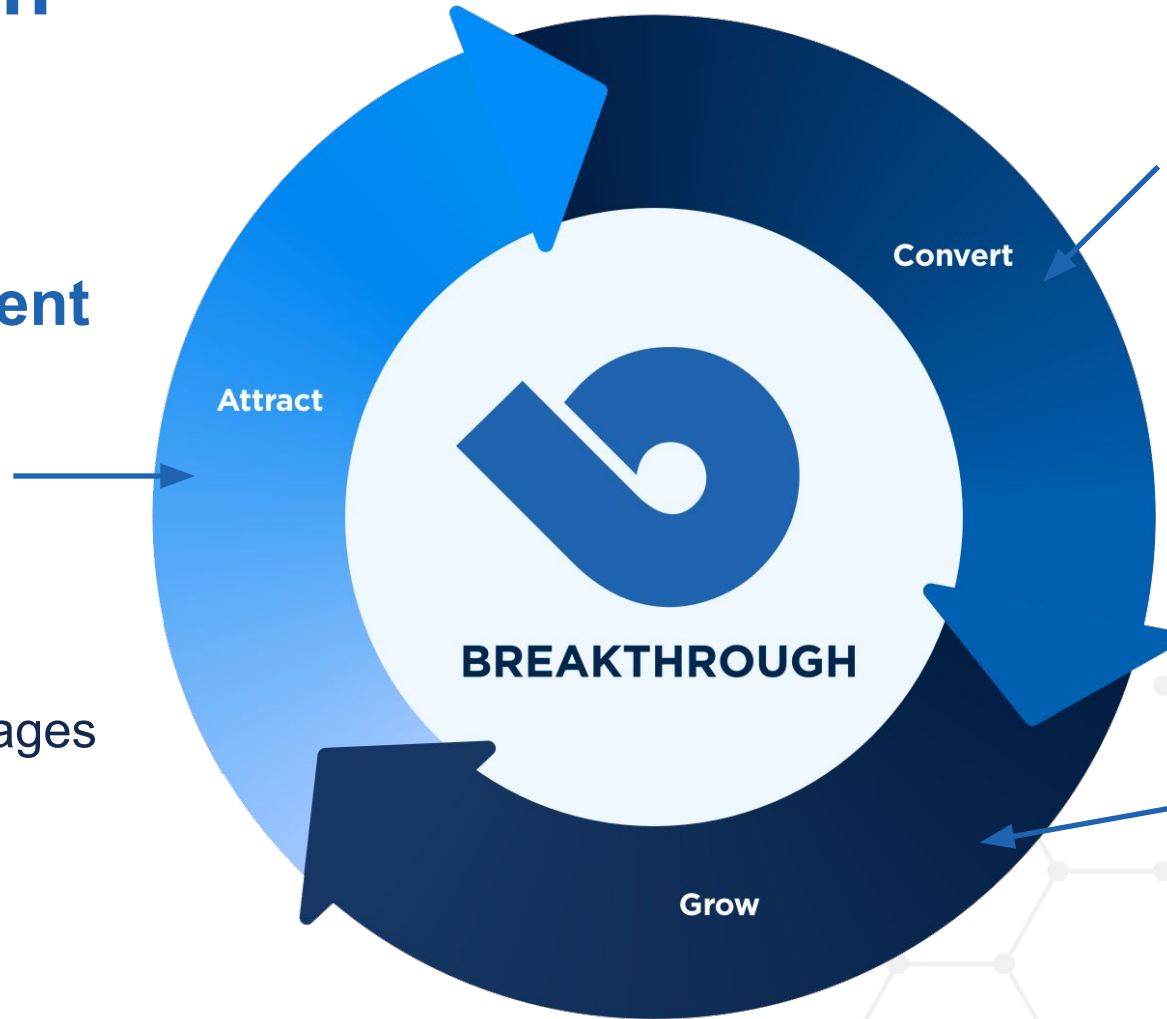
GROW



One System

Automated patient lead generation

- Facebook Ads
- Proven Landing Pages
- Workshops
- Virtual Workshops
- Promotional Campaigns

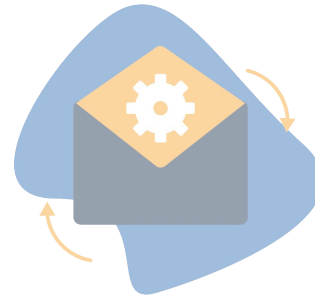


Proven Marketing Automation

- CRM / patient Conversion Management
- Email Blasts & Nurture
- Conversion Training
- 2-way Texting

Growth Framework

- Training + Coaching
- Growth Metrics
- Quarterly Customer Events
- Community



CONVERT



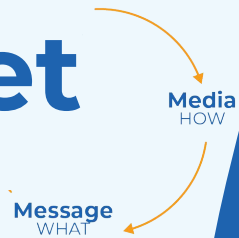
GROW

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Reach a Wider Market

Market

WHO



Pick an avatar.

Why this persona?

Ex: Madden PT's

is a

45—64 Year old

female

Message

WHAT

Pay attention to copy on ads,
landing pages, etc.

Patient-centric, not
branding.

Use simple language. Not
medical terms.

Media

HOW

Where are they?

How do they consume
their media?

You need to go where
they are.

Ads Are About Them, Not You

- Yes, you are the best
- People with a chronic condition don't care about you; they care about solving their pain
- Focus on their pain
- Scientifically test different pictures and videos
- Fire the losers, promote the winners
- Winners don't stay winners, so always test to beat your control



Neff Physical Therapy

Sponsored · 🌐



Hi Quarryville!

We're doing something AWESOME ...See More

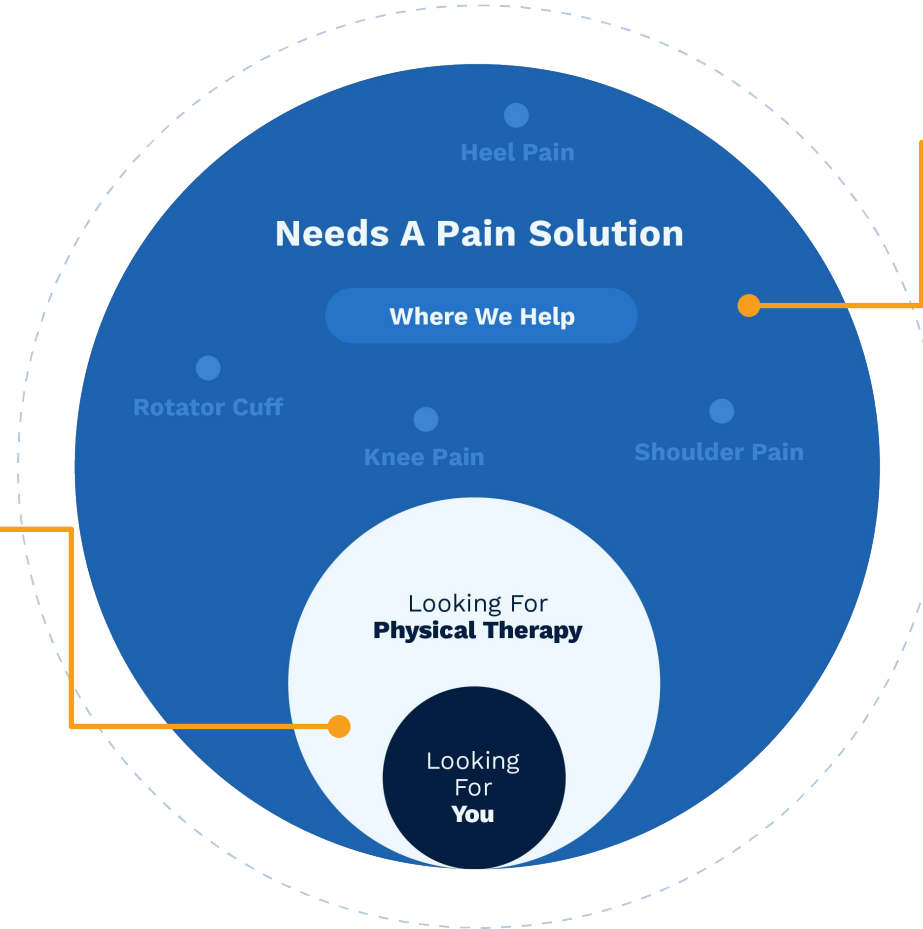


NEFFPT.PTWORKSHOPS.COM/...
**FREE Peripheral Neuropathy
Workshop Teaches Natural...**

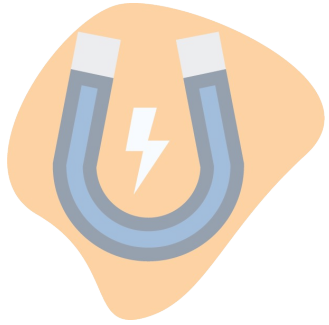
LEARN MORE

Attract More Patients to Your Practice

10%
of the public
looking for you or
your services



90%
of the population that
could benefit from
your services



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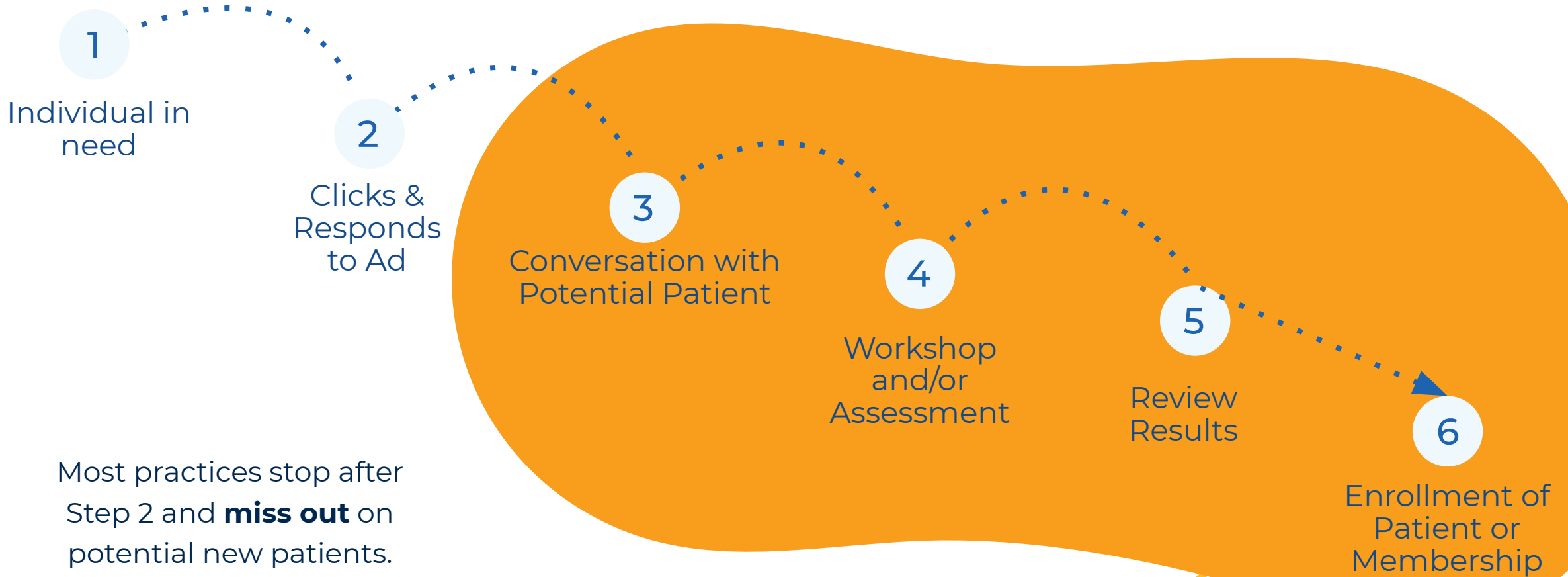


GROW

CONVERT

Levels of Conversion

How Does Someone Actually Become a Paying Patient?



Level of Conversion: Confirmation Conversation



**Short
Introduction**

**Ask
Questions**

**Focus on
Them**

THREE CRITICAL QUESTIONS:

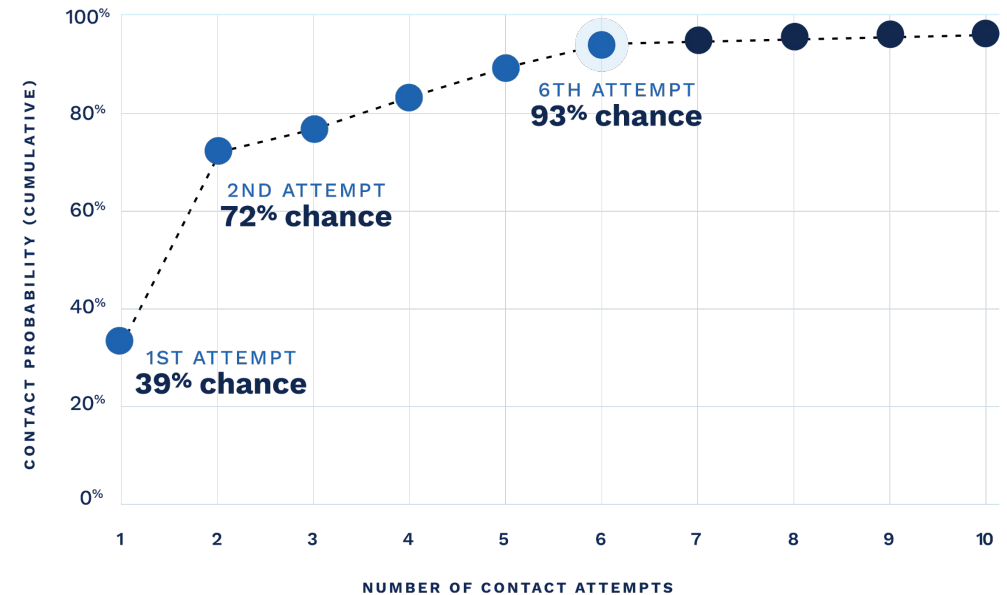
1. What's your health concern?
2. How long has that been going on?
3. What have you tried for treatment?

TIPS:

Conversation is patient-centric.
Avoid talking about yourself or how great your practice is.

Confirmation Conversation

- Three Critical Questions:
 1. What's your health concern?
 2. How long has that been going on?
 3. What have you tried for treatment?
- Do confirmation call within 5 minutes of signup
- Takes multiple attempts (7) to connect
 - after 7 calls the likelihood of connection is very low.
 - 7 is the power number
- Hit 'em hard in the first couple days they sign up
- Use multiple media types: Text, Phone, Email



Level of Conversion: Evaluation / Free Screen

7-STEP KILLER EXAM

GOAL: Increases awareness for patients & respect for treatment plan

STEPS:

1. Introduction & “What’s your health issue stopping you from doing?”
2. Health history
3. Testing
4. Help them understand the root cause of the problem in lay language
5. Treatment plan agreement - Program presentation
6. Financial plan and schedule
7. Begin treatment

Level of Conversion: Workshops

- Two types: In-person and Online
- Valuable free content + requires commitment + builds trust
- Goal: convert attendees to appointment
- **Case study: Workshops vs Appointment lead to patient conversion rates**



In-person Workshop about Shoulder Pain

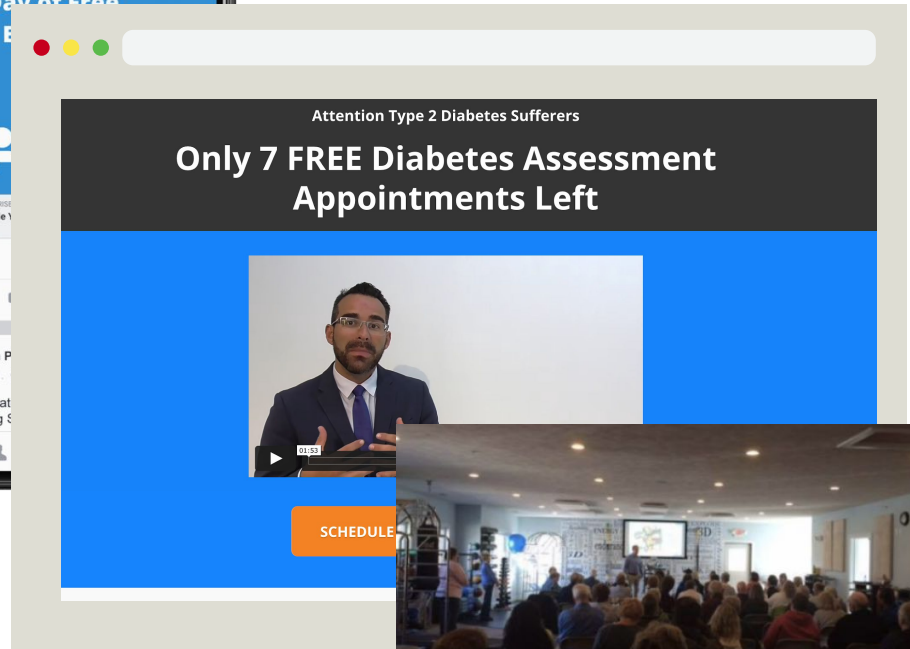
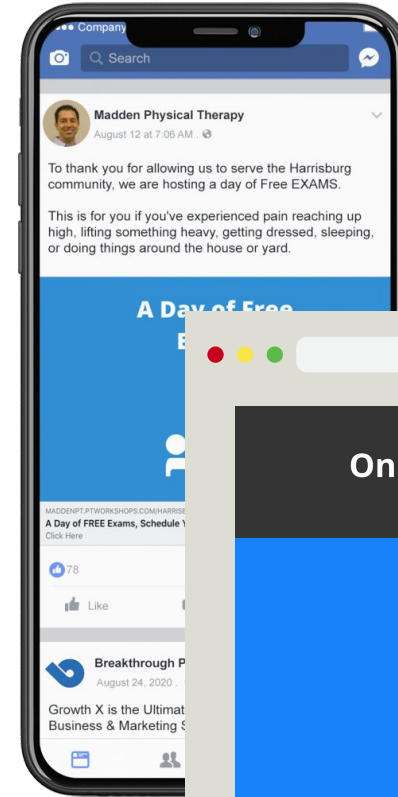
Conversion Mechanism

50mins

Valuable information

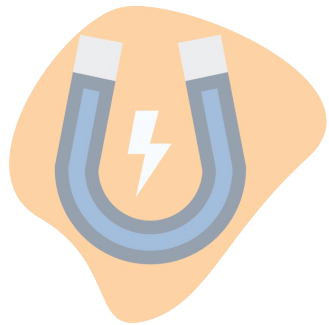
10-15mins

How to become a patient

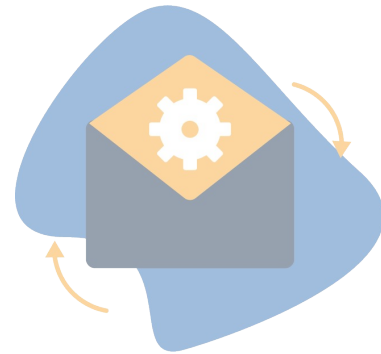


Metrics to Track

	SCENARIO #1 No Leads	SCENARIO #2 Poor Caller	SCENARIO #3 Poor Conversation	SCENARIO #4 Growth Machine
Leads	0	37	37	37
Appointment Scheduled	0	3	12	18
Appointment Kept	0	1	6	15
Plan of Care agreed to	0	0	4	13



ATTRACT



CONVERT



GROW

One Cohesive System



Full Conversion System - What You Need to Setup

Lead Capture

Lead Management

Email

Call & Text

Reports

Breakthrough was built to have the exact tools you need, specific for Private Practices.



CASE STUDY

Beacon of Life Chiropractic



- Peripheral Neuropathy Treatment
- Automated Lead Attraction
- Standardized Conversion Practices



Daniel McClimon DC, BCN
Co-Founder & Chiropractor

We're offering a behind-the-scenes look at the program to 10 qualified practices



This is for you if you:

- You are willing to scale your team to accommodate growth
- You are willing to invest in your workshop presentation skills
- You are willing to invest in training your front desk to handle leads (or replace that person)
- You are willing to focus a meaningful portion of your practice time to a specific patient type/ health condition
- You want to outsource technical marketing and lead generation functions to a proven partner


To schedule your behind-the-scenes look with our team visit the link.

getbreakthrough.com/programs

You'll get

- An in-depth look of our automated patient attract engine
- A demo of our patient conversion software
- An eligibility assessment

The screenshot shows a landing page for Breakthrough. At the top left is the Breakthrough logo. The main heading is 'Schedule Your Behind-the-Scenes Look'. Below it, the text reads: 'We're looking for 10 Qualified Practices who want to learn more about working with Breakthrough'. Underneath is a section titled 'You'll get:' followed by three bullet points: 'An in-depth look at our automated patient attraction engine', 'A demo of our patient conversion software', and 'An eligibility assessment'. To the right is a registration form titled 'Attract More Patients to Your Practice' with a small Breakthrough logo icon. The form contains five input fields: 'First Name*', 'Last Name*', 'Email Address*', 'Practice Website*', and 'Phone Number*'. Below the fields is an orange 'Schedule Now' button. At the bottom of the form, it says 'By signing up you agree to Breakthrough's privacy policy'. At the bottom of the page, there is a 'Featured In' section with logos for 'Inc 5000 USA', 'WebPT', 'practicepromotions', and 'Raintree SYSTEMS'.



Q & A



Carl Mattiola
CEO & Co-Founder



Chad Madden
Co-Founder



chad.madden@getbreakthrough.com



