



The Thermogram Center

Thermal Imaging of the Breast & Body

Breast Health Education Group

Better Breast Health – for Life![™]

office: **303-664-1139**

toll free: 866-492-2174

fax: 303-664-1146

www.ThermogramCenter.com

www.BetterBreastHealthforLife.com

In order to assist you in determining whether Risk Assessing Thermal Imaging is a viable option for your practice, consider questions like these:

1. Do you currently see women with any of the following conditions:

- _____ high risk for breast cancer,
- _____ thyroid concerns/issues,
- _____ breast disease,
- _____ estrogen dominance, or
- _____ recurrent dental concerns?

2. How do you currently evaluate breast health in your practice?

3. Can these services be utilized by women under 50 years of age?

4. Does your practice currently offer services to promote breast health and wellness and if not, would you like to? How?

5. How do you currently monitor the effectiveness of your breast health treatments?

6. Is there anything you feel is missing in the services that you currently provide to promote breast health that you would like to see included in a new or complimentary approach?



The Thermogram Center

Thermal Imaging of the Breast & Body

Breast Health Education Group
Better Breast Health – for Life!TM

office: **303-664-1139**

toll free: 866-492-2174

fax: 303-664-1146

www.ThermogramCenter.com

www.BetterBreastHealthforLife.com

To assist you in determining the best way to incorporate Risk Assessment Thermal Imaging into your practice, consider questions like these:

1. What is the size of the female patient base you will be drawing upon to utilize the service?

2. What are your plans for marketing the service to these patients?

3. What are your plans for marketing the service outside of your practice?

4. Is their staff available to train and certify to obtain thermal images and administrate the patients?

5. Is there a health care provider on site who has portal of entry status and is licensed to that effect?

6. If this health care provider has a license to practice medicine, would he/she like to provide interpretive services for the thermal images?

7. Would you prefer to incorporate these services into your practice with or without a financial investment?

8. Of the options listed below, which are you most interested in learning more about?

PLEASE CALL 303-664-1139 FOR DISCUSSION ...



The Thermogram Center

Thermal Imaging of the Breast & Body

Breast Health Education Group
Better Breast Health – for Life![™]

office: 303-664-1139

toll free: 866-492-2174

fax: 303-664-1146

www.ThermogramCenter.com

www.BetterBreastHealthforLife.com

Option 1: 100% Ownership

Equipment: Camera, camera stand, laptop, software, HVAC, etc. minimum cost:	\$20,500
Training and certification of staff member: Technician 36 hours and \$1,250* +	\$2,500
Training and certification of staff member: Interpreter 125 hours and \$3,750* +	\$10,000
Annual camera calibration (\$1,500), membership dues (\$200), marketing	<u>\$3,500</u>
Minimum Investment Requirement:	\$36,500

** Expected number of months to payoff, including \$11,250 residency: 24 + ramp up

Option 2: Partial Ownership

Equipment: Camera, camera stand, laptop, software, HVAC, etc. minimum cost:	\$20,500
Training and certification of staff member: Technician 36 hours and \$1,250* +	\$2,500
Annual camera calibration (\$1,500), membership dues (\$200), marketing	<u>\$3,500</u>
Minimum Investment Requirement:	\$26,500

** Expected number of months to payoff, including \$11,250 residency: 18 + ramp up

Option 3: Lease and Interpret

Lease: Equipment (including calibration) and all at a monthly rate of \$600

Training and certification of staff member: Technician 36 hours and \$1,250* +	\$2,500
Training and certification of staff member: Interpreter 125 hours and \$3,750* +	\$10,000
Membership dues (\$200), marketing	<u>\$2,000</u>
Minimum Investment Requirement:	\$14,500

* Expected number of months to payoff, including \$11,250 residency: 10 + ramp up

Option 4: Lease

Lease: Equipment (including calibration) and all at a monthly rate of \$600

Training and certification of staff member: Technician 36 hours and \$1,250* +	\$2,500
Membership dues (\$100), marketing	<u>\$2,000</u>
Minimum Investment Requirement:	\$4,500

* Expected number of months to payoff: 4 + ramp up

Option 5: In-Source

Cost	nil
Additional Monthly Revenue/Day	\$100

Option 6: Outsource

Cost	nil
Payout	public appeal

* Assuming hourly wage/benefit cost of \$20 (i.e. M.A., R.N.) and \$50 (M.D.)

** Assuming average minimal cost for qualified equipment and certified training programs available, and scenario of:

- 4 Breast exams, 2 Breast/ABF exams, and 1 ABF exam a week,
- at \$250, \$425, and \$200, respectively,
- yielding \$2,050 gross
- and \$512 profit at 25% of gross.
- If paying for interpretation equals \$1,600 gross and \$400 profit a week.

Payout Calculations:

Option 1:

(MIR of \$36,500 + \$11,250 Residency) / Weekly profit of \$512
= 93.3 weeks / 4 weeks
= 24 months (plus ramp up time)

Option 2:

(MIR of \$26,500 + \$11,250 Residency) / Weekly profit of \$512
= 73.7 weeks / 4 weeks
= 18 months (plus ramp up time)

Option 3:

(MIR of \$14,500 + \$600 / month lease for 10 months) / Weekly profit of \$512
= 40 weeks / 4 weeks
= 10 months (plus ramp up time)

Option 4:

(MIR of \$4,500 + \$600 / month lease for 5 months) / Weekly profit of \$512
= 14.6 weeks / 4 weeks
= 4 months (plus ramp up time)