

lavé md

L A S E R A N D V E I N E S T H E T I C S

The Lavé md Story

For over four years David Vanderpool, MD has operated an extremely successful medical practice which has focused on the treatment of varicose veins and spider veins. In the summer of 2005, he also added a medi-spa component to his practice and has seen the benefits of cross-marketing the spa to his vein treatment patients. Dr. Vanderpool determined that he would like to duplicate the phenomenal success of Lavé md in the Nashville, Tennessee area by creating a franchise network that would offer a positive, family-friendly and profitable business model for physicians.

The benefits of a Lavé md franchise

Lavé md is built on a culture of caring, trust and commitment to the patient. We bring those same values to our franchise partners and have a dedicated staff ready to share their expertise in marketing, training, billing, insurance and patient relations with every Lavé md franchisee. We understand the challenges that the physician/business owner face in practice every day.

Billing and Insurance

We know that your primary goal as a physician is to provide excellent patient care. Our primary goal as a franchisor is to allow you to focus on your patients/clients while we focus on your business. We understand that billing is an unpleasant but necessary part of a medical practice that can cost you significant income if not handled properly. At Lavé md, our franchisees focus on their practice and we handle the billing and insurance. Our billing and insurance staff have years of experience and are equipped to handle even the most complex billing and insurance matters. Our precertification rate for the EVLT procedure is an incredibly high rate of over 90% approval for requested procedures.

Marketing

The marketing of your Lavé md franchise will be the backbone of your success and marketing is one of our greatest strengths. Our team's expertise covers all aspects of patient/client acquisition, retention and cross-selling and we have spent thousands of dollars determining the best marketing mix for a Lavé md franchise. We will provide you with

successful marketing tools that are creative, effective and cost-effective. Our branding campaign is proven to raise the awareness of Lavé md in your marketplace and bring potential clients to your door before you are even open! Marketing campaigns will be developed for your specific area and the franchise marketing staff will constantly monitor the results and make adjustments to your campaign as needed.

Your marketing efforts will begin well before you ever open your doors for business and will constantly change and adjust to meet your practice needs. Included in the Lavé md franchise marketing package are:

- ◆ Website with a specific page for your location
- ◆ Billboard artwork
- ◆ Television advertising
- ◆ In-office video brochures
- ◆ Radio advertising
- ◆ Direct mail campaigns
- ◆ Brochures
- ◆ E-mail newsletter
- ◆ Stationary and business card templates
- ◆ Print ad templates
- ◆ Grand opening and open house planning

Training

Training is a key component of the Lavé md franchise system. Dr. Vanderpool is a nationally recognized trainer in the EVLT procedure and will be personally responsible for physician training. Other members of the Lavé md training staff will be responsible for training on lasers and other medical/esthetic procedures.

Using a combination of classroom instruction and patient procedures, web-based training and on-the-job training, each member of our franchisee team is trained to our standards of exceptional treatment for each patient/client.

All training occurs at the Training and Research Center of Lavé md located in Brentwood, Tennessee. After the initial training occurs, continuing education is available for all members of the franchisee staff via the web, print, or teleconferences.

Soup to Nuts Support System

While you are in practice for yourself, you will have the entire Lavé md franchise staff as your business resource.

We will assist you in virtually every aspect of opening your new business. We have resources to assist you in office location, lease negotiation, space design, interior design, equipment procurement, staff training, marketing planning and implementation and all the other details

that go into starting a successful practice. We will guide you in every step of the process to ensure a smooth and positive opening experience.

If you are interested in learning more about the Lavé md franchise opportunity in your area, please e-mail info@Lave.md or call 615-833-3002 and ask for the franchise operations office.