

6/5/2022 Website Suggestions

Name: Change from *Medical Buffet* to *Medical Buffet Testing & Services*

First section/Header

Change from:

Welcome to your Medical Buffet

To

Welcome to your Medical Buffet Testing & Services

Next Section

Change from:

Diagnosing Chronic Disease in Asymptomatic Patients

**Maximize your medical practice's profits with ancillary testing service & support from
Pulse4Pulse & Medical Buffet**

to

**Helping Medical Practices and other Healthcare Businesses (Ambulatory Surgery Centers,
Outpatient-Based Labs, and Hospitals)**

- 1. Increase Revenue**
- 2. Add Cutting-edge Testing and Treatments**
- 3. Improve Quality of Care**

Next section – the Pulse4Pulse Section

**I WANT THIS SECTION TO BE REALLY LOUD BECAUSE THIS IS WHAT WE ARE
SELLING RIGHT NOW, SO THAT'S WHERE WE WANT PEOPLE'S EYES TO REMAIN**

Next Section

Semen Testing→

- Delete the Fellow logo

Only use this verbiage:

Coming Soon: Accurate Male Fertility Testing and Storage (coming soon)

Next Section

Allergy Testing & Treatment

Change Allergy Care Testing for Physicians & Patients

To

Coming Soon: Allergy Care Testing & Treatment

Next Section

Change this section from (my suggested change also corrects the font and spacing irregularities")

**Which Medical Practices Qualify
for Pulse4Pulse Cardiovascular & Autonomic Nervous
System Risk Assessment**

to

**Medical Practices That May Qualify
for *Pulse4Pulse* Cardiovascular & Autonomic Nervous System
Risk Assessment Testing**

Next Section

Change from:

Because the primary reason for using Pulse4Pulse in a medical practice is to identify unknown underlying conditions that increase a patient's risk for significant future medical concerns, Pulse4Pulse testing is a great idea for ALL medical practices.

to

Pulse4Pulse Testing is a must for most medical practices because it identifies unknown underlying conditions that increase a patient's risk for significant future medical concerns.

Change this section from

Those listed below have: 1) the greatest need to know if their patients suffer from any of these unidentified concerns because of the effect they could have on their ability to effectively manage the patient and 2) an opportunity to identify at-risk patients so that they can be referred to an appropriate specialist to address unidentified health concerns that could result in serious future health problems.

To

The following practice types are great fits for *Pulse4Pulse Testing* because they:

- 1) need to know if their patients suffer from any of the concerns the testing identifies because of the effect they could have on their ability to effectively manage the patient's overall health
and
- 2) need to identify at-risk patients so they can be referred to an appropriate specialist to address these previously unidentified health concerns that could result in serious future health problems for the patient.

Now, about the red-fonted list of practice types. I'm thinking it would be better to set up some kind of colorful and festive table where each practice name occupied a box and clicking on that box would take the user to a section for the opportunities we provide for that specific type of practice. Such as:

| | | | | |
|-----------------|------------|-------------------|------------------|------------|
| Family Practice | | Internal Medicine | | Psychiatry |
| | Cardiology | | Gastroenterology | |

Next Section

Change this line **Other Healthcare Facilities/Providers That May Utilize Pulse4Pulse Cardiovascular Wellness Screening**

To

Other Types of Healthcare Facilities/Providers Where Pulse4Pulse Cardiovascular Wellness Screening Can Be of Great Benefit.

Last section

Change this section from

About Medical Buffet

A complete buffet of medical testing & functionality for your practice and patients

We partner with medical practices and hospitals in order to improve patient outcomes through onsite diagnostic testing.

To

About Medical Buffet Solutions & Services

A complete buffet of medical testing, treatments & other services designed to help your practice and your patients

We partner with medical practices, ambulatory surgical centers (ASC's), Outpatient-Based Labs (OBL's) and hospitals to improve patient outcomes through onsite diagnostic testing.

I think the user should be sent to a web page containing this content if they click on the Pulse4Pulse section just above the semen testing coming soon section

Medical Buffet Solutions & Services



Vascular Wellness Program: Projected Revenue**

Examine your Patients' Microcirculation and Assess their Arterial Status with *Pulse 4 Pulse Testing*:

How Will Testing Autonomic Nervous System, Endothelial Function, Sudomotor Function, and Ankle Brachial Index Impact Your Patients' Health?

1. AUTONOMIC NERVOUS SYSTEM TESTING & ENDOTHELIAL DYSFUNCTION TESTING

- Test reports the heart-rate variability with beat-to-beat blood pressure in the patient after deep-breathing, head-tilt and Valsalva maneuver tests and compare to baseline.
- The Autonomic Nervous System (ANS) Testing checks all the physiologic processes in the body.
- Since the ANS affects every organ, ANS testing provides better cardiovascular evaluation of patients at an EARLIER STATE for: Metabolic syndrome, Congestive Heart Failure, Hypertension, Peripheral neuropathy, Central neuropathy

2. ANKLE BRACHIAL TESTING IS THE GOLD STANDARD FOR DIAGNOSING PERIPHERAL ARTERY DISEASE

- The ankle-brachial pressure index is the ratio of blood pressure at the ankle to the blood pressure in the upper arm.
- Compared to the arm, lower blood pressure in the leg suggests blocked arteries due to peripheral artery disease.

3. SUDOMOTOR TESTING IS ONE OF THE BEST ESTIMATORS OF CARDIOVASCULAR RISK

- Sudomotor testing is a thorough, precise evaluation of sweat gland function.
- The sweat glands reveal small nerve fiber dysfunction which has been found to occur early in metabolic syndrome and diabetes before diabetic neuropathy is detected.
- Evaluation of autonomic and somatic nerve function with Sudomotor Testing has been shown to be one of the best estimators of cardiovascular risk.

3 of 4 Patients Who Develop Peripheral Artery Disease (PAD) DO NOT Show Symptoms

- Patients with Peripheral Artery Disease are 6 times more likely to die from cardiovascular disease within 10 years of diagnosis
- PAD patients are at an increased risk of Stroke, Heart Attack, and Ischemic Attack, Painful Diabetic Neuropathy, Pain with Walking, Amputations, & delayed/difficult Wound Healing

Discover How *Pulse4Pulse Testing* Empowers Healthcare Providers To Diagnose Peripheral Artery Disease Earlier

- ❖ Recommended by the American Diabetes Association
- ❖ Reimbursed by Medicare and most private health plans
- ❖ 15 Minute In-Office Testing that's ideal for a wide variety of healthcare practices

[Watch this video to learn more](#)

Key selling points for the medical practice

1. Your practice has
 - ✓ NO Startup Cost
 - ✓ NO ongoing financial obligation
 - ✓ DOES NOT have to hire or provide an employee to perform the testing (The company that provides this service [Pulse 4 Pulse] provides the staff member and the testing equipment to perform the testing in your office.
 - ✓ No testing supply-related costs
2. The average net to the average practice per patient screening completed is in the range of \$160 per patient. (includes follow-up visit).

You may perform the test up to 4 times/year

| # of Providers | Screenings/Day | Screenings/ Month | Screenings/Year | Estimated Revenue/Year |
|----------------|----------------|-------------------|-----------------|------------------------|
| 1 | 5 | 100 | 1200 | \$204,000 |
| 2 | 10 | 200 | 2400 | \$408,000 |
| 3 | 15 | 300 | 3600 | \$612,000 |

Ideal Medical Practices for *Pulse 4 Pulse Testing*

Cardiology

Our tests help diagnose patients with known CAD/hypercholesterolemia/hypertension especially with those of smoking and stroke history.

Diabetic Medicine

Our protocol helps to diagnose diabetes as well as other hidden diseases associated with diabetes including neuropathies and PAD.

Endocrinology

Our test provides a good wellness tool for all patients with diabetes/thyroid/cholesterol issues.

Gastroenterology

Our service helps the gastroenterologist identify and quantify neuropathies associated with the autonomic nervous system and thus helpful in treating patients with abdominal pain, constipation, diarrhea, or symptoms associated with irritable bowel syndrome.

Family (General) Practice

Good wellness tool for testing asymptomatic diseases in asymptomatic patients, 60% of adult patients qualify.

Wound Care

Excellent screening tool to determine arterial causes of lower extremity ulcers/wounds and poor/delayed healing of existing wounds.

Neurology

All patients with neuropathies qualify for our service. Our service helps the Neurologist objectively quantify and track the neuropathy.

Pain Management

Pain management encompasses treating patients with pain and correctly identifying the pathology of that pain. Our clinical tool helps to identify whether that pain is vascular or neuropathic, or both allowing the clinician to develop a more personalized approach to the patient's pain management.

Podiatry

Good wellness tool especially due to lower leg issues and large number of diabetic patients. It is also as an excellent pre-surgical tool.

Geriatric Medicine

Our service is a good wellness tool for the geriatric physician in that all of their patient mix should qualify for testing. Elevated pulse wave pressures in ABI over the age of 70 correlate with increased risk of dementia.

Weight Management

P4P is a good wellness tool for weight management physicians. Most patients will likely qualify for our service because of the higher rates of diabetes/ thyroid/ cholesterol issues in overweight patients.

Pulmonology (includes Sleep Disorders)

The link between COPD and autonomic dysfunction and heart disease makes our service a useful diagnostic screening tool.

Urology

P4P helps rule out vascular causes of *ED*.

Internal Medicine

As with Family Practice, P4P is a great wellness tool for testing hidden diseases in asymptomatic patients. In addition, we help diagnose the root causes of complex symptomologies related to the cardiovascular and autonomic nervous system. 60% of adult patients qualify.

Other Medical Practices That Benefit From Pulse 4 Pulse Testing**Nephrology (Kidney)**

All patients with Stage III kidney disease qualify - the link is they have a higher risk for PVD.

Orthopedic Surgery

P4P testing has clinical relevance in the orthopedic space because it is a good wellness tool used pre-surgery to identify circulatory and diabetic issues.

General Surgery

P4P is a good screening/wellness tool pre-surgery for detecting *PVD* and *CV* (covers your need to cover these risk assessments).

OBGYN

Because OGBYN physicians often act as the primary care physician for women of childbearing age P4P is a good wellness platform to help identify hidden disease in asymptomatic patients.

Ophthalmology

Our service is a good wellness tool for ophthalmologists, especially in diabetes detection.

Sports Medicine

P4P is a good wellness platform for sports medicine practices.