

## **Health Assessment Pricing:**

- ❖ Pricing
  - Regular Pricing - \$199
  - Senior rate (62 and up) - \$49
  - Member Referral rate - \$49
- ❖ What's to expect:
  - Two appointments:
    - **Baseline Lab Draw (pricing below)**
    - **Baseline Review:** Full hour for the patient to review bloodwork and outlines a plan of care with their provider

## **Lab Draw Pricing**

- ❖ Most of the cost is typically covered by insurance
- ❖ Private pay- \$225

## **Annual Optimal Health (\$2,988 annually/\$900 quarterly/\$300 Monthly)**

- ❖ What's included:
  - Dedicated/Expert health team committed to YOU
    - Hormone Optimization/Weight Loss/Focus/Energy/Hair Restoration/Sexual Health/Overall Health Management
  - Primary Care
  - Sick Care
  - Medical Weight loss guidance, planning and accountability-> Access to Bodysite
  - Weekly Buck Shots (B12+)
  - Free Skin Analysis
  - Discount on Aesthetics (services and products)
  - 2-day shipping (available for pick up in the Louisville area)
  - Quarterly lab draws as needed
  - Easy Access to provider/Unlimited office visits
    - Connect with the clinic via phone or text
  - Ability to ship to 13 states -> (Vacation)

## **Senior Optimal Health (Ages 62+ / \$1,788 annually)**

- ❖ Health Assessment Price: \$49 (Normally \$499)
- ❖ What's included:
  - Everything in the **Annual Optimal Health Membership**
    - Limitation to HRT on a patient-to-patient basis

## **Young Professionals (\$999 annually)**

- ❖ Health Assessment Price: INCLUDED (normally \$499)
  - Baseline: Patient books a blood draw and bio markers
  - Baseline Review: Patient reviews bloodwork with provider and outlines a plan of care
    - The Story
- ❖ What's included:
  - Everything in the **Annual Optimal Health Membership** except:
    - HRT will be on a case-by-case basis- up to the discretion of the provider

## **Telehealth (\$1,341 annually. Monthly Option: \$374 1<sup>st</sup> month, \$149/month**

- ❖ What's included:
  - Everything in the **Annual Optimal Health Membership** with the following exceptions:
    - \$120 per in-person consult (if needed)
    - No discounts on aesthetics
    - No weekly B-12 shots
- ❖ First set of labs MUST be private pay: \$225

### \*\*\* Other policies & helpful selling points:

- If a payment plan is selected (monthly or quarterly), these memberships will be auto-charged and ongoing until the patient chooses to cancel (60-day notice to cancel).
- Payment plans not available for discounted memberships (senior & young professional)
- 72 hour "cool down" period - patients have 72 hours (3 days) after signing up to change their mind and get a full refund. Any cancellations after this period will need to follow the cancellation policy.
- All memberships can be cancelled at any time with a signed cancellation form and 60 days' notice.
- If membership was paid in full, and patient cancels before year is up, if there are months left unused after the 60-day notice period, a prorated refund can be given.
- Patients can bypass the payment plan upcharge by utilizing Care Credit or Cherry to pay the annual rate. They will then be able to make monthly payments via the selected credit company.
- We accept HSA/FSA

DISCOUNTS		
Membership Type	Who?	Discount
Annual Optimal Health	Spouse, Significant Other	\$600 off \$2,988
Annual Optimal Health	Active Military and Veterans, First Responders, Medical Professionals	\$600 off \$2,988
<b>** Cannot stack discounts</b>		