

 **OrthoNOW**<sup>®</sup>  
We keep you moving.<sup>®</sup>

FRANCHISE

# Discovery Guide

Right Industry. Right Business. Right NOW.

800.951.3141



## Right Industry, Right Business, Right NOW

Injuries, aches and pains need time to heal. The sooner the healing process begins, the sooner a patient is on the road to full recovery.

Yet every day in the United States, patients needing orthopedic care go to emergency rooms or general urgent care centers for help. There they are treated, sometimes misdiagnosed, and often sent home to wait for an appointment for a specialist who can later give them the care they truly need.

Not anymore.  
Now there is OrthoNOW!

OrthoNOW is the first and only orthopedic urgent care center of its kind revolutionizing the way patients are treated, and ultimately, healed.

It is transforming the way expert orthopedic healthcare is delivered and you have an opportunity to be a part of it...

**NOW.**

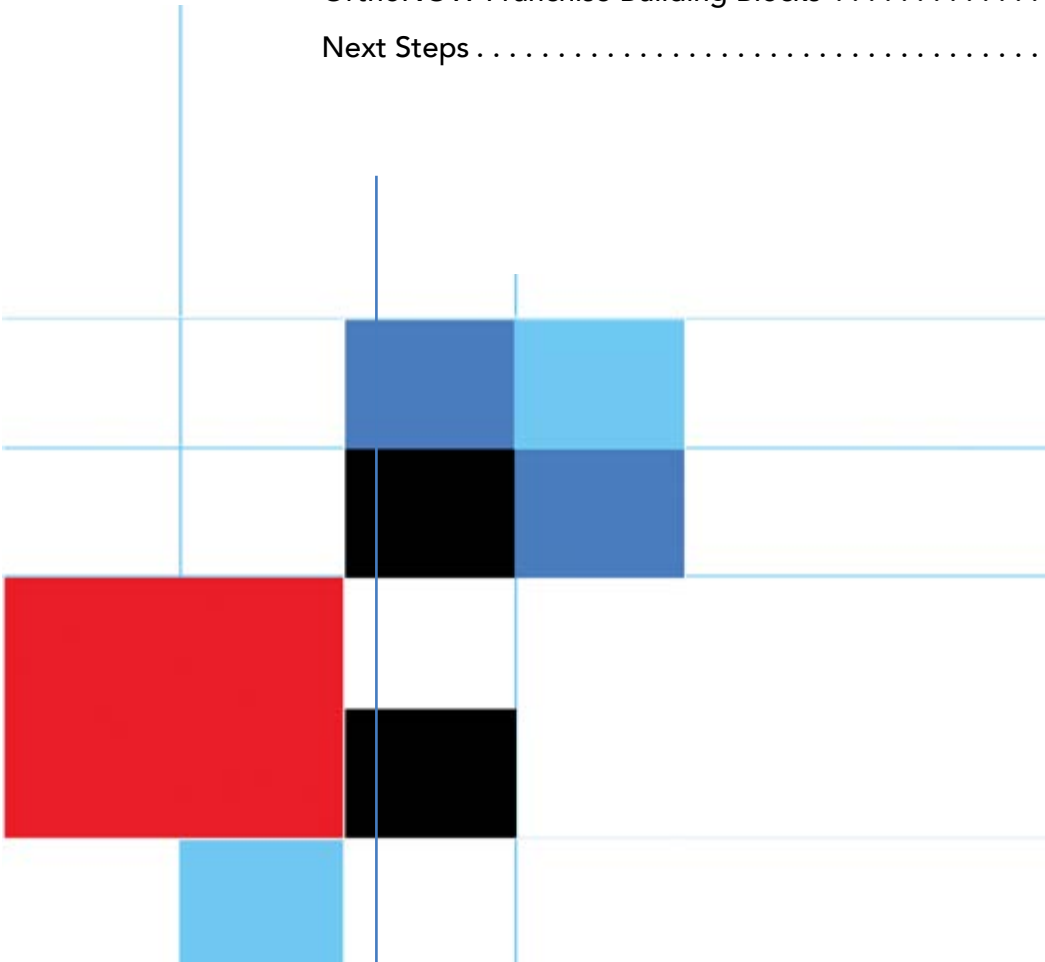




## OrthoNOW Table of Contents

### Discovery Guide to Your OrthoNOW Franchise

Welcome and Introduction . . . . .	Page 4
The OrthoNOW Story . . . . .	Page 5
Healthcare Trends . . . . .	Page 6
Why OrthoNOW Is the Right Business . . . . .	Page 7
OrthoNOW Services Offered . . . . .	Page 8
Meet OrthoNOW Franchise Executive Team . . . . .	Page 13
Am I the Right Fit? . . . . .	Page 17
Cost and Investment . . . . .	Page 20
Features and Benefits . . . . .	Page 22
OrthoNOW Franchise Building Blocks . . . . .	Page 25
Next Steps . . . . .	Page 26



## OrthoNOW Franchise Opportunity

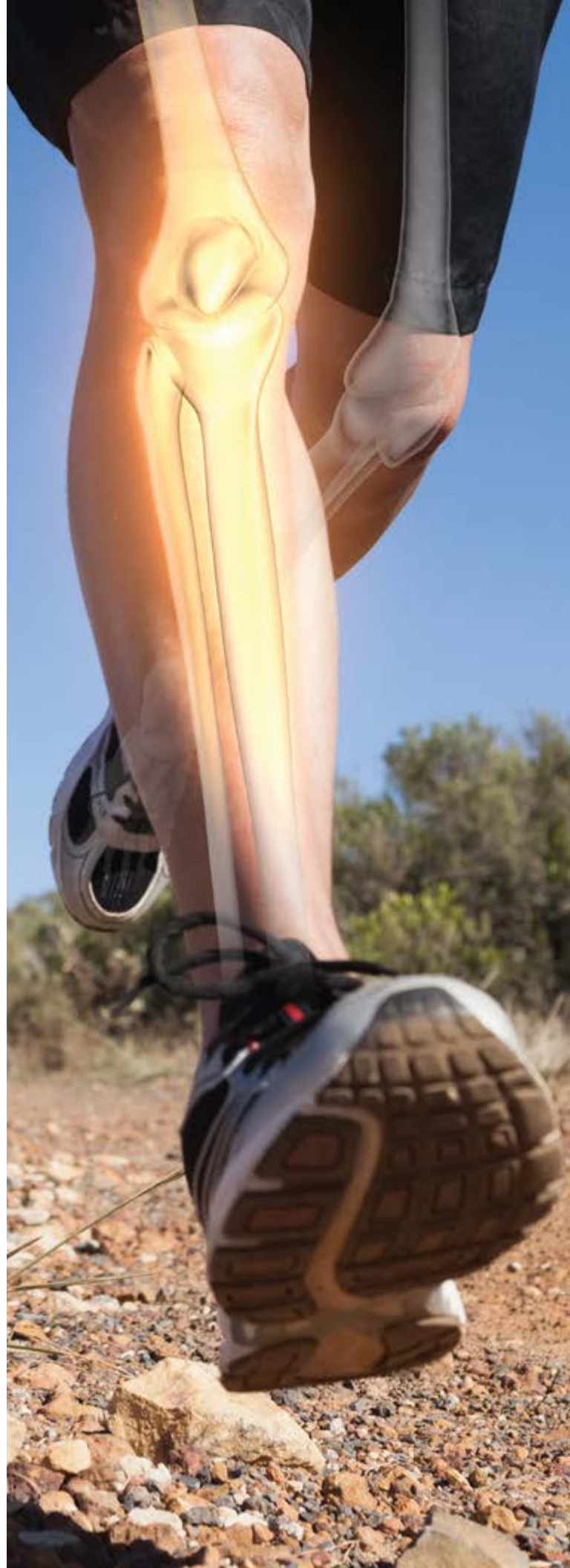
### OrthoNOW

#### The Nation's Only Network of Orthopedic Urgent Care Franchise

Thank you for your interest in the OrthoNOW franchise system. For nearly a decade we have been the leaders in the specialty urgent care space in the United States. We have painstakingly built a proven, business model led by a best in class Executive Team. We are grateful to have been designated one of the Top Ten Franchise Opportunities in Healthcare by Entrepreneur Magazine and to have partnered with proven business executives from all backgrounds who share our vision.

Orthopedics has a \$48 billion-dollar impact on the United States economy annually. Urgent care represents \$30 billion dollars per annum. 160 million patients visit urgent care centers yearly. It is no secret that the United States healthcare system is broken. Right now, these realities are creating an environment in which entrepreneurs can find business opportunities which allow them to invest in the traditionally lucrative healthcare industry. OrthoNOW is one of those business opportunities.

The purpose of this discovery guide is to introduce OrthoNOW systems and processes that allow our franchise partners to build wealth by providing affordable, on-demand, quality healthcare to the patient at a substantially lower cost than traditional delivery methods. We will also address financial requirements, features and benefits, and answer basic questions. Upon conclusion, potential franchise candidates will be able to determine if they are the right fit for an OrthoNOW franchise and, if so, how to progress through the discovery process to the decision-making stage.





## The OrthoNOW Story

### Answering America’s Call for Better Healthcare Solutions

The goal in healthcare is to create businesses and healthcare delivery models that meet the industry’s coveted Quadruple Aim: better care, lower costs, enhanced outcomes for the patient and superior clinician experiences. In 2010 internationally respected hand and upper extremity orthopedic surgeon, Dr. Alejandro Badia, and Wharton MBA and Wall Street executive, Justin Irizarry, came together to discuss the creation and launch of a business built upon the Quadruple Aim.

The two realized that orthopedic urgent care as a first step made both common sense and common cents. Their formula was simple. By redirecting patients needing orthopedic care away from the emergency room, or general practitioner, to a dedicated orthopedic urgent care center wait times would be shorter, costs to treat would decrease, and patient outcomes would be greatly improved. This model would also organically create multiple revenue streams for the center operators. This idea became OrthoNOW.

What makes OrthoNOW stand out against other medical business opportunities, is its commitment to a culture of care. A caring that puts the patient’s needs first while simultaneously affording virtually limitless business opportunities and strong levels of return on investment.





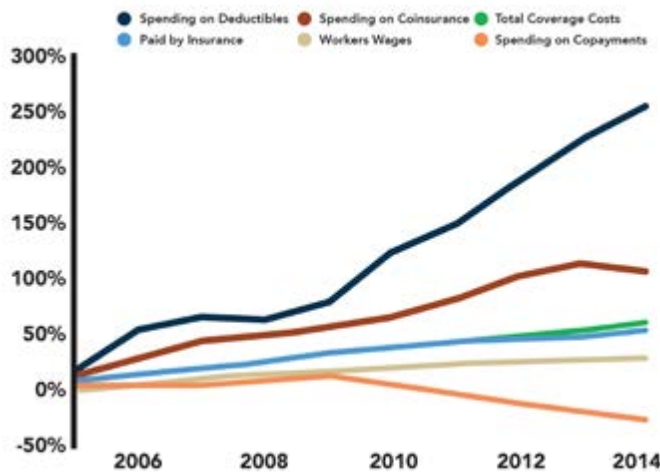
## Healthcare Trends

### Supply and Demand

Over the past five years, the urgent care industry growth has been fueled by a confluence of events and public awareness; primary care being harder to come by, physician shortages, long emergency room wait times, overcrowding and cost-burden shifting. Independent third-party statistics prove that the demand for both generalized and specialty urgent care is significant and will continue to expand.

- In 2015 United States governmental agencies projected that the nation’s annual health expenditures will be \$5.43 trillion by 2024.
  - ✓ This represents \$1 out of every \$5 spent in America being allocated for healthcare.
- National Institute of Health researchers found that the average charge for an emergency room visit is \$1,233.
  - ✓ That figure is 40 percent higher than the average American’s rent which is \$871 per month.
- According to the Urgent Care Association of America, UCAOA, urgent care facilities provide care for nearly 160M U.S. patients annually and represent a \$30 billion-dollar impact on the GDP.
  - ✓ 30% or 48 million of those visits are orthopedic in nature.
- According to Bureau of Labor Statistics re-lated musculoskeletal disorders accounted for one third of all injury and illness cases.
  - ✓ Their estimated annual cost to treat is \$45 - \$54 billion.

This data reveals why OrthoNOW is perfectly positioned to capture a substantial share of annual healthcare spending now and for the foreseeable future. Below is a graph presented by Kaiser showing how American wages are not keeping pace with the rising cost of traditional healthcare.



## Why OrthoNOW is the Right Business

### **Our strategy is simple, our business model is strong, and our goal is clear.**

Now that we understand the impact trends and other significant external factors have on the healthcare landscape, we can appreciate why the industry is hastily responding to the needs of the **empowered patient**. Emerging out of frustration with the increasingly high cost of healthcare and the decreasing level of access to it. This growing rank of consumers is looking for alternatives, seek out healthcare providers who would provide the same level of access and service they had come to expect from retailers. Savvy entrepreneurs, and leading healthcare conglomerates recognized that a shift of the paradigm would supply the demand and this would lay the foundation for profitable, scalable businesses catering to a multi-generational, brand-loyal consumer for decades to come.

That business opportunity was the RETAIL-ization of healthcare and that means urgent care. Urgent cares meet all of the empowered patient needs and that has fueled their popu-

larity. However, generalized urgent care models rarely, if ever, employ a specialist let alone an orthopedic specialist. A patient walking in off the street with a sprain or a fracture will be referred to the local hospital thereby sending them where they were trying to avoid going in the first place.

Review of the landscape indicates that there can be no doubt that **specialized urgent care is the next generation of urgent care**. OrthoNOW, the nation's only franchised network of orthopedic urgent care, is therefore uniquely positioned to gain a substantive portion of market. Their focus on the treatment and prevention of the full range of orthopedic and sports injuries delivered on-demand, affordably, and quickly by a team of experts in orthopedics is the future of urgent care.

[Hear from past Discovery Day attendees.](#)



## OrthoNOW Franchise Services Offered

### How OrthoNOW Delivers Care

OrthoNOW franchise owners earn their income through a diverse array of revenue opportunities. Gross revenues are brought in through the patient service lines offered at each facility. Our network is comprised of state-of-the-art, full service, walk-in medical centers that specialize in wellness, preventative and the treatment of all orthopedic injuries for patients of all ages. Appointments are not required and the goal is for patients to be fully treated in less than 80 minutes and never have to go anywhere else. There are no long waits and centers are open six to seven days a week depending upon geographic location.

OrthoNOW provides patients with a welcoming environment including multiple treatment and exam rooms offering privacy, cleanliness, and comfort. We take pride in offering everything our patients need by way of single point of care. Our team of orthopedic specialists is dedicated to providing excellent medical services with world-class customer service. OrthoNOW accepts most insurance and offers a competitive set of rates for those patients without insurance or those with high-deductible plans.

OrthoNOW's unmatched clinical quality standards drive our superior client satisfaction which has historically yielded referral rates rarely seen in healthcare. These include patient services, physical and occupational therapy, and employer's services. The outline below provides a description of those services and the graph following delineates all revenue streams.

### Patient Services

**Hand & Elbow:** Everything from carpal tunnel syndrome and tennis elbow, to complex ligament tears, hand lacerations or tendon injuries.

**Hip & Knee:** From chronic issues to acute and surgical injuries, we treat a wide range of hip and knee problems.

**Foot & Ankle:** Ankle and foot pain are often ignored yet conditions affecting these areas become more resistant to treatment if not promptly addressed.

**Shoulder:** Acute or chronic shoulder pain should not be ignored and are among the most common of pain issues

**Spine:** More than 80% of the population in the United States will experience neck or back pain in their lifetime. Acute pain is often treated successfully in our practice with conservative measures. For the more severe or advanced cases, we rely on the expertise of and consultation with spine surgeons.

*(Continued on next page)*





(Continued from previous page)

## OrthoNOW Franchise Services Offered

**Concussion Testing:** Whether from a sports-related injury or everyday physical activity, concussions are often overlooked. At OrthoNOW, we use the ImPACT® concussion management system or “ImPACT Test”, which promotes the highest level of care and a safe return to play for athletes of all ages.

**Auto Accident:** Pain from a car accident can affect multiple body parts. There is often uncertainty of which pains will just go away on their own and which can potentially be serious conditions and need to be treated by a specialist.

We also understand the associated legal and protocol issues associated with a motor vehicle accident.

**Fractures:** It is important to treat a broken bone immediately to ensure the bone heals in the proper position, and to make sure the vessels and nerves close by are unharmed.

**Workers Comp:** We help coordinate care for work-related injuries with the case manager or adjuster, getting the employee back to work as quickly as possible.

(Continued on next page)



(Continued from previous page)

## OrthoNOW Franchise Services Offered

### Care Delivery

**Fracture Care:** Broken bones can often be treated conservatively, with just a cast or splint, but in many situations, they do require further treatment. It is important to treat a broken bone right away to ensure the bone heals in the proper position, and to rule out any vascular or nerve injury. At OrthoNOW, an orthopedic specialist will ensure appropriate X-Rays are taken onsite, and possibly use Fluoroscopy (live X-Ray) to determine what treatment option is best for your fracture.

**Casts and Splints:** A recent study conducted by University of Maryland School of Medicine indicated that splint fractures are incorrectly set by general urgent care centers 93% of the time. Casts and splints are properly and expertly applied onsite at OrthoNOW. If a fracture requires a surgical procedure, one of our orthopedic surgeons will follow the patient's care.

**Fluoroscopy:** Fluoroscopy is an imaging technique that uses x-rays to obtain real-time moving images – basically this is an x-ray "movie". It is an extremely useful tool for diagnosing certain orthopedic injuries improving the reduction (fracture manipulation) at time of care. At OrthoNOW, we often have fluoroscopy on-site to ensure injuries are treated right the first time.

**ImPACT® Test:** Developed by clinical experts who pioneered the field, ImPACT (Immediate Post-Concussion Assessment and Cognitive Testing) is the most-widely used and most scientifically validated computerized concussion evaluation system. ImPACT provides trained

clinicians with neurocognitive assessment tools and services that have been medically accepted as state-of-the-art best practices — as part of determining safe return to play decisions. Proper concussion testing is a critical offering to help us engage local sports teams and athletic trainers in the community.

### Rehab Services

OrthoNOW Rehabilitation Center provides a private outpatient clinical setting for physical and occupational therapy where quality care and patient satisfaction is our primary goal. Our highly skilled staff we offer state of the art treatments, in a cheerful and compassionate environment, to create the best rehabilitation experience possible. Historically, Owners may expect 25% of patients to convert to rehab\* post treatment.

- Physical Therapy
- Orthopedic Rehabilitation
- Post-Surgical Rehabilitation
- Total Joint Replacement Rehabilitation
- Back and Neck Rehabilitation
- Athletic Injury Rehabilitation
- Injury Prevention
- Soft Tissue Injuries
- Occupational Therapy
- Hand Therapy
- Edema Control
- Wound Management
- Pain Control
- Custom Splinting
- Kinesio Taping
- Functional Capacity Evaluations
- Seniors Rehabilitation
- Workers' Compensation Injuries
- Work Related Injuries

(Continued on next page)



(Continued from previous page)

## OrthoNOW Franchise Services Offered

### OrthoNOW® Employer Services

Employers trust OrthoNOW because of our commitment to delivering excellent medical care 6-7 days a week. We provide orthopedic medical care in an urgent care setting while providing a comprehensive approach to meeting employer healthcare needs in the workplace.

We adhere to all local and federal guidelines and our programs are specifically tailored to meet the individual company needs and to reduce overall costs associated with work-related injuries. We understand that a successful orthopedic urgent care center is based upon delivering quality medical care and effectively communicating our treatment plans.



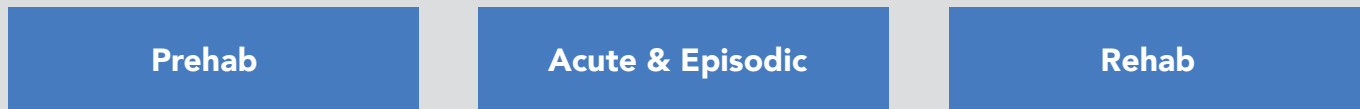
The graph below outlines all revenue streams. For franchise owners who are surgeons, or for those who also own an ambulatory surgical center, there is also a significant conversion rate and this referral channel represents an additional downstream revenue source.

\*Rehab conversion

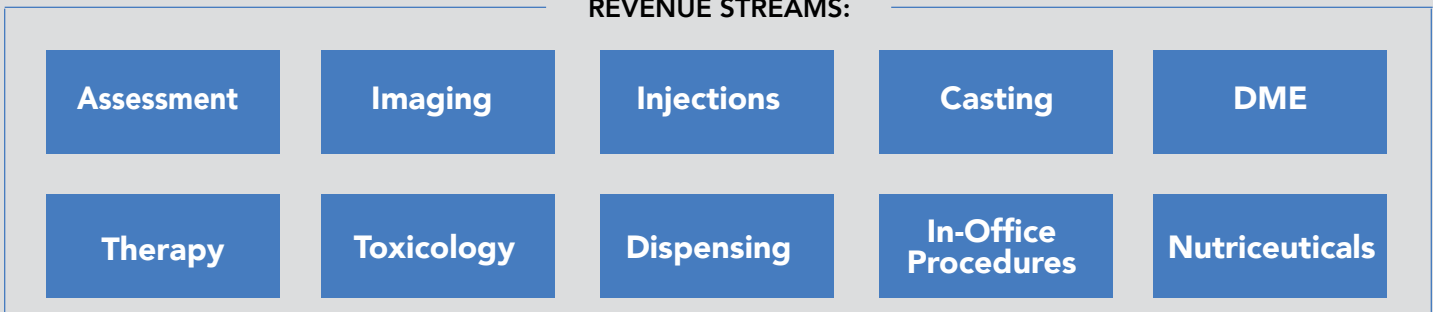
## Business Model with Multiple Revenue Streams

Insured Patients, self-pay patients, sports enthusiasts, schools, families, self-insured companies, workers' comp, corporate wellness programs and more. . .

Referral Sources: Corporate, Municipalities, Physician Groups, & Individuals



REVENUE STREAMS:



## Meet the OrthoNOW Franchise Executive Team

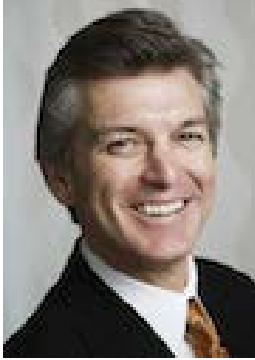


Deciding to invest in a healthcare franchise is a major life decision and much of your initial time will be spent on research because the success of any franchise is influenced by its leadership. When considering which franchise to select it is important that you consider the values, experience and reputation of the corporate management team of each franchise.

OrthoNOW has spared no expense to build an executive team that represent the highest current performance level in their respective industries. Through the power of collaboration, franchisees have access to award – winning, nationally known professionals with vast knowledge in the areas of administration, finance, healthcare, marketing and communications, operations, technology, and telecommunications. Further, OrthoNOW's management team is committed to making your franchise profitable and will support you in each and every step of your unit's growth. We invite you to meet our principals.



## Meet the OrthoNOW Franchise Executive Team



### **Nick Mendez**

#### **Chief Executive Officer**

A veteran healthcare and medical device industry executive, Nick brings an entrepreneurial orientation and purpose-driven focus to propel enterprise value, earnings and client base for companies within the healthcare and medical industry landscape.

Nick has an extensive track record building intrinsic value through opportunity, purpose and leadership on a global level. He has served as President and CEO of Enovate Medical, a manufacturer of IT equipment for the healthcare industry based in Murfreesboro, Tennessee. He also served in leadership roles for Gambro AB, now part of Baxter, including President of both Gambro Americas and Gambro Global Acute Business, led the efforts as Vice President–OM Specialties of Owens & Minor, a Richmond, Virginia-based healthcare logistics company, and was a Managing Partner at Aim Partners, a Nashville-based management firm assisting client companies on strategy, organizational effectiveness and leadership development.

Most recently, Nick was appointed CEO of OrthoNOW, the nation's only orthopedic care franchise.



### **Dr. Alejandro Badia**

#### **Co-Founder and Chief Medical Officer**

Alejandro Badia, MD, FACS is an internationally renowned hand and upper extremity surgeon. Dr. Badia graduated from Cornell University and completed his medical

degree at New York University (NYU). He has served as the worldwide president of ISSPORTH and co-founded the globally recognized Miami Anatomical Research and Training Center (M.A.R.C.) and The Surgery Center at Doral, an elite state-of-the-art ambulatory surgery center.

After years of a successful medical career and a prestigious speaking legacy, Dr. Badia saw a need for specialized orthopedic care centers to efficiently assess and treat a range of orthopedic and sports injuries. In 2010, he founded OrthoNOW, the nation's only orthopedic care franchise. Each OrthoNOW has a team of orthopedic specialists on staff that treat broken bones, sprains, torn ligaments and muscles, cuts, sports and workers' compensation injuries.

Dr. Badia is a two-time South Florida Business Journal "Top 100 Power Leaders in Healthcare" and a "Top 100 Under 50 Diverse Executive Leaders" by Diversity MBA Magazine. He has also been honored with Legacy Awards from Today's Work Comp Professionals and The Doral Business Council. OrthoNOW was named a "Top Ten Franchise Opportunity" in healthcare by Entrepreneur Magazine and has been featured in Franchise Times, Orthopedics This Week, South Florida Business Journal, Franchise USA Magazine and *The Miami Herald*.

*(Continued on next page)*

(Continued from previous page)

## Meet the OrthoNOW Franchise Executive Team

### Justin Irizarry

#### Co-Founder and Chief Financial Officer

Justin holds a B.A. in Economics from Cornell University, where he was a four-year varsity baseball scholar-athlete, and a MBA from The Wharton School at The University of Pennsylvania, where he was a Joseph Wharton Fellow. In addition, he has earned the right to use the Chartered Financial Analyst® (CFA) designation, the most respected and recognized investment designation in the world.

Justin has more than 13 years of experience acting as a trusted advisor and interim executive for a wide range of companies. His diverse business experience has led him to advise for boards of directors and senior management teams in education, information, digital real estate, medical and technology. Justin started his career on Wall Street with the Education and Information Group at Scott-Macon, Ltd. As vice president of Scott-Macon, he was responsible for sourcing and executing transactions in the \$50 to \$300 million range. Justin co-founded OrthoNOW in 2010. In addition to his role as CFO, he serves as Director of Operations of OrthoNOW Doral.

Justin remains active with his alma mater and serves as a volunteer mentor to incoming freshmen as part of the university's Alumni-Student Mentoring Program, and as a prospective student interviewer for South Florida applicants.

Justin is the recipient of South Florida Business Journal's "40 Under 40", which recognized him for his work in developing and activating a business model that changes how South Floridians access expert orthopedic care on demand and at a cost-effective rate. He was awarded South Florida Business & Wealth's "Up and Comer Award," for excellence in his career, as well as for his leadership and commitment to the community. He received the Hispanic Unity of Florida Foundation's American Dreamer Award for his steadfast success, business acumen and community service.



### Eric Rylander

#### VP of Operations and Marketing

Mr. Rylander is a veteran entrepreneur, small business owner and marketer. He has more than 20 years of experience in marketing, management, product development, engineering, business development, market research and consulting. His experience includes tenures at GE and The Coca-Cola Company, prior to the successful launch of a small chain of Italian restaurants. He holds a Mechanical Engineering degree from Georgia Tech. Mr. Rylander served on the Board of Directors for the North Carolina Restaurant and Lodging Association, and has contributed-via multiple local and regional board positions to various nonprofit organizations. In 2010, the National Restaurant Association recognized Mr. Rylander with the state's Restaurant Neighbor Award for his philanthropic efforts.

Mr. Rylander has extensive experience in corporate branding solutions and has designed marketing programs for leading brands, including OrthoNOW. In 2015, his "NOW you know" campaign received awards for "Best Point of Care Program" and "Best Healthcare Facility Campaign" from Multicultural Health National.



(Continued on next page)



**Christine Dura, M.Ed.**

*Chief Development Officer*

Christine has more than 25 years of quantifiable international executive management and franchise-related leadership experience with notable franchise startups in the service, technology, retail, food, health and wellness, financial service, medical care, technology and professional services. As a senior franchise executive and entrepreneur, Christine has been an individual contributor and has successfully led world-class teams.

Christine excels at partnering with all core business operations to significantly increase the company's footprint, expand market share and generate sustainable revenue and EBIT gains. A four-time Master and Unit Franchise Owner, Christine is in a unique position to leverage her experiences and reputation at all levels in franchising to drive immediate and long-term results.

As OrthoNOW's Chief Development Officer, her role is to identify critical gaps in franchise growth and implement strategies to drive results. Her unique background allows her to leverage her past experiences and solid reputation to spearhead OrthoNOW's national expansion plans.



**Susana Badia Rylander**

*Treasurer*

Susana Badia Rylander is a graduate of Rutgers School of Business, Rutgers University, and also serves as Executive and Personal Assistant to OrthoNOW Founder and CEO, Dr. Alejandro Badia. With her background as an Investment Counselor for Wachovia Investments, she brings big-picture knowledge of financial issues as well as a sense of customer service. Ms. Rylander directed the Miami Hand Course during its duration of nine years; an arthroscopy and arthroplasty course that she and Dr. Badia founded to bring together hand surgeons from around the world to practice, learn and fellow together. The course contained didactic and cadaveric components.



(Continued on next page)

*(Continued from previous page)*

## Meet the OrthoNOW Franchise Executive Team

### **Thelma Cela** *Director of Clinical Operations*

Thelma Cela serves as the Director of Clinical Operations for OrthoNOW. She sets the direction of clinical policies and procedures, monitors health-care policy changes, and provides the executive franchisor team with data analysis and reporting for all sites. Prior to joining OrthoNOW, Thelma held a senior position with Leon Medical Centers; a private healthcare company operating comprehensive medical centers. There she launched a new business line addressing the health and wellness of an aging population and oversaw the development of the organization's Healthy Living Centers, a first-of-its-kind facility in the Florida market. Before joining Leon Medical Centers, Thelma served as Senior Program Director for the Diabetes Treatment Center and Director of the Surgical Weight Loss Program at Mercy Hospital. There, she enhanced service lines by building community awareness and improving clinical outcomes while simultaneously building volume growth and maintaining ongoing physician support. During her tenure, she also negotiated the transition of the business relationship from a contracted vendor working for a publicly-held company based in Nashville, Tennessee to a hospital-based department. She then continued to be the lead negotiator for subsequent agreements between the companies. Thelma began her career as a Case Manager for the Epilepsy Foundation.

Thelma has served on the Board of Directors of the Multiple Sclerosis News and Views and the Healthcare Business Council of the South Florida Hispanic Chamber of Commerce. She holds a degree in Psychology from the University of Miami and is a graduate of the Greater Miami Chamber of Commerce's Leadership Class XV.



### **Arminda "Mindy" Figueroa** *Founder & President, L2L and Marketing Partner*

Arminda Figueroa is a true maverick, Arminda "Mindy" Figueroa is a recognized leader in the traditional, multicultural, direct and digital marketing fields, and has built a successful career focused on generating awareness of the essential role of the multicultural market in corporate America. Prior to launching L2L, Mindy was Project Director for Scholastic Media, and oversaw the launch of the children's TV series, Maya & Miguel, the #1 new TV show for kids on PBS. Figueroa previously held senior marketing positions at The Bravo Group (a Young & Rubicam agency), Univision.com, Verizon and Anheuser-Busch. Ms. Figueroa is a frequent presenter at industry seminars and conferences, and is a board member of the Hispanic Federation of New York among others. She has also been recognized by El Diario/La Prensa as one of the 50 Most Influential Latinas.







## Am I the Right Fit?

When looking to invest in a business many people consider franchising because of the numerous advantages offered. The risk of business failure is minimized by franchising because the business is based on a proven model and the investor can vet how successful other franchises are before committing their capital. Products and services will have already established a market share eliminating the need for market testing. The franchisee benefits from having the right to use a recognized brand name and trade mark of the franchisor. The franchisor provides a complete package of support; comprehensive training, marketing collaterals, established operating procedures, buying pow-

er with selected venues, access to financing, and other needed guidance. The franchisor's guidance and training also frees the franchisee from the necessity of having past experience in that space. Conversely, the franchisee can bring past success in business and leverage those skills in a new income-producing environment. A franchise enables a small business to compete with big businesses, more so than an independent small business, and reduces costly trial and error mistakes that occur with startups. Lastly, franchises typically come with exclusive rights to a territory protecting the franchisee from internal competition in the marketplace.

*(Continued on next page)*



(Continued from previous page)

## Am I the Right Fit?

From a candidate's viewpoint, entering into a franchise relationship is a huge decision emotionally, financially, professionally and personally. The decision involves the family and/or other buying influences. A key question a potential investor must ask in the discovery stage is if they are the right fit for this franchise. How is this internal assessment done? By determining if you have the skillsets and personality traits necessary to thrive in the network.

The OrthoNOW executive team has meticulously developed a profile of traits that produce successful unit owners. Over time, they have found that franchisees who meet the criteria below have the aptitude to open and operate profitable centers. Those qualities include:

- 1) Executive or professional with proven managerial and operational experience
- 2) A self-starter with an internal desire to succeed
- 3) Individuals who are committed, reliable and confident
- 4) Those who are willing, and able, to work effectively and efficiently within a system
- 5) One willing to execute the responsibilities that come with being an Owner/Operator
- 6) Have demonstrated leadership and a capacity to perform tasks that better their community
- 7) A person of integrity and the ability to overcome obstacles and find solutions
- 8) Financial capacity to invest\*
- 9) An interest or past experience in the healthcare industry

Your answers to this assessment will allow a potential candidate to self-select. If you conclude that you are not the right fit the appropriate step is to abandon your discovery journey for the franchise. If you determine that you are a strong potential candidate the next step is to complete the discovery process and move on to the decision-making stage.

\*Detailed investment summary is available on page 20.



## Cost & Investment

Investing in a franchise is a momentous decision and is one that should be made prudently. According to Franchising USA Magazine, healthcare is a top ten trending category in franchising and in general, healthcare franchising is recognized as one of the safest ways to invest your money. Why?

- Healthcare is recession-proof
- Healthcare does not slow down when the economy is sluggish
- It provides multiple, residual streams of income

OrthoNOW takes the investment strategy one step further by offering specialized care. This means that our concept offers scalability. While other healthcare franchises have saturated the market, orthopedic urgent care provides numerous multiple growth opportunities. We help patients receive the medical care they need for muscular skeletal injuries without the long waits for a doctor's appointment, or the expensive bills related to emergency room treatment, and removes the threat of possible incorrect treatment provided by generalized urgent care centers.

There are also disadvantages within a healthcare business franchise and those factors include:

- A longer time to ramp up and break even
- Additional education and training is needed to break care continuum traditions and habits
- Delays in receiving 3rd party payments (insurance)

Franchisors establish minimum financial requirements for potential franchisees. Potential OrthoNOW candidates need to be able to meet the following criteria and terms.

### FINANCIAL REQUIREMENTS

Total Unit Investment: \$492,735 to \$996,485\*

Multi-Unit and Area Development Agreements Available for Qualified Candidates

Liquid Capital: \$350,000

Net Worth: \$1,000,000

Franchise Fee: \$65,000

### KEY FRANCHISE AGREEMENT TERMS

Initial Agreement Term: 10 years

Renewal Options: 2 additional terms

Royalties: 7%

Your Local Marketing Spend: \$950 monthly starting the 3rd month

\* Refer to the OrthoNOW Investment Summary chart on the next page

The key principal in business investing is to understand the potential return on investment. In order to calculate that one must first understand cost associated with acquisition and start up. Therefore, each prospective OrthoNOW franchisee is provided with an estimate of their initial investment. This detailed overview includes a low and high range. The range is designed to be realistic accommodating regional and other demographic differences. This estimate also outlines needed working capital.

## How Much Does It Cost to Open an OrthoNOW Franchise?

### Investment Summary

Type of Expenditure	Low Estimate	High Estimate
Initial Franchise Fee	\$65,000	\$65,000
Travel and Living Expenses While Training	\$1,250	\$3,500
Real Estate Lease - Rent and Security Deposit Payable Before Opening	\$24,000	\$50,000
Utility Fees and Utility Deposits	\$500	\$2,000
Medical Equipment, Inventory and Supplies	\$25,000	\$35,000
Construction of Leasehold Improvements	\$65,000	\$300,000
Equipment, Furniture, Décor Items and EMR	\$10,000	\$35,000
Grand Opening and Pre-Opening Advertising	\$14,000	\$48,000
Licenses and Permits	\$2,000	\$6,000
Signage	\$2,500	\$15,000
Office Supplies	\$2,500	\$7,500
Attorneys and Accountants	\$5,000	\$15,000
Insurance	\$3,000	\$15,000
Design	\$1,500	\$8,000
Technology Fee	\$1,485	\$1,485
Additional Funds (6 months)	\$270,000	\$390,000
<b>Total Initial Investment</b>	<b>\$492,735</b>	<b>\$996,485</b>

## Features and Benefits

We are nearing the end of the discovery process. If you have made it this far, you agree that America's healthcare system is broken and that specialty urgent care is the future of healthcare. You appreciate the fact that those who seize the opportunity to provide efficient, expert, and affordable healthcare solutions NOW stand to reap the highest rewards.

Further, you understand that OrthoNOW, the nation's only Orthopedic Urgent Care Franchise, provides easy access into the \$48 Billion orthopedic care industry. The opportunities for financial gain are virtually limitless because OrthoNOW fills the gap in the current healthcare system creating demand for our business model.

Earlier in this guide, we introduced you to the statistics that are driving the demand for urgent care. Let's take a moment to review those facts.

- The national annual expenditures for healthcare is forecast to be \$5.43 trillion by 2024
- \$1 out of every \$5 spent in US will be on healthcare by 2024
- \$30 Billion Urgent Care Market Sector
- 160M people in the US will visit an Urgent Care Center annually
- 30% of those visits will be orthopedic in nature
- 48M patients needing orthopedic care will leave traditional urgent care centers without the proper treatment every year

OrthoNOW provides a proven model of on-demand access to quality, affordable, orthopedic healthcare seven days a week in centers conveniently located in high-traffic retail locations coast to coast. Our goal is to provide immediate, specialized care for everyday injuries and return our patients to a better quality of life as soon as possible. For potential candidates, the features of our model are also vast. These include:

**Recession proof** – The need for healthcare exists no matter the state of the economy and the demand for these services increases every year.

**A proven business system** – For years we have developed and improved our business operations processes, advertising and marketing strategies and general procedures for launching and managing profitable orthopedic urgent care centers. As a result, our operations are efficient and effective.

**An experienced team** - Our corporate staff consists of veteran business, medical, and franchise professionals. We have spared no expense to build a best in class team dedicated to supporting you. We are committed to providing all the necessary assistance you will need to prosper as a franchise owner.

**Clear competitive advantage** - There are nearly 9,000 Urgent Care Centers in the US today and the vast majority offer generalized care. Of these, the majority is comprised of small organizations with one to two locations. Only twenty or so of these organizations operate more than 5 locations.

*(Continued on next page)*

(Continued from previous page)

## Features and Benefits

**No Competition** - Being the nation's only network of franchised orthopedic urgent care we are uniquely positioned to dominate this highly fragmented market.

**Predictable, reliable, stable business model** - Injuries happen every day and never by appointment.

**Technology Resistant** - Patient care can't be provided by the Internet and it can't be outsourced overseas. Technology certainly plays a role in our business, but care has to be provided by compassionate caregivers.

**Growth Opportunities and Scalability** - We have in excess of 1,000 territories available and we are aggressively targeting proven multi-unit operators and Area Developers who understand the power of scalability.

**Multiple Income Streams** - Multiple products and services drive revenues.

**Residual Income Stream** - Is achieved through repeat visits, follow up visits, and ongoing care services.

**Optimized Profitability** - Managed labor costs make it affordable to scale. and the power of collaboration leverages buying power.

**Enhanced Customer Lifetime Value** - We treat everyone from infant to elder and build brand loyalty that transcends generations.

**State of the Art Technology** - Delivering exemplary customer experience, convenience of care and driving operational efficiencies.

**National Purchasing Programs** - Collaboration leverages buying power for inventory and supplies.

**Proven Marketing Systems** - To jump start your business and drive ongoing patient volume.

We are 100% committed to ensuring that our franchisees build profitable businesses. We do this together and we do it step by step. Members of our experienced executive team collaborate with our franchisees and provide:

**1) Onboarding Training** - New franchise owners are supplied with a detailed action plan, and coaching guide, that outlines everything they need to do from the day they come on board to the day the franchise opens for business. This onboarding plan helps franchise owners execute a fast track launch flawlessly within nine months. This phase includes;

- **Dedicated Franchise Advisor** - Assigned to you with scheduled coaching calls
- **Online Intranet** - Centralized resource center with 24/7 access to all tools and resources
- **Policy & Procedures Manual** - A clear and detailed description of OrthoNOW operations, policies, procedures and brand standards
- **Onboarding Checklists** - Critical task lists to keep you focused and on track with launch milestones
- **Administrative Infrastructure** - Management, daily operations and back office system set up

(Continued on next page)

(Continued from previous page)

## Features and Benefits

**2) OrthoNOW University** – Franchisees attend five days of comprehensive, hands-on training conducted in a classroom and in the field using a curriculum designed to supplement the onboard training. This phase includes;

- **Financial Management** – Standardized charts of accounts and book-keeping support
- **Software** – Proprietary software that manages your business complete with patient intake, scheduling and third-party payroll processing
- **Billing** - Designed to make insurance collections easy
- **Licensing and Credentialing** – Customized by state to make sure this critical component is executed in compliance with regulations
- **Operations and Procedures Manual** – Comprehensive, detailed information on best practices, recruiting, hiring, staffing and everything else needed to run a successful business day to day
- **Site Selection Guidelines** – Provided to identify the right location for your business
- **Sales and Marketing** – Protocols, systems and tools for your business, advertising materials, marketing and promotional guidelines, marketing starter kit, market blitz program, email marketing and customer acquisition techniques.

- **Social Media** – Social media setup, etiquette and training on online platform.
- **Purchasing** – Introduction to our vendor partnership program which outlines payroll, office and medical supplies, X-Ray and more.

### 3) Pre-Opening Training

Pre-Opening Training occurs surrounding the opening date of your new business. This training phase covers several critical topics including;

- Manager and Staff orientation
- Opening and closing procedures
- Key operational workflows
- Inventory levels
- Customer service skills
- Goal setting
- Technology and reports





Franchise Development

### The Building Blocks For Developing A Strong And Lasting OrthoNOW Franchise:

#### THE ENGINE

##### Grateful Customers

Answering the call of millions of Americans in need of efficient, affordable and expert healthcare creates the engine we know as an OrthoNOW grateful customer.



##### Nationwide Franchise Network

A nationwide network of high-quality industry leaders developed through a vigorous selection process.

#### THE SUPPORT

##### Technology

Our groundbreaking App drives customers to centers while our internal technology drives efficiencies to the bottom line.



##### Franchise Support

People and technology support: Each franchisee is supported by well-known experts in franchise development, healthcare delivery and technology to ensure success.

#### THE FOUNDATION

##### Financials

The OrthoNOW franchise system is built on a proven financial model and addresses specific needs in a broken healthcare system thereby providing owners with greater opportunity for long-term success.



##### Healthcare Industry

Healthcare is a basic human need that does not fade away with the ups and down of the economy. It provides a strong foundation for building a strong and lasting business.



## What are the Next Steps?

Thank you for taking the time to discover our franchise and experience firsthand the power of our business model. OrthoNOW is poised to dominate the specialized urgent care sector. We are actively looking for qualified potential candidates to join with us in our mission to bring affordable, quality, healthcare to communities across the United States.

While accidents happen every day the opportunity to gain access to the lucrative healthcare industry does not. We invite those of you who have self-selected to take the next step and contact our Chief Development Officer, Christine Dura, who will guide you through the decision-making process. Christine can be reached at -

[christine@orthonowcare.com](mailto:christine@orthonowcare.com)

[Info@OrthoNOWfranchise.com](mailto:Info@OrthoNOWfranchise.com)

**800.951.3141**

[www.OrthoNOWFranchise.com](http://www.OrthoNOWFranchise.com)

We look forward to hearing from you and getting started in your exploration of OrthoNOW's Franchise opportunity.

**OrthoNOW**  
We keep you moving.™