

Why add new Procedures to my Practice

A Detailed Guide to Empire Programs and what to expect from a Revenue and Professional perspective in integrating these New Services



Your Prescription for Success!

Letter from the President

Thank you for your continued interest in Empire Medical Training, adding new procedures can be time consuming and confusing as to what you can expect from adding these “cash basis” aesthetic procedures. We understand your hesitation and have created this guide to give you a better understanding of what you can expect from each of our courses from a revenue standpoint and a practical point of view.

Many physicians and healthcare professionals have preconceived notions as to the various aesthetic procedures we offer and though they understand the procedure may not be aware of the revenue opportunities that exist for every practice or individual as it relates to the courses we offer. Our website defines what you will learn during our seminars but may not address your inhibitions in adding these new procedures to your present practice or perhaps your desire to create a “stand-alone” practice.

The following guide has been developed to help you in better understanding and identifying these opportunities, the need you may have to incorporate new procedures, and to give you the knowledge to make the right decisions as to which procedures would benefit your practice. We have summarized our programs to help you make your decision as to the benefits that each of our courses can add to your present practice setting.

From everyone associated with Empire Medical Training, we thank you for your interest once again and hope you enjoy this summary of our programs and services we offer.

Sincerely yours,

Stephen Cosentino, DO
President & Founder



Table of Contents

Injectable Training

Botox, Xeomin & Dysport Training.....	3
Dermal Filler Training.....	3
PRP Aesthetic Training (Platelet Rich Plasma).....	4
Autologous Fat Transfer (Grafting).....	5
Sclerotherapy Training (By Injection).....	5
Mesotherapy (Lipodissolve) Training.....	6

Health & Wellness Training

Physician Prescribed Weight Loss (incl hCG Training).....	7
Anti-Aging Module I & II.....	8
Allergy Training & Testing.....	9
Dermatology I & II.....	9
Acne for the Aesthetic Practice.....	10

Cosmetic Lasers & other Technologies

Cosmetic Laser Workshop.....	11
Mesotherapy (Cellulite Therapies).....	11

Other Aesthetic Procedures

Facial Aesthetics (Medical Grade Chemical Peels).....	12
Advanced Aesthetics (Advanced Botox & Dermal Fillers, Aesthetic Laser Overview).....	13

Surgical Procedures

2-Day Tumescent Lipo-Surgery Training.....	14
Submental Liposuction (Mechanical).....	14

Retail Products

Don't forget about retail products.....	15
---	----

Putting it all together.....	16
-------------------------------------	-----------

Marketing for Success.....	17
-----------------------------------	-----------

Injectable Training

Botox[®], Xeomin[™], & Dysport[™] Training

Botox injections remain the #1 nonsurgical cosmetic procedures performed in the United States with over 10 million injections annually. **If your present patient population (active charts) total over 3,000 this can translate to over \$40-\$50k per year annually based upon the percentage of people receiving Botox. The average profit to the physician per procedures is over \$260.00 per procedure (3 areas).**



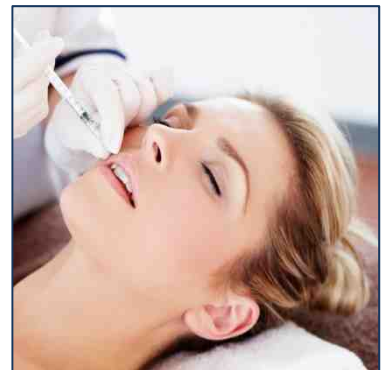
The procedures are easily learned and can be incorporated immediately to your existing practice. We teach all of the facial injections both on-label and off-label applications and give you the standard of care needed to integrate this new procedure in your practice by supplying all intake forms, brochures, and ancillary information for staff and patients.

Botox injections are safe and effective and is increasing annually even in a bad economy. The market continues to grow with the largest demographic increases being men and Hispanic women. With over 60 million people in the United States classified as “Baby Boomers” every year there are more people utilizing Botox procedures.

The outlook and forecast for this market to continue to grow is strong, the introduction of Xeomin[™] and the soon to be released “Purtox” by Johnson & Johnson is creating a price reduction of the product. Competition to Botox will allow more consumers to afford these procedures and the media blitz associated with these new products will further educate consumers as to the benefits, safety, and effectiveness of Botox and Botox-like products.

Dermal Fillers Training

Dermal Fillers is the #2 non-surgical cosmetic procedure performed in the United States with over (4) million injections performed annually. The same patients that receive Botox are candidates or presently already receive dermal filler injections. The popularity of dermal filler procedures is the instant gratification (correction) the patient receives immediately after the procedure which can last anywhere from 10 – 18 months.



For the average physician practice incorporating this procedure can easily achieve an additional \$15-\$20k of profit for the physician. The average professional fee for each injection is \$350 - \$400 and additional syringes are double the acquisition cost of the syringe. Many physicians are able to buy the product at discounts as it is a medical device and can make even more from the procedures.

We teach the most popular dermal fillers on the market today which are in the hyaluronic acid family (Juvederm, Restylane etc.) that represent over 84% of the market. In addition we teach Radiesse® which is a combination of HA and calcium hydroxylapatite (CaHa) for longer term correction of folds, cheeks and hands. The procedures are easier to learn than that of Botox and can be incorporated into your practice immediately. We teach the on-label applications of fillers as well as the off-label applications (lips, tear trough, sub-malar hollow, and marionette lines).

PRP Aesthetic Training (Platelet Rich Plasma)

The most recent development in aesthetics is the introduction of PRP therapies for aesthetic purposes. The science behind preparing the platelet rich plasma has developed into established protocols and the results are amazing. What makes PRP attractive to patients and a needed addition to your aesthetic offerings concerns where we can make the injections, the regeneration of tissue for individuals beyond the age of 60, and the semi-permanence of the results from the introduction of these growth factors (platelets).



For an investment of less than \$2,000 and per treatment setup cost of around \$200 it is very affordable to integrate within your practice setting. The average procedure cost to the patient is around \$1,000 - \$1,200 with an average professional fee to the physician of \$800 - \$1000. The science behind PRP (Platelet Rich Plasma) is continually growing and the reason for its success deals with the growth factors and/or cytokines present in PRP which includes:

- Connective Tissue Growth Factor (wound healing)
- Insulin Like Growth Factor 1 & 2 (ILGF)
- Vascular Endothelial Growth Factor
- Epidermal Growth Factor (EGF)
- Interleuken 8 (ILGF)
- Fibroblast & Keratinocyte Growth Factors
- Transforming Growth Factor Beta (TGFβ)

The benefits are realized almost immediately and the aesthetic correction occurs for the next 4-5 weeks as many of these growth factors messenger out to the body for additional growth factors and stem cells to the injected area. We teach you all of the various methods and technologies available but will also demonstrate a practical approach to incorporate this new “in-demand” procedure where the investment for a single spin centrifuge unit is minimal and the PRP kits available are not cost inhibitive in starting to offer these procedures. See for yourself, the results are truly amazing and patient satisfaction for women over the age of (45) and older now have true aesthetic alternatives for around the eyes, perioral region, cheeks, and neck.

Autologous Fat Transfer

Most patients would prefer to use their own natural tissues as compared to synthetic filler products and are intrigued by the concept of taking their own fat from one part of their body and putting it in another. **Autologous fat transfer costs zero for the raw materials and the setup cost (+/- \$90) is minimal compared to the professional fee for the procedure which ranges from \$1,300 - \$1,800 for the procedure.**



The investment to start offering fat transfer/grafting procedures is also minimal (used aspirator ranges from \$1,000 - \$1,500) and is covered by a single procedure. This 20 minute procedure is extremely safe as the donor site typically is the gluteal fold of the outer thigh or buttocks and will yield approximately 10-12cc of filler. Fat transfer allows the physician to eliminate the appearance of wrinkles creases, furrows, and other facial and body imperfections naturally without the cost of dermal fillers. Typical results last 5-7 years or are permanent, this is an easily learned procedure, very safe, and with high patient satisfaction. If you already perform dermal fillers or want to offer your patients alternatives especially when presented with areas that fillers are either not indicated or is cost inhibitive due to the volume needed – Autologous Fat Transfer/Grafting is a “must do” in aesthetics.

Sclerotherapy (Traditional/Injection)

80 million Americans have some kind of venous disorder and 80% of these are cosmetic. Although these cosmetic cases do not have a major circulatory disorder it gives the impression of age and poor health. Most people want treatment for these unwanted veins but are unaware of the safety, effectiveness, and lack of discomfort associated with modern sclerotherapy techniques.

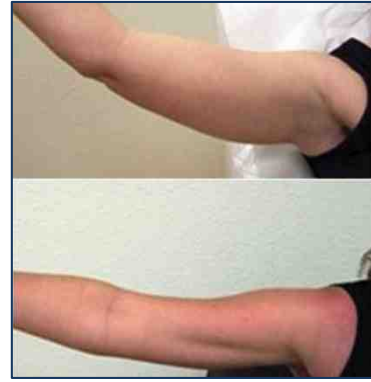


The benefit to the physician for offering sclerotherapy is that it is another cash basis procedure. **The price for the procedure is \$300.00 per (30) minute session and the cost of medicine is minimal (+/- \$15). The typical sclerotherapy patient will require 1-3 sessions and will need to maintain these results thereafter. Many physicians also delegate these procedures to mid-level practitioners (RN(s), PA(s), NP(s)) as this is another way of taking a cost center and creating a revenue center within the practice. On average, a normal medical practice (demographics) should realize anywhere from \$25 - \$40k+ per year in profits from offering this procedure.**

Modern sclerotherapy agents have replaced the traditional hypertonic saline injections. These modern agents if used correctly no longer run the risk of staining, matting, or necrosis of tissue. We train you in the latest sclerotherapy agents including STS (Sotradecal), POL (Asclera), and the use of chromotaged glycerin (82%) for use in spider veins (telangectasias). Our training includes all forms and consents, ACP standard of care guidelines, and hands-on training for the elimination of reticular and spider veins.

Mesotherapy (Lipodissolve)

Mesotherapy is often misunderstood by physicians and patients alike as the term refers to making an injection into the mesoderm which could include prolotherapy and a number of different types of injections. In aesthetics, mesotherapy is used for the elimination of small pockets of fat and can also be used in the treatment of cellulite.



Lipodissolve is more commonly referred to for the elimination of small fat pockets or stubborn fat not able to be eliminated through normal exercise or dieting. What makes mesotherapy attractive is that it works very well in the elimination of unwanted fat in such areas as:

- Chin & Jowels
- Love Handles
- Underarms
- Saddle Bags
- Orbital Fat Pads (secondary under the orbit)
- Back Flanks
- Bra Strap Area

The procedure is simple to perform and the medicine is natural to the body, these injections have been given in Europe and South America for over (20) years with great success. We have trained hundreds of physicians in the United States in these techniques and our physicians continue to offer these procedures with outstanding results. **The average price for this procedure is \$300 per session and depending upon the body part area the average number of treatments is 2-4 treatments for unwanted fat (abdomen area requires additional treatments).** The cost of the medicines are minimal (<\$10) and there are very few contraindications or complications associated with the procedure.

Imagine, one-third of all liposurgeries in the United States are submental, even if you were not interested in other body part areas who within your practice can benefit or would be interested in these procedures. There are BMI restrictions (<30) and lower BMI patients will respond better to the treatments. Give results that traditional exercise and weight loss cannot achieve and defer the need for invasive liposurgery. **The average injection takes less than (10) minutes to mark out and perform, the average profit per treatment is approximately \$280 with very high patient satisfaction.**



Health & Wellness Training

Physician Prescribed Weight Loss (incl hCG Training)

Physician supervised weight loss therapies can help any type of practice and is both aesthetic and medical in nature. Aesthetically, physician weight loss programs can create traffic to your practice which allows for you to cross-sell other aesthetic services. Medically, these weight loss programs are typically “cash basis” procedures which allow for another revenue stream for your practice. Finally, weight loss programs allow your practice to sell retail products such as supplements, nutraceuticals, and possible meal replacements.



As we are well aware, 1/3 of the population is overweight and 1/3 of the population is obese and the percentages are increasing yearly. The cost to the healthcare system is in the billions of dollars even though **weight loss is a \$57B industry in the United States and is the #1 aesthetic procedure for patients.** During our program we will show you how to incorporate traditional (bariatric) weight loss strategies and the newer, higher paid therapies including hCG therapies and adjunctive MIC injections and other nutritional supplements. **For physicians offering a typical 30-day hCG program they will receive \$350 - \$500 per patient and profit between \$300 - \$450 for that same patient. Many patients may require an additional 30-Day cycle or may take advantage of your retail products (i.e. MIC injections, Supplements) – you get the picture.**

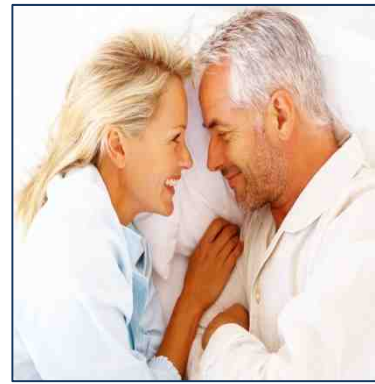
So why is the hCG Weight Loss program so popular? If you are unaware of the benefits of the hCG protocol it is because it is a quick weight loss remedy that allows for the elimination of fat while preserving lean body mass usually associated with a ketosis diet. hCG has an appetite suppressant quality, increases testosterone which aids in energy levels, and will regulate the hypothalamus so the body does not adjust your metabolic rate to the reduced caloric intake levels. Many patients are able to lose fat at the rate of about 18-25 pounds within a 30-Day period.

Imagine the number patients that can benefit from this type of diet or have failed on traditional bariatric type diets who want quick results. During the program you will learn the proper dosing, protocols, and contraindications to this type of dieting as well as learn the prescription therapies available for patients that are morbidly obese or have an eating disorder. Maintenance after the initial weight loss is also taught as well as how to integrate these types of program to your normal weight loss programs. **Many physicians now see between 20-25 patients per day for weight loss.**

A recent study released stated that over 70% of patients would prefer a physician supervised weight loss program over conventional weight loss programs. There are many other reasons to incorporate weight loss (i.e. hCG therapies) to your practice and again can take employees which represent a cost center and transition them to be a revenue center within your practice. Referrals from other physicians, word of mouth, and patient results and the ability to create additional income make this a rewarding option to your practice.

Anti-Aging (BHRT) Training for Physicians – Integrative Medicine

Integrative medicine is the combination of conventional medicine with alternative but complimentary medicine techniques. It is changing the way we look at traditional medicine and allow physicians to treat patient disorders that conventional medicine has failed to correct, such conditions include:



- Chronic Fatigue Syndrome
- Anxiety Disorders
- Sexual Dysfunction
- Symptoms Associated w/Menopause & Andropause
- Immune Disorders
- Food Allergies (IGG Mediated)
- Various other chronic disorders (hypothyroidism, drug/steroid addiction, etc.)

The process is simple, the science is evidence based, and is rewarding to you as a physician as well as the patient. **The typical patient that enters into an Anti-Aging type program will spend approximately \$3,000 for the consultation, labs, and follow-up or until you are able to balance their hormones. Depending upon the state you may also be able to markup the medicines and will be able to charge for follow-up since these patients are patients for life. Hormone pellets are becoming popular with post menopausal women and in the administration of testosterone in men which is additional revenue outside of your Anti-Aging program.** Men and women alike benefit from these programs and simple tests (saliva, urine, and serum) will reveal the various levels for all of the glandular levels and subsystems. At this point you will now be able to consult with them as to the benefits they can achieve within your specific Anti-Aging program specifically personalized for the patient.

Bio-Identical Hormone Replacement Therapies are safe, effective, and the results are dramatic and immediate. HRT is not HGH (Human Growth Hormones) but are your body's own natural hormones that through the aging process are "out of balance". These imbalances can be responsible for many of the symptoms associated with sexual desire, weight gain, fatigue, and many other health processes.

Most healthcare professionals are not trained or have taken the additional medical training and education necessary to effectively evaluate or diagnose the symptoms problematic with hormone deficiencies or to effectively treat your complaints and offer "real solutions".

The inter-relationship of hormone deficiencies and your health concerns are multi-factorial which requires other modalities of treatment in addition to replacing hormonal levels to normal levels. Integrative medical therapies are used in the form of nutritional supplements to ensure your body's biochemistry is performing at optimum levels. Diet, nutrition, and exercise are also prescribed if your condition indicates. In combination, these regenerative therapies allow for the alleviation of or elimination of your symptoms as well as optimal health. Integrative medicine now allows us to treat the disorder rather than mask the symptoms through prescription medications.

Allergy Testing & Training

Allergic diseases affect more than 56 million Americans. Allergies affect approximately 30% of the adult population and 40% of children (about 20% of the total population). The prevalence, severity, and complexity of allergy in the population are rapidly rising and is a significant cause of morbidity.



Learn how you can incorporate into your practice allergy testing and immunology within your practice for the most common IgE mediated allergic responses. **The reimbursement to physicians is very high for the individual testing and is based upon the number of allergens tested and the number of tests performed (\$300-\$750).** If you look at the number of patients that suffer from asthma, food allergies, contact dermatitis, or rhinitis, it can be significant and another revenue stream within your practice. **Immunology can also represent significant revenue (+/- \$2,500 patient) as many of your patients will benefit from these shots that can be administered for up to 3-5 years.**

With 56 million people suffering from allergies and only 5,400 board certified Allergist/Immunologists in the United States, the market is underserved and opportunities exist for all specialties of medicine. You will learn the various testing for IgE related responses, treatment options, and how to identify which patients you can treat safely and effectively with immunotherapy (desensitization) and which should be referred to a specialist.

Dermatology I & II

Patients would prefer to see their primary care physician rather than wait months to see a specialist. The skin is the largest organ of the human body and why wouldn't you want to help and treat patients for their disorder. In our course you will learn to identify, test, and treat 40 of the most common skin disorders you will be presented within your practice including the #1 skin disorder – Acne.



Imagine the number of patients you have referred out to a specialist where if you had the confidence and training you could have treated their simple skin disorder safely and effectively. Learn to identify suspicious lesions, be able to perform biopsies, punches, shaves, and excision (suturing). We are not advocating treating cancerous lesions but to perform simple to perform diagnostic procedures that could possibly save the lives of your patients.

All of the most common skin disorders that you will encounter within your practice are discussed in detail and protocols for testing and treatment are given. Preventative dermatology is also discussed as well as billing and coding of these procedures. **Reimbursement of these various procedures vary based upon the procedure but over the period of a year the revenue generated can be significant. For example, the profit from an average acne patient with a Burton classification of 4-6 where intervention is needed approximates \$1,500 per patient.**

Acne Solutions for th Aesthetic Practice

As stated previously, acne is the #1 skin disorder in the United States with over 28 million visits each year. 85% of patients 12-24 years of age will experience it and over 12% of women will have acne until the age of 44 or more. **The acne services market is 4x larger than the market for cosmetic lasers combined in the United States.**



The main cause of acne that is most prevalent is hormonal in nature (increased androgens). There are contributing factors to acne outbreaks including stress, diet, and mechanical (blockages) that can make this condition more severe. Treating acne requires you to thin the epidermis (reduce blockages), reduce the bacteria load of P acnes, and to reduce the size or output of the sebaceous glands through a variety of different treatment options.

Acne services can be very profitable to your practice as well, this service is a “cash basis” service where you set the fees for the office visits and is rewarding to the patient. Combination therapies such as aesthetic lasers, androgen blockers, LED therapies, combination compounded topicals, and photodynamic therapies (ALA-20%) work for the most severe acnes without the use of Accutane (Rx of last resort). Newer advanced acne therapies reduce active lesions up to 90% or more and can then be controlled typically with conventional therapies. Adult acne therapies are also discussed and protocols given to allow for the correction of acnes in adults.

What makes acne services most attractive is the ability to perform procedures for severe acne cases using lasers, blue/red light, and your retail cosmeceutical products (Rx skin care). Severe acne patients will spend on average between \$1,500 - \$2,000 for treatments and mild/moderate acne patients \$500 - \$750 during the first (2) to (3) months of care.

Patients are actively looking for answers concerning their acne condition and search out those offices performing these advanced procedures. In addition, you will learn the various options concerning treatments for acne scarring including mechanical and cosmetic laser options. All protocols for the various laser treatments, mechanical treatments and post-operative care is given. **The demand for scar revision is ever increasing as these new technologies have proven to be effective in eliminating these conditions. The average scar revision using laser technologies is approximately \$1500 - \$2000 for the (2) treatments necessary using the newer ablative technologies.**



Cosmetic Lasers & Other Technologies

Cosmetic Laser Training (2-Day)

The advancements made in recent years to aesthetic lasers now allow for physicians to perform a variety of treatments for the various skin conditions you will encounter in your practice. **The new technologies are now even more affordable, more efficacious, and patient demand for these laser treatments continues to rapidly grow.** This 2-day program will give you the tools necessary to objectively compare the technologies being offered by each of the (7) largest laser manufacturers.



During the course you will be introduced to the various ablative and non-ablative technologies presently being utilized and be able to receive hands-on training for the non-ablative procedures. New and used cosmetic lasers will be discussed as well as **simple techniques and tools to be able for you to purchase these lasers at the very best price saving you thousands from the purchase price.**

Though lasers are not inexpensive the return on investment is significant. New methods of marketing, consumer education, and the ever increasing aging population make the decision in acquiring a laser less risky as compared to (5) years ago. **Laser treatments cost anywhere from \$175 to thousands of dollars and require only a few patients (less than 3) per month to break-even or make a profit. The upside to lasers give you the opportunity to complete your aesthetic offering and to achieve even greater profits as these procedures are now very accepted by your patient population and allows you to create patients outside of your practice.** The risk may be greater but the rewards can far exceed other areas of aesthetics.

Mesotherapy (Cellulite Training)

Included as part of the Cosmetic Laser Training as well as the Mesotherapy Training courses are the mechanical treatments now available for unwanted fat and cellulite. There are a number of devices and technologies being utilized to tighten the skin, reduce fat in unwanted areas, and body circumference reduction for patients.

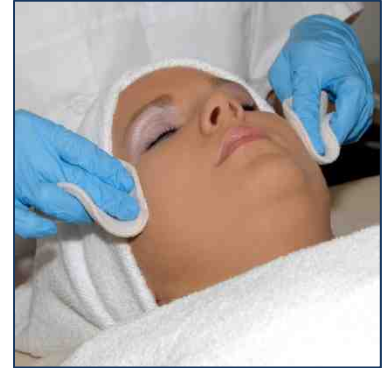


The introduction of low level laser technologies (i.e. I-Lipo), radio frequency devices (i.e. VelaShape), ultrasound, and new magnetic pulse devices are discussed and evaluated. The results are amazing and can be integrated within your weight loss practice or as an additional aesthetic offering with ease. **Most of these devices are Class II devices which allow for other personnel within your office to perform these profitable procedures. The average patient cost is approximately \$1,500 - \$2,000 and depending upon the type of machine, number of treatments or sales campaign.** LLT lasers are showcased at our programs for physicians to see the actual technology and a demonstration or treatments given.

Other Aesthetic Training

Comprehensive Facial Aesthetics (Medical Grade Chemical Peels)

Medical grade chemical peels are still the “gold standard” among Dermatologists for the rejuvenation of the skin, collagen remodeling, and for the correction of pigmented lesions to the face. Medical grade chemical peels are different than “day salon” peels in that “day salon” peels must be within 1% of the body’s outside Ph (+/- 5.5). Chemical peels that physician offices can administer include AHA, BHA, and Caustic Acids in varying concentrations and Ph (.5). The types of peels you will safely learn how to perform will allow for deeper penetration throughout the epidermis and has both therapeutic and aesthetic benefits that create clinical results.



Chemical peel treatments are the second most type of non-surgical procedure performed in the United States and does not include the peels that are performed by day spas. **The advantage of these peels besides the benefits to the patients are that you can train other personnel within your staff to perform these peels thereby taking a “cost center” and making them a “revenue center”. The average price for a micropeel is \$125 - \$175 depending upon your demographic area and is sold in series of (5) or (6) treatments.** After the initial treatment protocol patients will need to maintain these results thus becoming patients for life.

The human skin is the largest organ of the human body, just as we take care of our heart and other organs it is never too early or too late to take care of the skin. By educating patients that these peels are not superficial peels such as they might have experienced before they understand the benefits and will proceed with the treatments. **Microdermabrasion is also taught as part of the course and can also be sold as a stand-alone treatment at a cost to the patient of approximately \$75 - \$125 per treatment.**

In addition to the treatments for the face you will also receive information on the need for retail, specifically cosmeceuticals within your practice. **Cosmeceuticals (physician prescribed skincare) can generate \$7k to \$10k monthly to your practice for an average practice of 3,000 patient charts.** Prescription skincare addresses the need for cleansing, toning, exfoliating, and protecting the skin but are able to use active ingredients that “over-the-counter” cosmetics cannot. All types of skin are addressed and specialty skincare items are also offered by these companies. **There are many product lines available that are “physician only” and these manufacturers protect physicians from patients buying these products thus allowing you to make a 100% markup.** Marketing of these products and services are discussed and is easily integrated into your practice.



Advanced Aesthetic Training

Differentiate yourself from other practices offering aesthetics and round out your aesthetic training by being able to offer specialty injections or services that patients are demanding. You will learn advanced Botox and dermal filler procedures that you can immediately incorporate into your practice as well as a practical overview of the various aesthetic laser platforms and specialty treatments that can be given.



These specialty injections and procedures are in demand but educating patients as to the various treatment options are also a must. Being able to consult with patients and allow for them to see their options often allows for these specialty procedures such as tear trough, cheek augmentation, chin contouring, and others. Many of you also have not been exposed to lasers or do not understand all of the primary and secondary skin conditions that lasers can correct. We offer a practical discussion as to the various platforms available, what you can expect to pay, and setting realistic expectations for the various non-ablative, ablative, and infrared/rf devices.

Incorporating and offering unique procedures and services allow for you to realize additional revenues from dermal fillers and Botox and offers your patients options they otherwise would not enjoy. Many patients already receive these injections and you will limit your success by not performing these easy to do, safe injections. **If you already offer Botox and dermal fillers you will realize an additional 20-30% increase by offering lip plumping, tear troughs, cheek augmentation, and the specialty Botox procedures.**

Aesthetic lasers are discussed as well since anyone performing aesthetics will be confronted with the decision to include cosmetic lasers within their practice. The process is confusing, technologies are constantly changing, and every manufacturer is claiming their equipment works best. What we focus on are the primary and secondary conditions (i.e. acne, rosacea, melasma) lasers can perform, the various IPL platforms and configurations, and a practical guide to deciding which procedures to offer and the progression to the more ablative options. **Anyone considering a laser now or in the future would benefit from the course and will save countless hours and thousands of dollars off the purchase price for a laser. Lasers can add \$100k plus in revenues each year if configured correctly, purchased correctly, and marketed correctly.**

Surgical Training

2-Day Tumescent Lipo-surgery & Laser Lipolysis Training

Your medical license does not limit you as to which procedures you can perform. Plastic surgeons did not learn how to perform lipo-surgery in residency but rather learned these procedures through preceptorship with other plastic surgeons. If you have a surgical background or even went through a surgical rotation during your residency you may wish to explore the opportunity of performing the #1 surgical cosmetic procedures performed in the United States. With the advent of newer anesthetic techniques (tumescent) and the use of smaller canulas for aspiration the procedure is safer and more gratifying for patients.



The reimbursement for lipo-surgery in combination with laser lipolysis ranges from \$1.8k (submental) to over \$5k for larger body areas (abdomen/flanks). You will learn from our faculty of plastic surgeons where you will travel and receive your training. There is didactic in the morning and you will assist in performing these procedures on patients in the afternoon. Actual “hands-on” is at the discretion of our faculty based upon demonstrated knowledge and competence portrayed. Your staff who will be assisting may also attend the training at no additional charge. In addition, Empire has pathways for training outside our 2-day course which would allow for a nurse anesthetist to assist you with your first surgeries within your office.

If you have a surgical background or are confident in your surgical skills we invite you to attend our training. These services are still in high demand and the training you will receive allows for your success. If you wish to take a slower approach to liposurgery, Empire offers training in Autologous Fat Transfer and Submental Liposurgery which would allow for you to pursue your goal incrementally.

1-Day Submental Lipo-surgery (Mechanical)

One third of lipo-surgeries performed in the United States are submental region. Submental Liposuction is one of the least invasive and safest areas to aspirate fat and the results are similar whether done mechanically or with lasers. You will learn all method types including manual aspiration and power aspiration for the submental area, platysma band placation is also taught for even better patient results.



The reason this procedure is so popular is because it takes very little time (<30 minutes), is an office procedure, has high patient satisfaction, and the reimbursement is approximately \$1800 - \$2500 per procedure. Though this procedure may seem difficult to most, once you take the course you will find that it is a very simple and safe procedure to perform and is in very high demand with very limited capital outlay.

Retail Products

Don't Forget About Retail!

Though we do not offer formal courses in retailing or do we have specific courses on retail products it does represent a large potential revenue source whether you integrate aesthetics within your practice or offer these services as a stand-alone operation. If you are offering aesthetic services for the skin such as chemical peels, lasers, acne services or any of the other aesthetic procedures then cosmeceuticals makes sense. **The typical aesthetic practice sells between \$7k to \$10k of cosmeceuticals per month.**



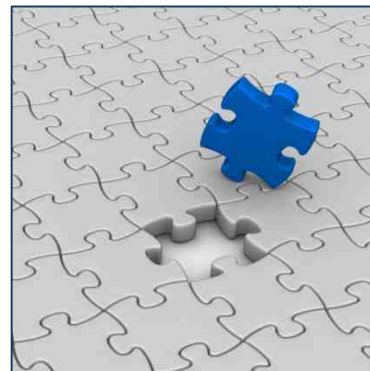
Nuriceuticals and supplements integrate seamlessly into your medical practice but are essential if you offer Anti-Aging services but are also beneficial if you offer physician supervised weight loss therapies. Other types of retail products may include dispensing, sexual dysfunction supplements or even meal replacements. In fact, almost every procedure may have adjunctive products that can be sold to patients that make the services rendered more synergistic.

So depending upon the number of services you decide to incorporate, the size of your present patient base, and your commitment to **offering retail products you could generate \$15k to \$25k in monthly revenue to your practice. Most retail products do not demand that you stock these items as inventory thus there is little or no capital investment on your part. However, retail products need to be related to the services you offer for patients to see value in these products and can associate the benefits they can achieve from them in relation to your practice.**

Putting it all together!

Opportunities that is Aesthetics

We showcase aesthetic procedures because it is a real opportunity to create additional, tangible revenues for your business. We offer procedures that are “easy to learn” and can create immediate interest by your patients and others outside your practice. There is no special formula for success and everyone will take away from the programs what they put into the programs and what makes sense to you. As with all the major accomplishments all of you have achieved it starts with a goal. Is the goal to buffer the impact of lower reimbursements, longer hours, or your frustration with the direction that medicine is taking? Is it to be able to enjoy breakfast or dinner with your family, is it to supplement or pay for your child’s education? **Whatever the reason and whatever the goal you set for yourself we want to help you reach these goals.**

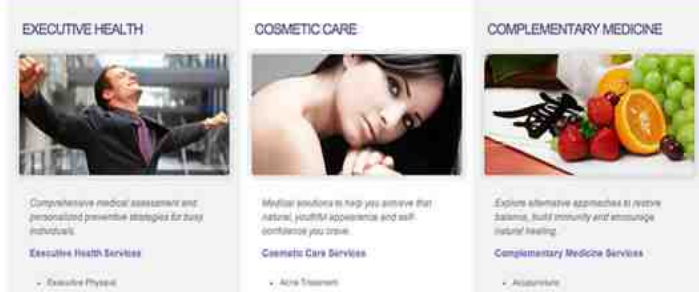


This is why we offer affordable membership models for aesthetics, medical, and pain management. We allow for you to attend as many of the programs we offer because we understand that it is new to you and until exposed to the various procedures it is like a puzzle. We offer upgrade paths to memberships for individuals attending one or two programs. Hopefully by attending our programs and receiving the various pieces of the puzzle you can make your own pathway to success and create a bigger picture of the direction and services you offer in your practice.

We offer affordable, practical training for the various procedures outlined. **Many of the procedures and specialties we offer do not require a capital investment outside of training.** Our goal is for you to be able to incorporate these procedures immediately within your practice and be proficient enough and knowledgeable enough to effectively treat the majority of patients wishing treatments.

For many of the physicians we train it is about offering enough of these various services for body, face, and inner well being that together the whole is greater than the parts individually. We believe by offering enough services that can treat the greatest cross section of your patient’s needs and concerns in total your aesthetic offerings will be a significant source of revenue to your present practice. **This is how you create (6) figure income in aesthetics and has been proven over and over again by Empire members and attendees.**

What makes us different from other training institutions also makes us better. We realize that aesthetics is a business – not a medical specialty and therefore we incorporate into the programs everything you need to be successful. We offer practical and comprehensive training, pricing and packaging, promotional materials, administrative forms and consents, and additional materials and information that allows you to pursue your newly acquired skills to an even higher level. Having been doing this for the past (12) years we know what it takes to be financially successful – this is the opportunity of aesthetics!



Example: Medical Care & Cosmetic Care

With all of the economic pressures facing medical professionals and the financial opportunities that these new services and procedures can create, there is no better time to begin to implement these new in-demand cash basis services. Thank you again for your interest and look forward to seeing or hearing from you soon!

