0:3:1.574 --> 0:3:2.294  
Basement  
Jim reevesa.

0:3:26.64 --> 0:3:26.664  
Basement  
Happened about.

0:3:44.704 --> 0:3:45.104  
Basement  
No.

0:4:27.434 --> 0:4:28.234  
Basement  
I'll charge it down here.

0:4:33.24 --> 0:4:34.344  
Basement  
Dagen, you look great today, dude.

0:4:37.434 --> 0:4:38.394  
Basement  
Your mic's off.

0:4:38.394 --> 0:4:40.954  
Basement  
No one can hear you, but rookie just leave it at that.

0:4:43.494 --> 0:4:44.454  
Kegan Wesley  
Thank you very much.

0:4:44.454 --> 0:4:47.94  
Kegan Wesley  
I appreciate the sweet compliments today. I needed to hear that.

0:4:48.634 --> 0:4:48.754  
Basement  
Hmm.

0:4:52.734 --> 0:4:54.694  
Basement  
What is that plant behind you?

0:4:55.504 --> 0:4:56.104  
Kegan Wesley  
I don't know.

0:4:56.104 --> 0:4:58.264  
Kegan Wesley  
It's it's Jake and his 4000 plants.

0:4:58.264 --> 0:5:1.184  
Kegan Wesley  
I just got home like 10-5 minutes ago.

0:5:3.834 --> 0:5:5.714  
Kegan Wesley  
Like falling out of the pot.

0:5:5.714 --> 0:5:6.234  
Kegan Wesley  
I tried to.

0:5:8.974 --> 0:5:12.494  
Kegan Wesley  
I try to secretly throw some away some time, especially the ones that are out there.

0:5:15.14 --> 0:5:15.414  
Kegan Wesley  
Here.

0:5:18.714 --> 0:5:20.354  
Kegan Wesley  
Are we the only ones in here right now?

0:5:21.324 --> 0:5:22.964  
Basement  
Yeah, Louis should be joining, but.

0:5:25.684 --> 0:5:28.884  
Basement  
That I'm assuming you discussed this meeting time with him.

0:5:32.524 --> 0:5:32.764  
Kegan Wesley  
Huh.

0:5:34.304 --> 0:5:36.504  
Ted Ennenbach  
Who's actually proposed by him?

0:5:37.344 --> 0:5:37.424  
Basement  
Up.

0:5:38.504 --> 0:5:38.664  
Basement  
Good.

0:5:59.594 --> 0:6:3.714  
Kegan Wesley  
Hey Trent. Did the kids or whatever you were sitting to Front Creek, did they go there yet?

0:6:5.764 --> 0:6:6.684  
Basement  
Yes.

0:6:7.204 --> 0:6:7.564  
Kegan Wesley  
OK.

0:6:9.744 --> 0:6:11.664  
Kegan Wesley  
I have a bunch of stuff I have to take their own Monday.

0:6:11.784 --> 0:6:12.584  
Kegan Wesley  
That's why I was asking.

0:6:14.464 --> 0:6:20.104  
Basement  
If you're coming by here, get with me first, just in case I need to send more there.

0:6:21.4 --> 0:6:21.324  
Kegan Wesley  
OK.

0:6:22.684 --> 0:6:26.124  
Basement  
But I don't think that's very unlikely, to be honest.

0:6:26.124 --> 0:6:27.844  
Basement  
But Don'll make a trip.

0:6:27.214 --> 0:6:27.774  
Kegan Wesley  
OK.

0:6:27.844 --> 0:6:29.164  
Basement  
Don't make a trip here.

0:6:30.894 --> 0:6:40.294  
Kegan Wesley  
OK, I have a meeting with the Botox Rep Monday morning, so I might just meet him over like Highlands area and then go.

0:6:42.434 --> 0:6:43.154  
Kegan Wesley  
That's scary.

0:6:43.194 --> 0:6:44.634  
Kegan Wesley  
Who? How is that your camera?

0:6:46.64 --> 0:6:51.544  
Ted Ennenbach  
Yeah. So that's the guy cleaning the window on the 30th floor.

0:6:53.74 --> 0:6:57.834  
Ted Ennenbach  
I I look out this morning and I'm like, thinking I love my job.

0:6:58.74 --> 0:6:58.674  
Ted Ennenbach  
Like what?

0:6:58.674 --> 0:7:2.274  
Ted Ennenbach  
Whatever I'm doing in the world compared to what he's doing.

0:7:3.914 --> 0:7:5.634  
Ted Ennenbach  
I mean, he's held like 2 ropes.

0:7:7.24 --> 0:7:8.904  
Ted Ennenbach  
And clean the third floor.

0:7:11.294 --> 0:7:11.854  
Ted Ennenbach  
Yeah.

0:7:14.404 --> 0:7:15.4  
Luis Escobar  
Hey, guys.

0:7:16.604 --> 0:7:17.324  
Basement  
Hey there.

0:7:17.444 --> 0:7:18.164  
Basement  
How we doing?

0:7:17.834 --> 0:7:18.994  
Luis Escobar  
I've got good, good.

0:7:18.994 --> 0:7:19.674  
Luis Escobar  
How are you guys?

0:7:19.14 --> 0:7:19.174  
Kegan Wesley  
OK.

0:7:21.134 --> 0:7:22.774  
Basement  
Good, good.

0:7:31.854 --> 0:7:33.774  
Luis Escobar  
Alright. Is everyone here? Should we start?

0:7:35.874 --> 0:7:39.594  
Luis Escobar  
All right. So yeah, let's just get right into it.

0:7:41.674 --> 0:7:44.394  
Luis Escobar  
First week for me was quite a lot of.

0:7:46.394 --> 0:7:47.714  
Luis Escobar  
Digging to say at least.

0:7:47.714 --> 0:7:54.594  
Luis Escobar  
Just trying to wrap my head around, you know, all the data, all the content and and just the overall strategy, right?

0:7:59.4 --> 0:8:7.84  
Luis Escobar  
I I spoke with Ted earlier today and I thought there was three major points that we should discuss today, and that's one being the data, the data.

0:8:8.514 --> 0:8:17.74  
Luis Escobar  
Migration and then also the I shared some links on the lead magnet for the website, right?

0:8:19.274 --> 0:8:27.714  
Luis Escobar  
And then lastly, also going over just now the sprints that are that are ahead of us from from where we stand right now?

0:8:31.174 --> 0:8:36.534  
Luis Escobar  
Have you guys had a chance to take a look at the e-mail I sent regarding the data migration?

0:8:39.244 --> 0:8:42.764  
Basement  
Kind of skimmed over it, but didn't have time to digest the whole thing.

0:8:39.804 --> 0:8:40.124  
Luis Escobar  
OK.

0:8:44.274 --> 0:8:44.554  
Basement  
But yeah.

0:8:45.334 --> 0:8:46.574  
Renzo Mogrovejo  
Yeah, same here.

0:8:48.754 --> 0:8:49.674  
Luis Escobar  
Let me just pull it up.

0:9:38.834 --> 0:9:40.474  
Luis Escobar  
My camera is not screen showing.

0:9:43.64 --> 0:9:43.744  
Basement  
Yes.

0:9:43.134 --> 0:9:43.294  
Luis Escobar  
OK.

0:9:44.64 --> 0:9:44.504  
Luis Escobar  
OK.

0:9:51.24 --> 0:9:53.224  
Luis Escobar  
Yeah. So what?

0:9:53.304 --> 0:10:0.624  
Luis Escobar  
What this document is laying out is basically a guideline on how we should do a one to one migration, right?

0:10:2.114 --> 0:10:6.194  
Luis Escobar  
Specifically, with all the different field names, right?

0:10:8.304 --> 0:10:11.184  
Luis Escobar  
I it's quite meticulous, All in all.

0:10:12.834 --> 0:10:16.274  
Luis Escobar  
This thing is telling us it's gonna generate about 165 fields.

0:10:16.634 --> 0:10:22.674  
Luis Escobar  
It derived that based on the research it did on 16,000,000 records that we got from that export.

0:10:29.514 --> 0:10:35.434  
Luis Escobar  
In HubSpot, we're going to be making use of these 7 standard objects that already exist there, right?

0:10:35.434 --> 0:10:44.474  
Luis Escobar  
We're just going to be enhancing them with all these new fields and then we're going to go ahead and also create 3 new custom objects to basically serve our our purpose.

0:10:46.324 --> 0:10:49.604  
Luis Escobar  
Once we have all these fields inside of HubSpot.

0:10:51.194 --> 0:10:54.954  
Luis Escobar  
Then we can pull the trigger on a on a full bulk import.

0:11:1.594 --> 0:11:7.34  
Luis Escobar  
I'm wondering if what are your guys thoughts on this so far?

0:11:9.104 --> 0:11:17.184  
Ted Ennenbach  
The only thing that would not make it exhaustive or inclusive of everything are records stored in mind body.

0:11:17.184 --> 0:11:21.544  
Ted Ennenbach  
So we have to have a mind body down download, export.

0:11:23.754 --> 0:11:24.274  
Luis Escobar  
Got it.

0:11:24.474 --> 0:11:24.754  
Luis Escobar  
And.

0:11:24.694 --> 0:11:34.574  
Basement  
I have a mind body developer key I can share with you or they also have the option I think to like provide a full export for like $500.

0:11:37.44 --> 0:11:37.684  
Luis Escobar  
Got it.

0:11:37.924 --> 0:11:40.84  
Luis Escobar  
I mean, they probably offer that for.

0:11:38.134 --> 0:11:43.534  
Basement  
But if you if you just need the fields too, we we we did an export at one time in the past.

0:11:43.534 --> 0:11:45.414  
Basement  
So I have that still.

0:11:46.544 --> 0:11:52.64  
Kegan Wesley  
Steven, what was the turn around on that when we ordered the the the data transfer, was it?

0:11:46.684 --> 0:11:47.684  
Luis Escobar  
It would be.

0:11:52.64 --> 0:11:53.544  
Kegan Wesley  
Was it a couple weeks or was it fast?

0:11:55.434 --> 0:12:6.994  
Basement  
I think it was probably three to four days they normally I think they claim within 48 hours, but it took a little while because there was something weird with our account or something. I don't.

0:12:7.684 --> 0:12:7.884  
Luis Escobar  
Mm hmm.

0:12:7.704 --> 0:12:8.104  
Kegan Wesley  
OK.

0:12:9.64 --> 0:12:10.904  
Basement  
But only a few days.

0:12:16.714 --> 0:12:17.274  
Luis Escobar  
That's good.

0:12:19.234 --> 0:12:23.114  
Renzo Mogrovejo  
Please what are those 3 new custom objects?

0:12:25.624 --> 0:12:27.144  
Luis Escobar  
The new ones here.

0:12:43.644 --> 0:12:45.684  
Luis Escobar  
So it's going to be the measurement history.

0:12:47.154 --> 0:12:47.354  
Luis Escobar  
Telehealth.

0:12:49.114 --> 0:12:50.634  
Luis Escobar  
And lab results is the other one.

0:12:52.464 --> 0:12:52.944  
Renzo Mogrovejo  
OK.

0:12:53.304 --> 0:12:54.824  
Renzo Mogrovejo  
So the appointments.

0:12:53.824 --> 0:12:54.24  
Luis Escobar  
Mm hmm.

0:12:56.554 --> 0:13:2.354  
Renzo Mogrovejo  
Objects we will have an an appointment or we are going to use.

0:13:3.864 --> 0:13:6.824  
Luis Escobar  
Yeah, we're gonna make use of the native appointments.

0:13:4.74 --> 0:13:4.554  
Renzo Mogrovejo  
The the.

0:13:6.944 --> 0:13:8.24  
Renzo Mogrovejo  
Of the native OK.

0:13:8.424 --> 0:13:12.504  
Luis Escobar  
Yeah. And that'll serve as our our on location appointments.

0:13:14.64 --> 0:13:14.224  
Renzo Mogrovejo  
OK.

0:13:15.584 --> 0:13:20.424  
Luis Escobar  
And then meetings, we'll use that for like any scheduled meetings.

0:13:30.84 --> 0:13:33.484  
Luis Escobar  
But yeah, it it's it's quite the undertaking.

0:13:33.484 --> 0:13:39.644  
Luis Escobar  
I'm not gonna lie to to do this properly, but I think with this guideline that we have now in this documentation.

0:13:42.484 --> 0:13:45.804  
Luis Escobar  
It makes it more tangible really.

0:13:46.84 --> 0:13:49.564  
Luis Escobar  
You just have to have those fields in place and then everything falls into place.

0:13:55.924 --> 0:14:5.84  
Luis Escobar  
You know, getting this done really has a big impact on, you know, the next steps right in in regards to like really making the best use of this data.

0:14:5.84 --> 0:14:7.524  
Luis Escobar  
So I know we want to make this like a top priority.

0:14:13.674 --> 0:14:17.274  
Luis Escobar  
The biggest obstacle I see right now is just creating all those fields.

0:14:17.314 --> 0:14:19.154  
Luis Escobar  
I think I mentioned it on the last call.

0:14:20.914 --> 0:14:21.354  
Luis Escobar  
So.

0:14:23.154 --> 0:14:23.434  
Luis Escobar  
Is there?

0:14:23.474 --> 0:14:26.274  
Luis Escobar  
Is there any ideas on how we can approach this?

0:14:26.754 --> 0:14:27.834  
Luis Escobar  
Normally I would.

0:14:27.874 --> 0:14:35.194  
Luis Escobar  
You know, I I'd work with like one of my virtual assistants and and then have them do this, you know, legwork.

0:14:35.514 --> 0:14:38.114  
Luis Escobar  
It'll take probably a couple days to really get it in.

0:14:38.194 --> 0:14:42.514  
Luis Escobar  
All right, I've looked into some automations to try to get this done.

0:14:43.224 --> 0:14:43.504  
Luis Escobar  
But.

0:14:45.234 --> 0:14:47.514  
Luis Escobar  
The HubSpot for some reason doesn't really.

0:14:49.64 --> 0:14:52.384  
Luis Escobar  
Encourage bulk creation of objects and fields.

0:15:3.434 --> 0:15:4.234  
Luis Escobar  
But yeah, in short.

0:15:3.644 --> 0:15:5.884  
Ted Ennenbach  
I'd be concerned.

0:15:4.334 --> 0:15:5.14  
Basement  
I mean I can.

0:15:6.84 --> 0:15:8.4  
Ted Ennenbach  
I'd be concerned about the ball.

0:15:10.114 --> 0:15:13.834  
Ted Ennenbach  
Imports as well, and I think some of it's gonna require.

0:15:13.834 --> 0:15:19.634  
Ted Ennenbach  
I mean, I mean not one to one, but are you know record by record but I mean.

0:15:21.504 --> 0:15:21.984  
Luis Escobar  
Yeah.

0:15:21.514 --> 0:15:30.314  
Ted Ennenbach  
I think there is some there. I mean some of the nomenclature is gonna be different, especially when you're you're comparing mind body.

0:15:31.994 --> 0:15:32.314  
Ted Ennenbach  
You know.

0:15:33.914 --> 0:15:34.874  
Ted Ennenbach  
Put I mean what what they call?

0:15:35.304 --> 0:15:43.464  
Ted Ennenbach  
One thing there might be called something else, but I would say it would be it would be Steven, Renzo or Xavina.

0:15:39.174 --> 0:15:39.854  
Luis Escobar  
Yeah.

0:15:43.504 --> 0:15:47.744  
Ted Ennenbach  
I would think would be the natural team to work on this.

0:15:49.994 --> 0:15:50.474  
Luis Escobar  
Gotcha.

0:15:52.214 --> 0:15:53.574  
Luis Escobar  
Yeah, we're there's gonna be.

0:15:53.574 --> 0:15:59.14  
Luis Escobar  
Yes, a little bit of just, you know trial and error at the very beginning, right.

0:15:59.214 --> 0:16:0.494  
Luis Escobar  
Hopefully not too much.

0:16:0.574 --> 0:16:8.654  
Luis Escobar  
We should be able to nail it down to like just a a few simple templates if you will, and then everything should fall into place.

0:16:8.694 --> 0:16:12.94  
Luis Escobar  
But let's let's do this in segments. You know I would.

0:16:12.94 --> 0:16:16.934  
Luis Escobar  
I would recommend prioritizing the highest priority like you know existing Members.

0:16:17.954 --> 0:16:20.754  
Luis Escobar  
Accounts that were created in the last.

0:16:22.184 --> 0:16:23.104  
Luis Escobar  
Three years.

0:16:25.304 --> 0:16:27.584  
Luis Escobar  
And then and then the rest would follow.

0:16:32.624 --> 0:16:37.104  
Luis Escobar  
As soon as we get at least those last three years in there, I I can already work with that.

0:16:37.104 --> 0:16:39.184  
Luis Escobar  
You know, we can start making some automations.

0:16:39.184 --> 0:16:44.864  
Luis Escobar  
We can start working on some follow up sequences and and and nurture sequences.

0:16:50.734 --> 0:16:59.934  
Basement  
In effort to get things going quick, so we just just focus on the three years and then work work with that or how much longer would it take to do the full thing.

0:16:59.934 --> 0:17:1.774  
Basement  
I'm I'm so unfamiliar so.

0:17:3.124 --> 0:17:9.564  
Luis Escobar  
Getting the full thing wouldn't take too much longer compared to the three years, but I think we should prioritize at least those first three years.

0:17:11.154 --> 0:17:11.434  
Luis Escobar  
Yeah.

0:17:15.264 --> 0:17:21.544  
Luis Escobar  
So that's the bulk import side of things and then going forward, there's the continuous sync.

0:17:23.514 --> 0:17:24.474  
Luis Escobar  
Right, so I kinda wanna.

0:17:27.154 --> 0:17:28.34  
Luis Escobar  
Pick your brains on.

0:17:28.34 --> 0:17:30.74  
Luis Escobar  
How do you guys see that going like?

0:17:33.674 --> 0:17:37.234  
Luis Escobar  
Are we still making use of OM dental?

0:17:40.814 --> 0:17:43.894  
Luis Escobar  
Or or we eventually phasing that out.

0:17:44.864 --> 0:17:45.944  
Basement  
Yeah, I mean that.

0:17:45.944 --> 0:17:52.544  
Basement  
That's certainly an option that we probably could consider, especially with some of these custom objects.

0:17:52.544 --> 0:17:59.744  
Basement  
I think we could like replace some of the functionality that's kept us in open dental, like the lab and E prescribing.

0:18:0.734 --> 0:18:0.934  
Luis Escobar  
Mm hmm.

0:18:1.234 --> 0:18:3.394  
Basement  
Yeah, those those.

0:18:4.274 --> 0:18:8.834  
Basement  
I don't know exactly what it would take to create those. I know that's like a really regulated.

0:18:10.474 --> 0:18:10.794  
Basement  
That like.

0:18:11.304 --> 0:18:19.904  
Basement  
Staying, I feel like they're really protective about those features, just in general, not in soap and dental, but.

0:18:21.994 --> 0:18:26.394  
Basement  
Like E prescribers, I don't like how easy that is to set up or like a lab integration.

0:18:28.114 --> 0:18:31.194  
Basement  
They're very secure with that information. But yeah, I mean.

0:18:30.614 --> 0:18:31.814  
Luis Escobar  
That kind of stuff.

0:18:31.814 --> 0:18:34.374  
Luis Escobar  
Yeah, I would probably not.

0:18:34.774 --> 0:18:37.334  
Luis Escobar  
You know use a use HubSpot for that.

0:18:37.574 --> 0:18:50.174  
Luis Escobar  
We could use HubSpot as a as a way of documenting and logging that kind of data, but not necessarily the official platform that that that sends out the prescriptions is that is that what it is?

0:18:50.684 --> 0:18:52.204  
Basement  
Yeah. OK.

0:18:51.754 --> 0:18:51.914  
Luis Escobar  
OK.

0:18:53.4 --> 0:19:10.564  
Basement  
Yeah. I mean, if we could, if we could basically like use open dental for very minimal purposes like, OK, only go in here to do E prescribing or then we can maybe even just find a different solution than open dental at some point for that specific purpose.

0:19:5.904 --> 0:19:6.104  
Luis Escobar  
Mm hmm.

0:19:10.104 --> 0:19:10.304  
Luis Escobar  
Mm hmm.

0:19:12.354 --> 0:19:14.474  
Basement  
Yeah, I mean that would be that would be great.

0:19:16.234 --> 0:19:19.994  
Basement  
Kind of like that's kind of been our goal for a long time to solidify.

0:19:17.894 --> 0:19:18.214  
Luis Escobar  
Got it.

0:19:20.304 --> 0:19:22.464  
Basement  
It's all this data in one place and.

0:19:25.234 --> 0:19:39.554  
Basement  
Yeah, I think that will allow Kagan to kind of like move everyone over. I mean, not to open dental, but to this kind of custom HubSpot thing we're building from my body too.

0:19:25.474 --> 0:19:25.834  
Luis Escobar  
OK.

0:19:39.554 --> 0:19:40.634  
Basement  
I don't want to speak for him, but.

0:19:42.114 --> 0:19:43.394  
Basement  
If we basically build everything out.

0:19:44.694 --> 0:19:56.174  
Kegan Wesley  
Yeah. And then until then, I don't know how you need the like new client data, but I I receive an e-mail from my body of.

0:19:45.284 --> 0:19:45.484  
Luis Escobar  
Yeah.

0:19:57.674 --> 0:20:1.154  
Kegan Wesley  
Their their entire like client profile of that new patient.

0:20:1.154 --> 0:20:5.314  
Kegan Wesley  
So if we need to redirect that information to someone else or.

0:20:7.794 --> 0:20:15.394  
Kegan Wesley  
Whoever it would be beneficial to send to for the ongoing data dump of clients that that come see us.

0:20:15.464 --> 0:20:17.504  
Kegan Wesley  
Yes, through my body I can.

0:20:17.584 --> 0:20:18.264  
Kegan Wesley  
I can edit that.

0:20:19.724 --> 0:20:22.844  
Luis Escobar  
Yeah, that'd be great if you can share some of that, that.

0:20:23.164 --> 0:20:24.604  
Luis Escobar  
So that's good to have.

0:20:25.704 --> 0:20:37.904  
Basement  
Yeah, our our developer portal access allows for 5000 API calls per month for free too, and then beyond that I think it's like .02 cents per charge per call or something.

0:20:33.514 --> 0:20:33.874  
Luis Escobar  
OK.

0:20:39.504 --> 0:20:42.944  
Luis Escobar  
OK, that should be more than enough I hope.

0:20:43.904 --> 0:20:51.344  
Kegan Wesley  
Do you want me to send an example of the the client profile e-mail or what?

0:20:51.344 --> 0:20:52.264  
Kegan Wesley  
What are my next steps?

0:20:51.504 --> 0:20:52.464  
Luis Escobar  
Yeah, please.

0:20:52.904 --> 0:20:59.864  
Luis Escobar  
Yeah, send the send that example and then the admin access and the API access. That way I can just get my hands on that.

0:21:0.954 --> 0:21:10.354  
Kegan Wesley  
All right, I'm gonna. What I'm gonna need to do is create you an account in my body so the I'll fill everything in and then they'll send you an invite link.

0:21:7.34 --> 0:21:7.234  
Luis Escobar  
Mm hmm.

0:21:10.354 --> 0:21:17.514  
Kegan Wesley  
And you should be set and then. I'll also forward you a an example of the new client information.

0:21:12.474 --> 0:21:12.914  
Luis Escobar  
OK.

0:21:17.514 --> 0:21:18.594  
Kegan Wesley  
What? What's your e-mail address?

0:21:18.664 --> 0:21:19.624  
Kegan Wesley  
That you prefer to use.

0:21:21.124 --> 0:21:23.444  
Luis Escobar  
Alescobar@enu.co.

0:21:27.714 --> 0:21:29.194  
Kegan Wesley  
I send it over after this call.

0:21:30.174 --> 0:21:31.14  
Luis Escobar  
Perfect. Thank you.

0:21:35.874 --> 0:21:40.154  
Luis Escobar  
But yeah, looking into this data I found some pretty like interesting things like.

0:21:42.434 --> 0:21:46.194  
Luis Escobar  
Regarding people's interest regarding people's like.

0:21:48.304 --> 0:21:50.104  
Luis Escobar  
You know what, what their goals were?

0:21:52.304 --> 0:21:53.664  
Luis Escobar  
That's that's awesome.

0:21:53.824 --> 0:21:57.624  
Luis Escobar  
I I know you guys mentioned you had that and now we we have a place to put it.

0:22:3.964 --> 0:22:17.124  
Basement  
What we what we really have been wanting to kind of add as a feature to our story is like we we ask them what their goals are at their most recent medical history update. But we don't ask them did you complete this goal?

0:22:4.644 --> 0:22:4.804  
Ted Ennenbach  
OK.

0:22:17.124 --> 0:22:22.884  
Basement  
We we might mark a symptom as completed or something like that. If we addressed it, but their goals.

0:22:24.754 --> 0:22:34.794  
Basement  
I think we just need like probably just a simple form that is able to look at those fields. Our limitation with the open dental.

0:22:34.864 --> 0:22:42.664  
Basement  
Dental before I think they just released a version where it actually allows you to pre fill forms from non database fields.

0:22:42.854 --> 0:22:46.814  
Basement  
But that was the problem before, so we couldn't send them a form saying, hey, have you?

0:22:48.344 --> 0:22:49.984  
Basement  
Fixed this or have you solved this goal yet?

0:22:49.984 --> 0:22:52.144  
Basement  
So that was something we were.

0:22:50.694 --> 0:22:51.414  
Luis Escobar  
Yeah.

0:22:52.504 --> 0:22:56.384  
Basement  
I think that's that's a big piece of what we're missing with how we present.

0:22:56.54 --> 0:23:14.54  
Ted Ennenbach  
Not that. Not only that, I mean, it wasn't really have you achieve your goal. It was actually where, where, where you could quantitatively say look to achieve the optimal buddy buddy mass index or weight, waistline you you know what what is that number?

0:23:14.54 --> 0:23:15.974  
Ted Ennenbach  
Is it you know for a girl?

0:23:16.14 --> 0:23:18.174  
Ted Ennenbach  
Is that 132 lbs.

0:23:18.214 --> 0:23:20.414  
Ted Ennenbach  
You know, is it a 26 inch waist?

0:23:21.114 --> 0:23:23.754  
Ted Ennenbach  
I mean, you know, like like like we so.

0:23:23.794 --> 0:23:25.754  
Ted Ennenbach  
So I think it would be great if.

0:23:26.574 --> 0:23:38.774  
Ted Ennenbach  
If we celebrated steps toward those actual quantitative goals, and so all the new forms that we make, I assume we're gonna make through HubSpot somehow.

0:23:39.94 --> 0:23:44.974  
Ted Ennenbach  
Because you know the the sheets using sheets and and open medical just sucks balls.

0:23:44.974 --> 0:23:51.174  
Ted Ennenbach  
So I mean we we need to as much as.

0:23:51.914 --> 0:23:56.634  
Ted Ennenbach  
Possible drill down on numeric goals.

0:23:57.464 --> 0:24:4.64  
Ted Ennenbach  
And instead of making them subjective, really you quantify those?

0:24:4.64 --> 0:24:8.104  
Ted Ennenbach  
So then we can, so so then we can post alerts, right?

0:24:8.104 --> 0:24:16.424  
Ted Ennenbach  
I mean, if somebody's wearing a watch that's synced to their apple scale, I mean, you know, we we we're daily weight and we can.

0:24:16.624 --> 0:24:20.344  
Ted Ennenbach  
I mean, I'm thinking you know ahead but but, but I mean.

0:24:21.834 --> 0:24:23.474  
Ted Ennenbach  
You know, how can we?

0:24:23.794 --> 0:24:26.874  
Ted Ennenbach  
How can we gamify this whole?

0:24:27.264 --> 0:24:31.424  
Ted Ennenbach  
Experience, you know, I mean, even aesthetics.

0:24:31.464 --> 0:24:36.304  
Ted Ennenbach  
I mean with aesthetics. AI selfies can now see Sun.

0:24:38.354 --> 0:24:44.954  
Ted Ennenbach  
Damage and and stuff like that. I see that someday being a cool feature.

0:24:46.104 --> 0:24:46.504  
Luis Escobar  
Yeah.

0:24:46.514 --> 0:24:48.74  
Ted Ennenbach  
And like an app you know.

0:24:49.444 --> 0:24:51.684  
Luis Escobar  
I can see that for sure for sure.

0:24:53.104 --> 0:24:57.824  
Ted Ennenbach  
So so really next steps is the data migration.

0:24:57.904 --> 0:24:59.744  
Ted Ennenbach  
Tell us who's gonna do it.

0:25:0.64 --> 0:25:19.274  
Ted Ennenbach  
I guess we we need to to look at all the fields in in mind body and and and put them in as close as we can to the associated fields that that are already created and if there aren't already create created fields we have to add new new.

0:25:19.274 --> 0:25:19.384  
Ted Ennenbach  
Ones.

0:25:20.114 --> 0:25:22.34  
Ted Ennenbach  
So if somebody just has to take take charge and say.

0:25:22.664 --> 0:25:25.504  
Ted Ennenbach  
Who's who's who's leading that?

0:25:27.34 --> 0:25:28.274  
Ted Ennenbach  
Stephen, are you going to lead?

0:25:28.274 --> 0:25:29.914  
Ted Ennenbach  
And delegate that or what?

0:25:30.394 --> 0:25:46.314  
Basement  
Yeah. I think based on what Louis has been able to do, I think if we, if I could provide him of the most recent like dump that we got from MINDBODY, we could probably just send that through the AI that will map most of the equivalent properties I.

0:25:46.304 --> 0:25:54.154  
Basement  
Guess to open medical and then hopefully can we can like manually assign other ones that it misses.

0:25:55.304 --> 0:25:59.984  
Basement  
But I think the the the more difficult part is just we got to create them all well.

0:25:55.664 --> 0:25:55.984  
Luis Escobar  
Correct.

0:26:0.374 --> 0:26:7.54  
Basement  
After we add the MINDBODY data, then I guess we'll have updated properties on every property we need to create.

0:26:7.854 --> 0:26:9.534  
Basement  
Then we just need to go create those.

0:26:10.304 --> 0:26:12.184  
Luis Escobar  
Correct. Yeah. I'm gonna run this whole.

0:26:10.944 --> 0:26:12.224  
Basement  
All the same name and same type.

0:26:13.504 --> 0:26:15.344  
Luis Escobar  
Yeah, I'm gonna run this whole like, you know.

0:26:17.34 --> 0:26:18.634  
Luis Escobar  
AI on on all the fields.

0:26:18.634 --> 0:26:20.314  
Luis Escobar  
Again multiple times.

0:26:20.354 --> 0:26:28.74  
Luis Escobar  
And then eventually it's gonna, you know, condense it down to those, whatever. 202 fifty. I'm guessing it's gonna end up being.

0:26:28.394 --> 0:26:32.74  
Luis Escobar  
And then yeah, you're right.

0:26:32.314 --> 0:26:34.474  
Luis Escobar  
AI will do like 95% of it, right?

0:26:34.474 --> 0:26:38.434  
Luis Escobar  
But then that last 5%, we're gonna need someone to highball it.

0:26:38.434 --> 0:26:39.834  
Luis Escobar  
Who? Who actually?

0:26:40.144 --> 0:26:48.104  
Luis Escobar  
You know knows or is familiar with some of these fields or has seen them before that can, you know, do some QA and then make sure everything is kosher.

0:26:50.664 --> 0:26:53.944  
Basement  
I can probably leave that say.

0:26:55.984 --> 0:26:58.384  
Basement  
Mostly familiar with the database fields.

0:26:59.384 --> 0:26:59.584  
Luis Escobar  
Mm hmm.

0:27:0.664 --> 0:27:2.824  
Basement  
Mindbody. Not so much, but we'll figure that out.

0:27:0.664 --> 0:27:0.904  
Kegan Wesley  
In.

0:27:2.824 --> 0:27:4.744  
Basement  
I think a lot of it's pretty self-explanatory.

0:27:5.764 --> 0:27:6.164  
Luis Escobar  
Yeah.

0:27:5.794 --> 0:27:11.154  
Kegan Wesley  
Yeah, it's very user friendly. If I was able to to build it. It's very user friendly.

0:27:6.824 --> 0:27:6.984  
Basement  
It's.

0:27:11.354 --> 0:27:16.994  
Kegan Wesley  
I remember in the beginning when we were building it the way we wanted there were there were options.

0:27:18.474 --> 0:27:20.554  
Kegan Wesley  
To opt in and out of certain fields.

0:27:20.554 --> 0:27:26.74  
Kegan Wesley  
So I could maybe reach out to our Rep to see if they could be helpful. If we can't figure it out.

0:27:28.144 --> 0:27:28.464  
Luis Escobar  
OK.

0:27:28.504 --> 0:27:29.224  
Luis Escobar  
Yeah, good deal.

0:27:29.494 --> 0:27:30.814  
Kegan Wesley  
And then Luis, I need.

0:27:31.254 --> 0:27:34.334  
Kegan Wesley  
I need your phone number just to send you mind.

0:27:34.334 --> 0:27:37.254  
Kegan Wesley  
Body requires it for me to make you a staff member within my body.

0:27:37.654 --> 0:27:39.294  
Luis Escobar  
Yeah, 305.

0:27:40.54 --> 0:27:43.494  
Luis Escobar  
I know 19599.

0:27:44.754 --> 0:27:45.394  
Kegan Wesley  
Thank you.

0:27:53.284 --> 0:27:55.564  
Luis Escobar  
But yeah, you guys have a treasure trove of data.

0:27:55.564 --> 0:27:56.44  
Luis Escobar  
I'll just.

0:27:57.954 --> 0:28:1.474  
Luis Escobar  
Pass treatments and and their goals and that's that's awesome.

0:28:23.754 --> 0:28:24.194  
Luis Escobar  
So.

0:28:26.384 --> 0:28:31.64  
Luis Escobar  
How does the provider fields work exactly? Just?

0:28:32.634 --> 0:28:34.74  
Luis Escobar  
For for my understanding.

0:28:37.904 --> 0:28:40.664  
Basement  
The provider field OK.

0:28:40.664 --> 0:28:41.664  
Basement  
So there's two.

0:28:41.664 --> 0:28:43.184  
Basement  
I mean, there's two that we really use.

0:28:43.184 --> 0:28:49.184  
Basement  
There's the PROV NUM which would be the provider that did some procedure.

0:28:51.264 --> 0:28:53.744  
Basement  
Or is assigned to an operatory that's just like a.

0:28:55.734 --> 0:28:59.454  
Basement  
That is assigned to a person 1:00 to 1:00.

0:29:1.144 --> 0:29:3.864  
Basement  
They also have like a it's pride.

0:29:3.864 --> 0:29:10.824  
Basement  
Prav PRIPROB at prary provider. I guess it's also one to one to actual person, but it's like.

0:29:12.504 --> 0:29:18.504  
Basement  
Would be assault like each person could have one primary provider and you know multiple different.

0:29:20.764 --> 0:29:24.284  
Basement  
Prov. Service providers. I guess like so.

0:29:25.824 --> 0:29:26.664  
Basement  
How does it work?

0:29:25.844 --> 0:29:26.204  
Luis Escobar  
OK.

0:29:26.704 --> 0:29:32.264  
Basement  
There's some. There's like some automations. I think you have to change it.

0:29:33.24 --> 0:29:49.784  
Basement  
I think it's whoever you're whoever you're created is, say, is your pride your primary provider? Unless you change it manually and then it like default assigns your procedures and appointments to that provider unless it's created on another calendar or something.

0:29:41.734 --> 0:29:41.934  
Luis Escobar  
Mm hmm.

0:29:51.554 --> 0:29:52.114  
Luis Escobar  
OK.

0:29:52.914 --> 0:29:56.74  
Luis Escobar  
So yeah, I mean right here I have provider under score ID.

0:29:58.74 --> 0:29:59.74  
Luis Escobar  
Patients under score ID.

0:30:0.794 --> 0:30:0.994  
Luis Escobar  
Appointment.

0:30:2.634 --> 0:30:3.274  
Luis Escobar  
Clinic location.

0:30:4.994 --> 0:30:5.154  
Luis Escobar  
OK.

0:30:12.464 --> 0:30:24.624  
Ted Ennenbach  
In an effort for this experience to be a lead, do we have a column or do we identify the entire care team, meaning the provider, the medical?

0:30:26.914 --> 0:30:31.954  
Ted Ennenbach  
Assistant as well as the practice manager.

0:30:28.944 --> 0:30:29.424  
Basement  
Thank you.

0:30:33.674 --> 0:30:36.794  
Ted Ennenbach  
Is all that located in open dental too or no?

0:30:44.804 --> 0:30:46.204  
Basement  
No patient wouldn't be.

0:30:46.204 --> 0:30:46.684  
Basement  
I mean you.

0:30:46.684 --> 0:30:54.404  
Basement  
Would you would see their MA because they would. Well if you looked at the procedure log table you would see their MA because they would have had.

0:30:55.904 --> 0:30:59.24  
Basement  
Like a baseline or biomarker. Done.

0:30:59.424 --> 0:31:1.584  
Basement  
Procedure completed by that provider.

0:31:0.264 --> 0:31:0.464  
Luis Escobar  
Mm hmm.

0:31:3.624 --> 0:31:10.704  
Basement  
So you could see the patient number and relate that to the provider, but it's not directly saved in the patient table anywhere their MA or their MC.

0:31:10.704 --> 0:31:15.584  
Basement  
Actually, the MCA is for a little while I had a field.

0:31:15.934 --> 0:31:16.814  
Basement  
They were updating.

0:31:18.304 --> 0:31:25.584  
Basement  
Manually that I was trying to get automated but they kinda stopped using it. That was that was when Steve Flores was here.

0:31:23.464 --> 0:31:23.664  
Luis Escobar  
Mm hmm.

0:31:28.4 --> 0:31:33.764  
Luis Escobar  
So in in HubSpot, we're gonna technically, I guess create a a user.

0:31:35.234 --> 0:31:38.34  
Luis Escobar  
Or every provider, every staff member.

0:31:39.674 --> 0:31:41.834  
Luis Escobar  
They they would be on the free license, right?

0:31:41.834 --> 0:31:43.114  
Luis Escobar  
We wouldn't have to pay for that.

0:31:45.114 --> 0:31:49.874  
Luis Escobar  
But essentially it would be a user that's part of our organization and then we would put them under the provider.

0:31:50.24 --> 0:31:50.224  
Luis Escobar  
There.

0:31:53.434 --> 0:31:54.34  
Luis Escobar  
Tag.

0:31:57.604 --> 0:32:0.684  
Luis Escobar  
That way we can make associations between contacts and.

0:32:2.344 --> 0:32:3.824  
Luis Escobar  
And users that are providers.

0:32:3.824 --> 0:32:4.664  
Luis Escobar  
Users that are.

0:32:6.794 --> 0:32:9.954  
Luis Escobar  
Staff members or or account representatives.

0:32:14.584 --> 0:32:16.304  
Basement  
Practice managers as MC.

0:32:14.634 --> 0:32:24.394  
Ted Ennenbach  
I just envision a world I envision a world of telehealth where a provider can do so much more, can treat so many more.

0:32:14.644 --> 0:32:15.444  
Luis Escobar  
But yeah, we.

0:32:18.594 --> 0:32:18.634  
Basement  
A.

0:32:26.34 --> 0:32:47.474  
Ted Ennenbach  
Patients. So for now we have a provider that really gets maxed out at 400 because of the custom care that we provide and that provider has a full time MA and a full time practice manager as well. But I think with you know technology and the Const.

0:32:35.834 --> 0:32:36.34  
Luis Escobar  
Mm hmm.

0:32:47.474 --> 0:32:50.954  
Ted Ennenbach  
Drive toward efficiency. I see where you double that or triple that.

0:32:51.714 --> 0:32:55.794  
Ted Ennenbach  
But you know, AI is doing some work, but you would have.

0:32:56.484 --> 0:33:4.484  
Ted Ennenbach  
Maybe two Nas assigned to one provider so you know.

0:33:6.634 --> 0:33:25.114  
Ted Ennenbach  
I just I think it's gonna be really nice for a consumer to see their care team and and I think that would be the that would be the difference between us and anybody out there today is that they're assigned a unique care team, a member care associate, A.

0:33:14.104 --> 0:33:14.664  
Luis Escobar  
Yeah.

0:33:25.704 --> 0:33:42.184  
Ted Ennenbach  
Medical assistant, who probably has more touch to anybody and then the provider and then on the admin level, it would be the practice manager, which I guess on a telehealth basis probably didn't even exist really, but.

0:33:44.114 --> 0:33:55.754  
Basement  
I think it would be cool just to even to have like the option to have a care team like that would be the selected preference for like a lot of people. But then for the other people that just want to click in and get their medications as soon.

0:33:55.754 --> 0:33:56.154  
Basement  
As possible.

0:33:56.154 --> 0:33:58.394  
Basement  
Maybe they don't care who their doctor is.

0:33:58.514 --> 0:34:11.124  
Basement  
They just need somebody who can read their chart and prescribe them, deal with their next appointment like, you know, like having a kind of a rotating like maybe you see one provider this meeting and then a different provider this meeting that would be I think would be a.

0:34:11.114 --> 0:34:12.314  
Basement  
Cool feature to be able to.

0:34:12.354 --> 0:34:12.754  
Luis Escobar  
Yeah.

0:34:13.194 --> 0:34:15.434  
Basement  
Select whether you want to stay with the same provider or not.

0:34:15.544 --> 0:34:16.144  
Basement  
But.

0:34:19.664 --> 0:34:20.584  
Luis Escobar  
I do like that.

0:34:20.34 --> 0:34:21.474  
Basement  
That's obviously farther out in the future.

0:34:28.834 --> 0:34:40.314  
Luis Escobar  
So yeah, let's in regards to the data you know import I think we should just chip away at this and and you know I think if we.

0:34:41.794 --> 0:34:49.714  
Luis Escobar  
We get started now we, you know by end of next week or even sooner midweek we can have all the fields in HubSpot.

0:34:50.144 --> 0:34:50.304  
Luis Escobar  
OK.

0:34:55.644 --> 0:34:56.804  
Basement  
Tell us what to do, boss.

0:34:58.314 --> 0:35:0.154  
Basement  
You just got a map all the fields.

0:35:0.154 --> 0:35:0.514  
Basement  
You know what's sweet?

0:35:0.794 --> 0:35:3.274  
Basement  
Yeah. You, me, you and I can help, but.

0:35:1.944 --> 0:35:11.864  
Luis Escobar  
Yeah, as soon as I get my hands on those, those other CSB exports, I'll do a final, you know, AI run, and then we can.

0:35:11.944 --> 0:35:16.64  
Luis Escobar  
I'll share with you guys the exact objects, the exact names.

0:35:17.554 --> 0:35:21.74  
Luis Escobar  
To just copy and paste and and start helping me create all these fields.

0:35:27.384 --> 0:35:28.64  
Basement  
Sounds good.

0:35:28.64 --> 0:35:29.184  
Basement  
I will share that.

0:35:29.184 --> 0:35:38.264  
Basement  
I'm gonna share the most recent mind body dump that we did so you can get all the fields in that database folder that I created for us.

0:35:38.664 --> 0:35:39.24  
Luis Escobar  
Yeah.

0:35:39.644 --> 0:35:48.724  
Kegan Wesley  
Steven, do you think that we could potentially go back to that day and then ask for a new dump and it would be a less expensive cost or is it $500 each time?

0:35:40.514 --> 0:35:40.674  
Luis Escobar  
Yeah.

0:35:49.324 --> 0:35:49.884  
Basement  
I don't think.

0:35:49.884 --> 0:35:52.604  
Basement  
I don't think it'd be less expensive.

0:35:53.954 --> 0:35:54.434  
Basement  
They're pretty.

0:35:54.754 --> 0:35:57.754  
Basement  
They they were pretty stout on $500 every time just to do it.

0:35:58.904 --> 0:36:3.584  
Luis Escobar  
Yeah, that's interesting that, that they even offer that they they must get a lot of requests for that.

0:35:59.594 --> 0:36:0.234  
Basement  
Remember, yeah.

0:36:4.234 --> 0:36:15.794  
Basement  
Well, it's. I remember now why it took a couple days longer is because they normally give it to you upon canceling your subscription with them. And it was different for us because we were not canceling our account, so.

0:36:12.834 --> 0:36:13.234  
Kegan Wesley  
Yeah.

0:36:17.314 --> 0:36:18.354  
Basement  
They provided to us still.

0:36:19.394 --> 0:36:19.514  
Luis Escobar  
Hmm.

0:36:21.704 --> 0:36:22.104  
Luis Escobar  
Got it.

0:36:24.184 --> 0:36:27.24  
Kegan Wesley  
I'm new to the conversation, but have we talked anything about?

0:36:28.474 --> 0:36:37.354  
Kegan Wesley  
The like outreach data that we hope to capture with give that we have captured with giveaways, but that we can we hope to continue to do so.

0:36:37.354 --> 0:36:38.634  
Kegan Wesley  
Have we talked about that at all?

0:36:42.664 --> 0:36:47.184  
Luis Escobar  
I can say too much. I I think there was a mention of of the giveaway program.

0:36:48.594 --> 0:36:55.234  
Luis Escobar  
But definitely that's I see that as just like a a component of our affiliate. You know program overall, right.

0:36:48.704 --> 0:36:49.144  
Kegan Wesley  
Thank you.

0:36:55.634 --> 0:36:55.794  
Kegan Wesley  
Yeah.

0:36:57.314 --> 0:36:59.154  
Luis Escobar  
We we wanna have a really strong.

0:37:1.234 --> 0:37:1.834  
Luis Escobar  
Just a.

0:37:1.834 --> 0:37:5.394  
Luis Escobar  
A Philly partnership program. We'll have different levels of Affiliates too.

0:37:5.394 --> 0:37:10.594  
Luis Escobar  
We'll have, you know, clients, customers who are always instant affiliates.

0:37:10.594 --> 0:37:13.554  
Luis Escobar  
You know, we'll, we'll have actually like dedicated.

0:37:13.824 --> 0:37:16.624  
Luis Escobar  
Affiliates and then JB partners.

0:37:18.394 --> 0:37:26.34  
Luis Escobar  
You know, I think there's room to work with some of these influencers and UGC content creators, right?

0:37:27.714 --> 0:37:31.474  
Luis Escobar  
But yeah, definitely the the giveaway component, it will be part of it.

0:37:32.784 --> 0:37:33.184  
Kegan Wesley  
OK.

0:37:33.544 --> 0:37:52.154  
Kegan Wesley  
I mainly ask that question is in case we need to be thinking what fields that we need to maybe add to the web forms that people enter to win. If there's some important other than the basic of what name, e-mail and phone number. If there are certain things.

0:37:52.154 --> 0:37:56.504  
Kegan Wesley  
That we would like to like a skin quiz or a, you know, optimal quiz, whatever.

0:37:57.754 --> 0:38:3.914  
Kegan Wesley  
Let us know because I mean, that's something that we're we continually do on the aesthetic side is giveaways, affiliates, UCG type.

0:38:4.304 --> 0:38:4.984  
Kegan Wesley  
That type thing.

0:38:4.984 --> 0:38:12.864  
Kegan Wesley  
So we need, I think we're launching 1 next week potentially. So if we need to edit that to fit in this, please let please let.

0:38:10.384 --> 0:38:10.784  
Luis Escobar  
Yeah, yeah.

0:38:14.394 --> 0:38:14.674  
Kegan Wesley  
Me know.

0:38:14.674 --> 0:38:16.154  
Kegan Wesley  
Marissa know more importantly, Marissa.

0:38:18.104 --> 0:38:19.24  
Luis Escobar  
Purdue, Purdue.

0:38:22.114 --> 0:38:24.794  
Luis Escobar  
Are do you guys ask if people are married?

0:38:26.524 --> 0:38:27.284  
Basement  
Yes.

0:38:28.254 --> 0:38:30.734  
Luis Escobar  
Yeah, we got last.

0:38:29.674 --> 0:38:32.274  
Basement  
Yeah. On the registration form.

0:38:33.414 --> 0:38:37.54  
Luis Escobar  
OK. 'cause. Yeah. The last meeting or previous one, we had a good idea about.

0:38:37.54 --> 0:38:42.94  
Luis Escobar  
Just like, for example, couples competing against each other to see who like gets healthier, right?

0:38:43.954 --> 0:38:49.274  
Luis Escobar  
Kind of like I think something like that creative idea like that could be an interesting campaign.

0:38:50.434 --> 0:38:54.234  
Kegan Wesley  
Or single girls competing against single girls to see who gets married first.

0:38:50.954 --> 0:38:51.314  
Luis Escobar  
But then we.

0:38:54.514 --> 0:38:55.274  
Kegan Wesley  
I'm just kidding.

0:38:54.764 --> 0:38:54.844  
Luis Escobar  
No.

0:38:57.64 --> 0:38:57.904  
Luis Escobar  
That's hilarious.

0:38:58.764 --> 0:39:8.844  
Ted Ennenbach  
Well, Lewis had a cool idea. I mean, you, you you keep all of this in your own new life eco system.

0:39:9.84 --> 0:39:15.764  
Ted Ennenbach  
It could potentially become a social thing too. I mean, so, so your, your your idea?

0:39:17.234 --> 0:39:18.754  
Ted Ennenbach  
Kagan isn't wrong.

0:39:18.834 --> 0:39:28.594  
Ted Ennenbach  
I mean, you know where where they can say, hey, how do I rank? You know, with civil, you know, 2530 year old girls.

0:39:29.184 --> 0:39:30.824  
Ted Ennenbach  
My my age.

0:39:30.824 --> 0:39:32.504  
Ted Ennenbach  
How does my health score?

0:39:32.504 --> 0:39:34.184  
Ted Ennenbach  
How does my aesthetic score?

0:39:34.704 --> 0:39:35.344  
Ted Ennenbach  
You know that.

0:39:35.344 --> 0:39:36.264  
Ted Ennenbach  
That kind of thing.

0:39:36.304 --> 0:39:38.224  
Ted Ennenbach  
I mean, it's not a bad idea.

0:39:38.684 --> 0:39:39.884  
Luis Escobar  
No, no, not at all.

0:39:45.454 --> 0:39:48.14  
Kegan Wesley  
Yeah, there's this new obsession with biohacking.

0:39:48.14 --> 0:39:55.734  
Kegan Wesley  
So I think that, you know, the Kardashians just went to what's his name, Brian, that has like, a whole biohacking studio within his home.

0:39:56.664 --> 0:39:57.624  
Basement  
Ryan Johnson.

0:39:57.354 --> 0:39:57.434  
Kegan Wesley  
So.

0:39:58.914 --> 0:39:59.554  
Kegan Wesley  
His dad's name.

0:39:59.254 --> 0:39:59.614  
Luis Escobar  
Oh yeah.

0:39:59.874 --> 0:40:0.474  
Basement  
Yeah.

0:40:1.74 --> 0:40:2.234  
Kegan Wesley  
Yeah. Insane.

0:40:2.234 --> 0:40:15.714  
Kegan Wesley  
But you know, Ted did have, you know, a good idea the other day of keeping, like, a bio hack score of, you know, you're 50 years old. But by doing this, that can this can bring you down to 40 and doing that.

0:40:15.984 --> 0:40:18.584  
Kegan Wesley  
I can bring it to 38 and so on and so forth.

0:40:18.624 --> 0:40:21.184  
Kegan Wesley  
Something fun on the app that would.

0:40:22.464 --> 0:40:23.664  
Kegan Wesley  
Challenge people to.

0:40:25.154 --> 0:40:25.714  
Kegan Wesley  
Be younger.

0:40:26.374 --> 0:40:30.774  
Basement  
There's actually there's like anti aging competitions that they have now.

0:40:30.774 --> 0:40:43.734  
Basement  
It's like becoming a like a sport where people like have the highest anti aging score that it's I guess I don't know what it's built off of but like I guess a bunch of different lab test levels but you you could look up like who?

0:40:43.734 --> 0:40:45.614  
Basement  
Who's like the top people on that?

0:40:47.674 --> 0:40:48.314  
Luis Escobar  
That is funny.

0:40:52.714 --> 0:40:55.74  
Luis Escobar  
All right, so I'm sharing here my screen.

0:40:55.514 --> 0:40:56.834  
Luis Escobar  
I shared this link earlier.

0:40:56.834 --> 0:40:59.954  
Luis Escobar  
I'm not have have any of you had a chance to review it?

0:41:1.354 --> 0:41:2.634  
Basement  
Yeah, I'll look at it.

0:41:3.484 --> 0:41:4.524  
Brian Hyatt  
I have, yes.

0:41:6.124 --> 0:41:12.884  
Luis Escobar  
So yeah, what I I really wanted to like focus on these lead magnets, right.

0:41:14.354 --> 0:41:17.794  
Luis Escobar  
The whole of the website is, you know, all those inner pages, all all those.

0:41:19.434 --> 0:41:20.994  
Luis Escobar  
Other miscellaneous pages.

0:41:21.114 --> 0:41:22.914  
Luis Escobar  
That stuff really doesn't move the needle.

0:41:22.914 --> 0:41:26.714  
Luis Escobar  
It's it's really these lead magnets that that are gonna help us pivot.

0:41:28.434 --> 0:41:28.914  
Luis Escobar  
So I know.

0:41:28.914 --> 0:41:31.114  
Luis Escobar  
I know you guys already had a few and I try to build upon that.

0:41:31.474 --> 0:41:35.434  
Luis Escobar  
So what you're seeing here is a few different assets that we're gonna use.

0:41:36.194 --> 0:41:40.634  
Luis Escobar  
In different parts of the website. Starting here with the complete weight loss assessment.

0:41:52.584 --> 0:41:52.664  
Luis Escobar  
No.

0:41:58.254 --> 0:41:59.854  
Luis Escobar  
Probably ask if they're married here.

0:42:7.774 --> 0:42:11.574  
Basement  
It just looks so, so much more sleep than any any forms we have.

0:42:19.984 --> 0:42:25.744  
Luis Escobar  
So I'll need your team to like, you know, go through this with a find calm and make sure the language makes sense.

0:42:25.744 --> 0:42:27.624  
Luis Escobar  
Or maybe we should add or remove questions.

0:42:31.924 --> 0:42:32.844  
Renzo Mogrovejo  
Yeah, the date.

0:42:34.304 --> 0:42:40.304  
Renzo Mogrovejo  
On the birthday we can we can change it and put first a month and after that the date.

0:42:35.834 --> 0:42:36.34  
Luis Escobar  
Mm hmm.

0:42:57.414 --> 0:42:58.734  
Luis Escobar  
This is a simple result.

0:43:0.224 --> 0:43:0.744  
Luis Escobar  
This can evolve.

0:43:0.864 --> 0:43:11.304  
Luis Escobar  
We can have cool graphics and charts here, but right now what is telling us is just, you know, this is your personalized result, BMI, some recommendations.

0:43:12.944 --> 0:43:16.144  
Luis Escobar  
Next steps I can either take the assessment again or schedule a call.

0:43:16.144 --> 0:43:24.384  
Luis Escobar  
Schedule a consultation and so we can. You know, that'll be one lead magnet, 1 landing page or multiple landing pages can use the same lead magnet, right?

0:43:26.634 --> 0:43:27.914  
Luis Escobar  
Personalized health survey.

0:43:43.374 --> 0:43:44.894  
Luis Escobar  
Looks great on mobile.

0:43:47.394 --> 0:43:49.634  
Luis Escobar  
70% of our traffic will be mobile.

0:44:17.64 --> 0:44:18.144  
Luis Escobar  
Get my assessment?

0:44:20.54 --> 0:44:21.574  
Luis Escobar  
Same deal, right? So.

0:44:23.364 --> 0:44:25.964  
Luis Escobar  
Recommendations area of focus apparently.

0:44:25.964 --> 0:44:29.724  
Luis Escobar  
I click that and then recommended next steps.

0:44:32.864 --> 0:44:36.784  
Luis Escobar  
Personalized recommendations to comprehensive hormone optimization program.

0:44:36.784 --> 0:44:38.264  
Luis Escobar  
Apparently that's a good idea for me.

0:44:40.4 --> 0:44:52.524  
Luis Escobar  
Right. So now we will take this data right and then we'll, we'll create an automated e-mail campaign and automated SMS campaign that that flows and really resonates with with what they you know chose.

0:44:56.114 --> 0:44:57.154  
Luis Escobar  
Let's go back.

0:44:58.784 --> 0:45:2.704  
Luis Escobar  
That's the second lead magnet. Now we got the third one.

0:45:2.704 --> 0:45:4.744  
Luis Escobar  
This was a good idea from our last meeting.

0:45:5.304 --> 0:45:7.504  
Luis Escobar  
This is the membership value calculator.

0:45:11.344 --> 0:45:11.984  
Luis Escobar  
So here I want.

0:45:11.984 --> 0:45:12.944  
Luis Escobar  
This one I want.

0:45:12.944 --> 0:45:20.664  
Luis Escobar  
This one want this one. I want this one, this one, this one, this one and this one.

0:45:22.774 --> 0:45:26.54  
Luis Escobar  
So I'm gonna have to pay 2380.

0:45:27.374 --> 0:45:31.894  
Luis Escobar  
Or I can sign up for this membership, save myself 357 bucks.

0:45:34.14 --> 0:45:43.534  
Kegan Wesley  
Is this something that the like aesthetic providers or even optimal health providers can utilize in the room like with?

0:45:37.784 --> 0:45:37.824  
Luis Escobar  
G.

0:45:44.984 --> 0:45:47.664  
Luis Escobar  
Yeah, we can definitely make a version of that for that purpose there.

0:45:47.824 --> 0:45:48.304  
Kegan Wesley  
Bye.

0:45:48.664 --> 0:45:52.704  
Luis Escobar  
There could be one that's for, you know, a landing page for ads.

0:45:54.344 --> 0:45:54.504  
Luis Escobar  
Copy.

0:45:57.494 --> 0:45:58.254  
Luis Escobar  
Oh yeah.

0:46:4.834 --> 0:46:6.114  
Luis Escobar  
Scott Scott home.

0:46:8.624 --> 0:46:11.464  
Luis Escobar  
But yeah, what are your thoughts on this right here?

0:46:15.314 --> 0:46:16.994  
Luis Escobar  
This whole membership calculator.

0:46:19.24 --> 0:46:19.864  
Kegan Wesley  
I think it's really cool.

0:46:20.654 --> 0:46:21.734  
Basement  
That looks great. I love it.

0:46:21.734 --> 0:46:26.334  
Basement  
Yeah, need to do a little cleaning up like prices in some of the products, but yeah, it looks looks good.

0:46:28.614 --> 0:46:32.134  
Luis Escobar  
And I think it it does it make a big impact, right?

0:46:32.134 --> 0:46:35.134  
Luis Escobar  
If you can show them the savings right.

0:46:41.624 --> 0:46:46.264  
Luis Escobar  
These two memberships I know this is what you guys have in person membership and telehealth membership.

0:46:49.934 --> 0:46:51.14  
Luis Escobar  
We'll we'll cover that now.

0:46:52.674 --> 0:46:56.154  
Kegan Wesley  
And then I don't know if we want to include, but we also have an aesthetic membership as well.

0:46:57.664 --> 0:46:59.744  
Kegan Wesley  
So we could include that in there as well.

0:47:0.584 --> 0:47:1.104  
Luis Escobar  
All right.

0:47:3.334 --> 0:47:5.494  
Basement  
Membership and a senior membership also.

0:47:7.614 --> 0:47:8.54  
Luis Escobar  
OK.

0:47:8.134 --> 0:47:9.534  
Luis Escobar  
Definitely, yeah, we'll get those.

0:47:8.434 --> 0:47:12.314  
Basement  
Those kind of full, those kind of fall under the in person membership though?

0:47:13.14 --> 0:47:13.494  
Luis Escobar  
OK.

0:47:14.894 --> 0:47:16.454  
Luis Escobar  
I'm gonna skip those smart booking.

0:47:16.454 --> 0:47:17.174  
Luis Escobar  
We'll come back to that.

0:47:17.174 --> 0:47:18.694  
Luis Escobar  
Let's talk about the membership.

0:47:20.944 --> 0:47:28.264  
Luis Escobar  
My thought was on this in person membership and telehealth membership and the pricing and the value.

0:47:34.764 --> 0:47:36.924  
Luis Escobar  
Is there another way to like present this?

0:47:36.924 --> 0:47:40.204  
Luis Escobar  
A different wording, like silver membership, gold membership.

0:47:42.234 --> 0:47:42.794  
Luis Escobar  
Or.

0:47:44.874 --> 0:47:47.754  
Ted Ennenbach  
Yeah, there's there's really no \*\*\*\*.

0:47:45.204 --> 0:47:45.684  
Luis Escobar  
Like.

0:47:47.954 --> 0:47:48.434  
Luis Escobar  
Is it?

0:47:49.144 --> 0:47:51.824  
Ted Ennenbach  
There's really no reason why.

0:47:53.704 --> 0:48:5.384  
Ted Ennenbach  
I because I don't know why you would be serving a telehealth option to anybody within a 20 mile radius or 10 mile radius of of a brick and mortar office.

0:48:7.144 --> 0:48:9.144  
Ted Ennenbach  
I figure that option would exist though.

0:48:9.144 --> 0:48:13.904  
Ted Ennenbach  
I mean, if that's the form of care that they want, then we have to go to get to EM.

0:48:15.884 --> 0:48:19.484  
Ted Ennenbach  
It's just there's such a big difference in price.

0:48:22.264 --> 0:48:22.984  
Luis Escobar  
I don't know.

0:48:23.24 --> 0:48:25.744  
Luis Escobar  
Also, like when you call it telehealth, it sounds super boring.

0:48:25.744 --> 0:48:26.504  
Luis Escobar  
I don't want to pay for that.

0:48:29.694 --> 0:48:34.94  
Basement  
Virtual membership. Now you need something like a custom like.

0:48:31.644 --> 0:48:35.964  
Luis Escobar  
Of yeah, health optimization program.

0:48:37.54 --> 0:48:37.534  
Luis Escobar  
And then.

0:48:38.354 --> 0:48:39.794  
Basement  
Yeah, we we have been.

0:48:39.304 --> 0:48:39.344  
Luis Escobar  
D.

0:48:39.794 --> 0:48:47.994  
Basement  
We have been calling like the new optimal health. What is that like? That'd be the in person, new optimal health membership.

0:48:48.34 --> 0:48:50.554  
Basement  
That was kind of our tagline.

0:48:51.224 --> 0:48:52.904  
Luis Escobar  
New optimal health membership.

0:48:52.104 --> 0:48:52.224  
Basement  
And.

0:48:52.904 --> 0:48:54.24  
Luis Escobar  
So that's that's your.

0:48:54.24 --> 0:48:55.64  
Luis Escobar  
That's your entry.

0:48:54.104 --> 0:48:54.264  
Basement  
Then.

0:48:55.184 --> 0:48:58.864  
Luis Escobar  
You pay 150, you get that, and if you want the premium experience.

0:48:59.634 --> 0:49:3.834  
Basement  
Or that that was what we called the yeah, the in person, but regardless.

0:49:3.44 --> 0:49:10.124  
Luis Escobar  
The in person because yeah, right now it feels like you're you're making a big deal about it being in person and it is a big deal.

0:49:11.784 --> 0:49:19.544  
Luis Escobar  
Right. But I don't want just because they're not in person. I don't want them to not pay or or sign up for the premium service.

0:49:21.264 --> 0:49:23.224  
Luis Escobar  
And I mean, what's the big differentiator here?

0:49:23.224 --> 0:49:26.464  
Luis Escobar  
Is it the five, the 15% versus the 5%?

0:49:28.474 --> 0:49:34.754  
Basement  
The telehealth isn't supposed to have. I think there's no discount associated with telehealth membership for aesthetic treatments.

0:49:36.154 --> 0:49:36.554  
Luis Escobar  
OK.

0:49:36.354 --> 0:49:43.394  
Basement  
Correct. Because they're they're not close to a clinic or. Yeah, that's the whole thing is they're not coming into the clinic.

0:49:43.634 --> 0:49:44.874  
Basement  
So they can't get aesthetic.

0:49:48.4 --> 0:49:48.924  
Luis Escobar  
I get it, I get it.

0:49:50.104 --> 0:49:52.624  
Basement  
I will say you add it anyways.

0:49:52.664 --> 0:50:2.984  
Basement  
Yeah, I mean you I think we could add like a percentage off of like the products like skin care products, just another benefit in the likelihood. I mean if they come in and get it great.

0:50:2.984 --> 0:50:4.624  
Basement  
If not, yeah.

0:50:4.624 --> 0:50:15.24  
Basement  
Or we just ship it to them, like if they if they need neocutis or ZO and they wanna order through our app, they can get a 5% discount if they buy a membership and then they ship it to them, you know that would be.

0:50:16.344 --> 0:50:17.664  
Kegan Wesley  
The only thing is.

0:50:16.694 --> 0:50:23.934  
Ted Ennenbach  
There almost needs to be a there almost needs to be a way in which they fill out something, and we recommend.

0:50:17.254 --> 0:50:17.374  
Luis Escobar  
And.

0:50:25.384 --> 0:50:28.184  
Ted Ennenbach  
What? What membership is best for them?

0:50:28.184 --> 0:50:30.64  
Ted Ennenbach  
I mean what?

0:50:29.424 --> 0:50:29.624  
Luis Escobar  
Mm hmm.

0:50:30.64 --> 0:50:30.744  
Ted Ennenbach  
What are?

0:50:30.744 --> 0:50:31.104  
Ted Ennenbach  
What are their goals?

0:50:31.104 --> 0:50:31.544  
Ted Ennenbach  
What are they?

0:50:31.544 --> 0:50:33.24  
Ted Ennenbach  
What are they trying to achieve?

0:50:34.164 --> 0:50:34.364  
Luis Escobar  
Mm hmm.

0:50:35.264 --> 0:50:36.824  
Ted Ennenbach  
And and then the associated.

0:50:38.504 --> 0:50:43.544  
Ted Ennenbach  
Membership would would you know, good, you know. Good, good, good, better, best kind of thing.

0:50:45.204 --> 0:50:45.324  
Ted Ennenbach  
Umm.

0:50:48.974 --> 0:50:51.734  
Ted Ennenbach  
They they get fewer. I'm sorry.

0:50:49.244 --> 0:50:50.44  
Luis Escobar  
I mean, yeah, it's.

0:50:51.734 --> 0:50:52.54  
Ted Ennenbach  
Go ahead.

0:50:52.654 --> 0:50:53.614  
Luis Escobar  
No, go ahead. Go ahead.

0:50:56.934 --> 0:50:59.854  
Ted Ennenbach  
Yeah, the the the difference was with the telehealth.

0:50:59.854 --> 0:51:0.414  
Ted Ennenbach  
Is that there?

0:51:0.414 --> 0:51:5.494  
Ted Ennenbach  
There's either fewer meetings or they were they were not as long.

0:51:5.774 --> 0:51:13.934  
Ted Ennenbach  
So so it was taking. So in theory a provider could do twice as many.

0:51:6.404 --> 0:51:6.524  
Luis Escobar  
Mm H.

0:51:15.384 --> 0:51:19.104  
Ted Ennenbach  
In the same period as they could with an in person, so.

0:51:21.944 --> 0:51:22.464  
Luis Escobar  
I got it.

0:51:22.834 --> 0:51:30.714  
Basement  
You also don't get the like IV shots that are included with the program. Vitamin shots, not IV.

0:51:30.834 --> 0:51:33.794  
Basement  
Yeah. Vitamin and I think you have.

0:51:33.794 --> 0:51:42.114  
Basement  
You also have to like pay extra for like coming into the office like if you had to see somebody for like there's a consultation fee for an in person visit, yeah.

0:51:43.544 --> 0:51:44.824  
Basement  
Believe it's $120.00.

0:51:48.64 --> 0:51:48.344  
Luis Escobar  
OK.

0:51:49.134 --> 0:51:50.894  
Luis Escobar  
Yeah, I mean, I can't.

0:51:51.94 --> 0:51:56.94  
Ted Ennenbach  
What does map? This is silly cuz I think we need to map out all.

0:51:56.644 --> 0:52:10.164  
Ted Ennenbach  
The memberships that we have because I don't think that I don't think that you took into consideration you know the the junior, the senior and the aesthetics.

0:52:0.864 --> 0:52:1.464  
Luis Escobar  
Yeah.

0:52:2.684 --> 0:52:2.804  
Basement  
Yes.

0:52:10.774 --> 0:52:10.974  
Luis Escobar  
Mm hmm.

0:52:11.814 --> 0:52:25.974  
Ted Ennenbach  
And then I I still really like the the old survey that we had that really asks you a budget question about how you feel anybody over 35 or 40?

0:52:26.364 --> 0:52:29.164  
Ted Ennenbach  
And it would tell you whether you were likely.

0:52:30.894 --> 0:52:47.54  
Ted Ennenbach  
Low, definitely low, or you're good on which hormone it told us a lot more about how to market to to them down the road. You know? So, so, so that I don't want to abandon that one.

0:52:40.214 --> 0:52:40.814  
Luis Escobar  
Yeah.

0:52:47.824 --> 0:52:49.184  
Luis Escobar  
Yeah. Where can I see that one?

0:52:50.724 --> 0:52:51.964  
Brian Hyatt  
Just dropped it in the chat.

0:52:50.864 --> 0:52:56.344  
Ted Ennenbach  
It's on the 25 five again site.

0:52:54.404 --> 0:52:55.404  
Luis Escobar  
25 again.

0:52:56.344 --> 0:52:56.824  
Ted Ennenbach  
I sent you a link.

0:52:57.264 --> 0:52:58.904  
Basement  
Brian just dropped it in the chat.

0:52:57.424 --> 0:52:59.584  
Brian Hyatt  
I just dropped it in the chat. Yeah.

0:52:57.564 --> 0:52:58.364  
Luis Escobar  
This one.

0:52:58.654 --> 0:52:58.694  
Ted Ennenbach  
I.

0:53:0.104 --> 0:53:1.744  
Luis Escobar  
The personalized health survey.

0:53:0.374 --> 0:53:0.934  
Ted Ennenbach  
Yeah.

0:53:2.204 --> 0:53:2.524  
Ted Ennenbach  
Yeah.

0:53:3.254 --> 0:53:7.334  
Luis Escobar  
So that is supposed to be this one right here. The personalized health survey.

0:53:9.774 --> 0:53:13.454  
Luis Escobar  
It it may not be matching 1 to one on the results.

0:53:13.574 --> 0:53:14.134  
Luis Escobar  
I think so.

0:53:14.134 --> 0:53:20.134  
Luis Escobar  
We're. I'm gonna have to fine tune that, but yeah, that that was the goal with this right here.

0:53:18.744 --> 0:53:19.544  
Ted Ennenbach  
OK, OK.

0:53:19.544 --> 0:53:20.984  
Ted Ennenbach  
Yeah, yeah, that that's fine.

0:53:20.984 --> 0:53:25.664  
Ted Ennenbach  
I haven't been been through them all, so if that's yeah.

0:53:21.774 --> 0:53:21.854  
Luis Escobar  
To.

0:53:26.824 --> 0:53:26.984  
Luis Escobar  
Yeah.

0:53:28.944 --> 0:53:43.64  
Kegan Wesley  
And then I know there was talks on the current and new website that there was going to be like a skin quiz or an aesthetic skin anesthetic quiz that would talk through something similar to the allergen console form.

0:53:44.494 --> 0:53:48.174  
Kegan Wesley  
I'll send you a link of of me skin quiz.

0:53:48.174 --> 0:53:52.734  
Kegan Wesley  
It's pretty good and I think that could be beneficial to.

0:53:50.904 --> 0:53:51.224  
Luis Escobar  
OK.

0:53:55.54 --> 0:53:57.574  
Kegan Wesley  
Drop some info from a potential new client.

0:53:58.824 --> 0:53:59.304  
Luis Escobar  
OK.

0:54:0.184 --> 0:54:0.944  
Luis Escobar  
So yeah, that's great.

0:54:0.944 --> 0:54:1.944  
Luis Escobar  
I mean, that's another quiz.

0:54:1.944 --> 0:54:9.744  
Luis Escobar  
So like right here, we have the weight loss assessment we have the personalized health survey and then you're gonna send another one of the skin quiz, right?

0:54:9.744 --> 0:54:12.624  
Luis Escobar  
So these are all gonna be different lead magnets, right?

0:54:12.624 --> 0:54:16.464  
Luis Escobar  
That will allocate a certain amount of the ad budget too.

0:54:18.414 --> 0:54:33.134  
Luis Escobar  
Just to wrap up on the my thoughts on the membership, I I definitely wanna, you know, evaluate the entire scope of all the membership packages you guys have. And I I can put my finger on it right now, but I I know there's a better way to get.

0:54:33.134 --> 0:54:38.974  
Luis Escobar  
A little bit more creative on the just the the value placement and the pricing placement.

0:54:39.864 --> 0:54:40.584  
Luis Escobar  
Right.

0:54:41.934 --> 0:54:42.814  
Luis Escobar  
The branding right?

0:54:44.574 --> 0:54:44.854  
Luis Escobar  
You know.

0:54:48.14 --> 0:55:2.454  
Basement  
I kind of this might be time for, I don't know, a different time to bring this up, but I was kind of talking with Trent about especially for the telehealth membership. We're asking them to make, you know, especially for the annual plan pay upfront 1300.

0:55:2.454 --> 0:55:11.654  
Basement  
$41.00 commitment based off of just seeing a website. Basically what are thoughts on like moving payment of that back until after you see.

0:55:12.774 --> 0:55:15.894  
Basement  
A provider for the first time, like we do for our in person membership.

0:55:16.244 --> 0:55:20.684  
Basement  
'Cause, right now we're kind of making our MC as who don't really know.

0:55:22.934 --> 0:55:30.214  
Basement  
What all the program can offer as well as the providers making them sell the program instead of the providers, which kind of where we had success, I feel like in the past.

0:55:31.694 --> 0:55:32.654  
Basement  
With our baseline percentages.

0:55:34.254 --> 0:55:34.374  
Basement  
And.

0:55:35.604 --> 0:55:36.204  
Basement  
But.

0:55:36.604 --> 0:55:38.204  
Luis Escobar  
The point I think it's something to test.

0:55:42.274 --> 0:55:49.954  
Luis Escobar  
If it if it results in like higher convergence and just more retention doing it basically vice versa.

0:55:54.424 --> 0:55:55.64  
Basement  
It's just.

0:55:54.674 --> 0:56:2.754  
Luis Escobar  
I was also thinking something like if you have two membership packages or three membership packages and then there's also an add on feature.

0:56:3.884 --> 0:56:12.764  
Luis Escobar  
If you wanna be, you know, eligible for the in person benefits, click here and add this add on to your membership for an additional 100 bucks.

0:56:14.74 --> 0:56:14.754  
Kegan Wesley  
That's cool.

0:56:18.234 --> 0:56:19.154  
Luis Escobar  
Something like that.

0:56:19.764 --> 0:56:34.724  
Ted Ennenbach  
You you wouldn't need to display all of this if you knew if you knew more about what they're if you knew more about what their goals were and and what their age was, then you wouldn't need to display everything.

0:56:22.324 --> 0:56:23.324  
Basement  
Hard to like.

0:56:23.804 --> 0:56:25.204  
Basement  
Think of what that would apply to.

0:56:26.734 --> 0:56:26.814  
Basement  
So.

0:56:34.724 --> 0:56:36.4  
Ted Ennenbach  
It would already.

0:56:37.454 --> 0:56:44.734  
Ted Ennenbach  
Suggest for you a price point or a membership that is most accurate so.

0:56:44.934 --> 0:56:49.454  
Luis Escobar  
Yeah, you're absolutely right, 'cause that you don't wanna give him information overload, right?

0:56:49.734 --> 0:56:50.974  
Ted Ennenbach  
Right, right.

0:56:49.854 --> 0:56:52.974  
Luis Escobar  
And so information paralysis.

0:56:51.214 --> 0:57:0.614  
Ted Ennenbach  
Yeah, I mean you don't send a 68 year old guy who's on a fixed income, you know, a three $3000.

0:56:58.364 --> 0:56:58.564  
Luis Escobar  
Mm hmm.

0:57:2.334 --> 0:57:7.654  
Ted Ennenbach  
Two $299 a month and and you know, not not including meds.

0:57:7.734 --> 0:57:20.814  
Ted Ennenbach  
You know this guy's wanting to live his best life, but he's also looking at hey, I've got so much money a month, you know, and I'm so, so, so. So we we want to be able to capture.

0:57:21.44 --> 0:57:23.964  
Ted Ennenbach  
Say same is true for a 24 year old, right?

0:57:24.124 --> 0:57:33.244  
Ted Ennenbach  
I mean, you know, we some of this medical heavy medical stuff, if they see 200, it might just turn them off.

0:57:33.564 --> 0:57:38.484  
Ted Ennenbach  
So you know where, you know, they don't need to see that stuff, so.

0:57:36.124 --> 0:57:36.604  
Luis Escobar  
Yeah.

0:57:38.874 --> 0:57:39.874  
Luis Escobar  
Yeah, I agree with that.

0:57:39.874 --> 0:57:50.154  
Luis Escobar  
If anything, two options like they they go through this survey process and then in the end it decipheres that you know this person is best fit for the.

0:57:51.574 --> 0:58:2.374  
Luis Escobar  
Aesthetic membership. And then there's either, you know, the the monthly payments or the six month, you know, payment option and you save 15% if you pay six months in advance.

0:58:4.294 --> 0:58:4.974  
Luis Escobar  
But no more.

0:58:4.974 --> 0:58:7.254  
Luis Escobar  
No more option or decision making beyond that.

0:58:10.534 --> 0:58:15.694  
Ted Ennenbach  
You know what? One thing that that they do now is the aesthetic books online.

0:58:16.594 --> 0:58:16.794  
Luis Escobar  
Mm hmm.

0:58:17.14 --> 0:58:31.14  
Ted Ennenbach  
And and and when they book book online, they're required to pay a $25 just kind of note note we we can make that whatever we we want. But one thing you could do at that very point.

0:58:32.534 --> 0:58:38.774  
Ted Ennenbach  
Say hey, you just booked a $220 hydra facial.

0:58:38.934 --> 0:58:40.54  
Ted Ennenbach  
Would you like to join?

0:58:40.724 --> 0:58:51.324  
Ted Ennenbach  
Now like like like save whatever you this this can be marked down. Now if you agree to join and become a recurring monthly member.

0:58:49.774 --> 0:58:49.894  
Basement  
2.

0:58:51.324 --> 0:59:0.724  
Ted Ennenbach  
Now you know you'll you'll save right now on this very first schedule thing to where we're not trying to sell it in office.

0:59:0.764 --> 0:59:2.124  
Ted Ennenbach  
It sells itself.

0:59:4.674 --> 0:59:5.154  
Luis Escobar  
I like that.

0:59:7.244 --> 0:59:17.764  
Kegan Wesley  
What we could do is like a first time offer cause we collecting $99.00 from them, then by them being a aesthetic member, they get $35 off that hydrofacial.

0:59:17.764 --> 0:59:31.284  
Kegan Wesley  
So we could potentially market it in the cart there where that 99 is put towards a HYDRA facial plus a $35 discount that they could get, you know, a hydrofacial for whatever that math is, but that insane discount.

0:59:31.284 --> 0:59:33.84  
Kegan Wesley  
So they're paying like 80 bucks for.

0:59:33.854 --> 0:59:35.934  
Kegan Wesley  
You know, hydrofacial cool.

0:59:35.664 --> 0:59:36.64  
Luis Escobar  
Yeah.

0:59:36.564 --> 0:59:37.924  
Kegan Wesley  
It could be like so.

0:59:39.534 --> 0:59:42.214  
Kegan Wesley  
It's too good to be true for them to say no, you know.

0:59:44.64 --> 0:59:47.984  
Luis Escobar  
That's how you want to make them feel like it's a it's a no brainer deal. It's it's.

0:59:48.564 --> 0:59:50.4  
Kegan Wesley  
Yeah, I said that wrong, Ted.

0:59:50.4 --> 0:59:51.324  
Kegan Wesley  
How? What is it?

0:59:51.884 --> 0:59:54.284  
Kegan Wesley  
An offer that makes people feel stupid for saying no.

0:59:54.284 --> 0:59:55.324  
Kegan Wesley  
Or how do you say it?

0:59:55.224 --> 0:59:57.184  
Ted Ennenbach  
No, no, exactly. Yeah, yeah.

0:59:56.804 --> 0:59:58.284  
Luis Escobar  
Yeah, that's it.

0:59:59.254 --> 1:0:9.534  
Basement  
Yeah, I think we can personally comb through like these different forms and stuff, clean up verbiage, clean up prices, membership defined memberships and stuff like that for sure.

1:0:9.304 --> 1:0:9.624  
Luis Escobar  
Perfect.

1:0:11.14 --> 1:0:20.214  
Luis Escobar  
Yeah, if I get my hands on that as soon as possible, I can really refine it and and really, you know, bring this website to life. I wanted to focus on these lead magnets first.

1:0:22.14 --> 1:0:25.214  
Luis Escobar  
You know the the the visuals, what you see, it's gonna look better.

1:0:25.214 --> 1:0:31.534  
Luis Escobar  
It doesn't look bad now, but like it's it'll get refined, especially once we throw in some like high quality.

1:0:33.94 --> 1:0:34.294  
Luis Escobar  
Imagery in there or videos.

1:0:36.294 --> 1:0:41.974  
Luis Escobar  
But yeah, so that just to keep continuing, we we just covered the membership options.

1:0:42.604 --> 1:0:45.764  
Luis Escobar  
Now we also have here the optimal health assessment.

1:0:48.574 --> 1:0:56.974  
Luis Escobar  
Right, that's that 599 package and it's just this is essentially supposed to be a dedicated, you know, asset that that we can put on any landing page.

1:0:58.784 --> 1:1:1.424  
Luis Escobar  
Kind of goes into what it is and what you're getting.

1:1:2.324 --> 1:1:4.124  
Basement  
Yeah, that, that one.

1:1:4.124 --> 1:1:11.804  
Basement  
We really price it at 599 specifically to compare it to the telehealth membership to make people like, OK.

1:1:11.844 --> 1:1:16.844  
Basement  
I'm like, you get in the as part of your telehealth membership, you get this assessment included.

1:1:17.324 --> 1:1:22.604  
Basement  
So the the idea was OK, make this really expensive so that they just go ahead and buy the membership.

1:1:17.754 --> 1:1:18.234  
Luis Escobar  
Gotcha.

1:1:22.804 --> 1:1:26.404  
Basement  
But normally when we offer this in office, it's like 199 so.

1:1:27.284 --> 1:1:27.724  
Luis Escobar  
OK.

1:1:28.164 --> 1:1:29.124  
Luis Escobar  
Oh yeah. Good deal.

1:1:29.164 --> 1:1:31.44  
Luis Escobar  
I mean, we can, you know, still play with that.

1:1:31.44 --> 1:1:33.164  
Luis Escobar  
It's it's a. Yeah, it's a.

1:1:33.164 --> 1:1:35.4  
Luis Escobar  
Is it called a decoy?

1:1:40.464 --> 1:1:42.24  
Luis Escobar  
Every product line should have a decoy.

1:1:44.484 --> 1:1:55.284  
Basement  
Yeah, I don't know personally if I like. If I agree with not wanting people to book the health assessment first, I don't know.

1:2:2.564 --> 1:2:2.924  
Luis Escobar  
Yeah.

1:2:2.994 --> 1:2:7.74  
Basement  
Opportunity after the patient has already seen the story, had an appointment.

1:2:7.74 --> 1:2:7.594  
Basement  
See what?

1:2:7.594 --> 1:2:8.834  
Basement  
What value we can offer?

1:2:8.834 --> 1:2:13.474  
Basement  
I feel like that's better, but you know, that's probably a bigger discussion than for right now.

1:2:13.314 --> 1:2:13.794  
Luis Escobar  
I hear you.

1:2:14.674 --> 1:2:15.154  
Luis Escobar  
I hear you.

1:2:15.554 --> 1:2:20.194  
Luis Escobar  
I mean, you know you you could put it. MSRP is 599, no.

1:2:20.314 --> 1:2:22.794  
Luis Escobar  
And then if they land on the website and then.

1:2:21.194 --> 1:2:28.874  
Ted Ennenbach  
Life life Force already does that. Life Force basically says 599 for the assessment.

1:2:28.954 --> 1:2:42.994  
Ted Ennenbach  
Or they just say go ahead and join. Join Now and they basically knock it all off and and just say it's a, you know, monthly charge of X3 month guarantee cancelling time so.

1:2:41.894 --> 1:2:42.94  
Luis Escobar  
Mm hmm.

1:2:44.344 --> 1:2:44.544  
Luis Escobar  
Mm hmm.

1:2:44.924 --> 1:2:45.404  
Ted Ennenbach  
So.

1:2:48.194 --> 1:2:53.794  
Luis Escobar  
Oh yeah, we should if they're doing it, we should too. Let's not kid ourselves.

1:2:56.84 --> 1:2:58.924  
Luis Escobar  
I like how they're showing that discount.

1:2:58.924 --> 1:3:2.804  
Luis Escobar  
You know it's it's actually 599, but if you act now, it's 349.

1:3:4.444 --> 1:3:4.524  
Luis Escobar  
Oh.

1:3:6.834 --> 1:3:8.754  
Luis Escobar  
And then the optimal health assessment.

1:3:8.754 --> 1:3:21.274  
Luis Escobar  
Yeah. So it can be 599 and the first time you land on the website, you're, you know, you see it at 599 and then seven days later, we hit you with the weekend discount for for 199 or or 1:49.

1:3:21.924 --> 1:3:22.324  
Basement  
Yep.

1:3:27.314 --> 1:3:30.114  
Luis Escobar  
Next one here is the smart booking system.

1:3:30.354 --> 1:3:39.754  
Luis Escobar  
The idea here is to just have a way to like streamline the the booking system and to make it a two step approach, right?

1:3:39.754 --> 1:3:50.274  
Luis Escobar  
So let's say I'm interested in medical consultation. I wanna get the hormone optimization consultation that instantly drags me down here.

1:3:50.274 --> 1:3:53.674  
Luis Escobar  
All I gotta do is now enter my name, e-mail, phone number.

1:3:54.404 --> 1:3:56.564  
Luis Escobar  
As soon as I submit, it's gonna take me to the.

1:3:58.74 --> 1:4:1.594  
Luis Escobar  
The booking form that's connected to our HubSpot check out.

1:4:3.624 --> 1:4:5.344  
Luis Escobar  
That's that's a simple idea there.

1:4:10.14 --> 1:4:10.534  
Luis Escobar  
So.

1:4:11.794 --> 1:4:14.634  
Luis Escobar  
Does anyone book multiple services?

1:4:18.144 --> 1:4:34.64  
Basement  
No, not since we've added the the No show fee, but that was something I wanted to add into like yeah, if you like, book your appointment, you get like either buy a membership or book another appointment and a link to our site but.

1:4:23.194 --> 1:4:23.714  
Luis Escobar  
All right.

1:4:34.574 --> 1:4:36.214  
Kegan Wesley  
What do you what do you mean by that though?

1:4:36.534 --> 1:4:44.14  
Kegan Wesley  
Some people would book a Hydra facial appointment with the esthetician and then book a Botox appointment after they're Hydra. Facial is that.

1:4:44.14 --> 1:4:46.774  
Kegan Wesley  
What is that? What you meant by your question? Or do you mean something different?

1:4:47.24 --> 1:4:50.544  
Luis Escobar  
Yeah, basically like and how does that affect the calendar?

1:4:50.544 --> 1:4:59.184  
Luis Escobar  
So if I want a hydrofacial and it's gonna last 45 minutes and then I also wanna get the dice board treatment that's gonna take 30 minutes.

1:5:0.644 --> 1:5:2.804  
Luis Escobar  
How should the logic work?

1:5:3.974 --> 1:5:4.134  
Kegan Wesley  
OK.

1:5:4.444 --> 1:5:4.764  
Luis Escobar  
In the calendar.

1:5:5.514 --> 1:5:14.274  
Kegan Wesley  
On online booking, I'm not sure when we with aesthetics, at least at springhurst, we get a lot of people that call and book.

1:5:14.834 --> 1:5:15.514  
Kegan Wesley  
We just.

1:5:15.514 --> 1:5:16.714  
Kegan Wesley  
We just do that for them.

1:5:18.844 --> 1:5:21.124  
Kegan Wesley  
I guess what Steven helped me, they would.

1:5:21.124 --> 1:5:24.524  
Kegan Wesley  
They would need to so if they were to book a hydrofacial with.

1:5:22.624 --> 1:5:24.184  
Basement  
Yeah, this is.

1:5:24.184 --> 1:5:26.24  
Basement  
This is a big yeah.

1:5:26.304 --> 1:5:34.544  
Basement  
So what they would see is they would go and book a yeah hydrofacial with Hayley and then they would have to go like and click like a filler appointment.

1:5:36.4 --> 1:5:46.164  
Basement  
If they wanted, like if they want to book another, yeah, they go back and see at that clinic what times are open for that appointment. The thing is, it gets tricky is like.

1:5:39.304 --> 1:5:39.504  
Luis Escobar  
Mm hmm.

1:5:40.484 --> 1:5:40.844  
Kegan Wesley  
Do it again.

1:5:47.884 --> 1:5:51.604  
Basement  
They're like the example you gave is like facial versus Botox.

1:5:51.914 --> 1:6:0.634  
Basement  
Are two different providers like one is an esthetician, one's an injector, so there's no really no way for us to show like OK.

1:5:53.874 --> 1:5:54.234  
Luis Escobar  
Oh.

1:6:0.634 --> 1:6:1.994  
Basement  
What's the time then?

1:6:1.994 --> 1:6:3.994  
Basement  
Both of those slots are open back-to-back.

1:6:4.214 --> 1:6:6.494  
Luis Escobar  
Yeah, yeah. Perfect. Cool.

1:6:5.524 --> 1:6:6.244  
Basement  
That's that's been.

1:6:5.764 --> 1:6:6.244  
Ted Ennenbach  
You haven't.

1:6:6.494 --> 1:6:15.494  
Luis Escobar  
Like for me, I'm thinking perfect world scenario is like if I pick only one hydrofacial and it says I can pick it at 3:00 PM then I pick it.

1:6:15.494 --> 1:6:25.974  
Luis Escobar  
But if I pick hydrofacial and Botox treatment, 3:00 PM is no longer available because now my I need to be there for an hour and 15 minutes.

1:6:25.974 --> 1:6:29.214  
Luis Escobar  
So it's gonna say recommend that I do the 6:00 PM slots.

1:6:30.234 --> 1:6:31.634  
Basement  
Yeah, that has been.

1:6:31.704 --> 1:6:46.224  
Basement  
That is why we do not offer PRP micro needling on for online booking, except that springhurst where they book it through not open dental because it requires a lab draw on one or a blood draw on one provider's calendar.

1:6:46.294 --> 1:6:49.814  
Basement  
And then the actual treatment on the other provider.

1:6:49.814 --> 1:6:52.934  
Basement  
So we there's no way to like check both appointments.

1:6:51.24 --> 1:6:58.584  
Ted Ennenbach  
Yeah, but those two, yeah. Yeah. But that one procedure or that one thing requires two different.

1:7:0.844 --> 1:7:2.244  
Ted Ennenbach  
Providers what?

1:7:2.244 --> 1:7:18.844  
Ted Ennenbach  
What I do do like and I think where he's going is, you know, when you buy some something on like Amazon, you know, once you've bought it, it says, you know, people like you that have bought this also were interested in these other things.

1:7:19.754 --> 1:7:28.354  
Ted Ennenbach  
And so it immediately gives you three other options that that wouldn't be contraindicated for same day.

1:7:30.4 --> 1:7:39.164  
Ted Ennenbach  
Or or are often times by by people like them, you know, maybe not for the same day, but for the next day or for that next week or whatever.

1:7:31.224 --> 1:7:31.384  
Basement  
I go.

1:7:38.4 --> 1:7:38.124  
Luis Escobar  
MMM.

1:7:39.204 --> 1:7:44.484  
Ted Ennenbach  
So then then they go ahead and say, Oh yeah, I need need that too, so.

1:7:44.264 --> 1:7:45.104  
Luis Escobar  
I like that.

1:7:46.124 --> 1:7:46.284  
Ted Ennenbach  
That.

1:7:47.594 --> 1:7:59.884  
Luis Escobar  
Yeah, it'd be cool if, like, I can if I add the more I add. If I add three items, I get. If I add 2 items, I get 5% off. If I add three items, I guess 7% off, I get 5 items, I get 10%.

1:7:59.884 --> 1:7:59.994  
Luis Escobar  
Off.

1:8:2.514 --> 1:8:3.874  
Luis Escobar  
And then I pay.

1:8:3.914 --> 1:8:9.834  
Luis Escobar  
And then I basically have to complete five different calendar appointment bookies.

1:8:10.514 --> 1:8:14.34  
Kegan Wesley  
And that might even be a really great idea to be able to cross sell.

1:8:11.364 --> 1:8:11.564  
Luis Escobar  
Right.

1:8:15.684 --> 1:8:17.204  
Kegan Wesley  
Optimal health and aesthetic.

1:8:17.204 --> 1:8:20.444  
Kegan Wesley  
So if they book their optimal health consultation.

1:8:21.924 --> 1:8:33.684  
Kegan Wesley  
For a certain time and then you know, if you if you need Botox to schedule it 30 minutes after your console and you get 10% off like it would be really great to be able to cross sell that or if you're coming in for Botox, have you?

1:8:33.684 --> 1:8:37.964  
Kegan Wesley  
Thought about hormone optimization, if you, you know, do you get a free health assessment?

1:8:37.964 --> 1:8:38.484  
Kegan Wesley  
Whatever it may be.

1:8:39.674 --> 1:8:39.874  
Luis Escobar  
Mm hmm.

1:8:40.884 --> 1:8:48.284  
Ted Ennenbach  
Again, again, that's an excellent idea. If you know their age, you can really tailor this to them.

1:8:47.464 --> 1:8:47.704  
Luis Escobar  
Yeah.

1:8:48.524 --> 1:8:52.804  
Ted Ennenbach  
So, for example, 22 year old, 23 year old Olivia.

1:8:54.724 --> 1:8:57.564  
Ted Ennenbach  
Whitlock, she's getting five different.

1:8:58.834 --> 1:8:58.954  
Basement  
2.

1:8:59.814 --> 1:9:8.214  
Ted Ennenbach  
Peptides. She's taking five different peptides for her skin for her hair, for her nails.

1:9:6.354 --> 1:9:6.714  
Basement  
Just like.

1:9:8.214 --> 1:9:14.174  
Ted Ennenbach  
So I mean, this is where medical meets beauty and aesthetics and and.

1:9:15.844 --> 1:9:25.4  
Ted Ennenbach  
She she she's an influencer for us, but I had no clue that she was so heavily into the medical side. Because she's 23, you know.

1:9:25.84 --> 1:9:28.244  
Ted Ennenbach  
But if you look at her, you're like, well, OK, something's working.

1:9:25.854 --> 1:9:26.54  
Luis Escobar  
Mm hmm.

1:9:29.114 --> 1:9:30.234  
Ted Ennenbach  
So you know.

1:9:30.734 --> 1:9:32.414  
Basement  
Hey, Luis and Ted real quick.

1:9:32.454 --> 1:9:36.494  
Basement  
Steven has to run, but in terms of the data migration and stuff like that.

1:9:37.984 --> 1:9:39.864  
Basement  
Steve, you you kind of know your running point on that.

1:9:39.864 --> 1:9:40.744  
Basement  
Yeah. I just.

1:9:40.784 --> 1:9:45.904  
Basement  
I sent your team's message with the MINDBODY Developer Account login.

1:9:46.264 --> 1:9:50.384  
Basement  
Let me know if you need anything else from that and then I also put the most recent.

1:9:52.64 --> 1:9:53.384  
Basement  
Full MINDBODY dump that.

1:9:53.384 --> 1:9:56.464  
Basement  
We got in that database dump folder that I shared with you.

1:9:56.464 --> 1:9:57.984  
Luis Escobar  
Perfect. Perfect.

1:9:57.984 --> 1:9:59.984  
Luis Escobar  
Yeah, I'll do. Again. Awesome. Thank you.

1:10:0.704 --> 1:10:5.144  
Ted Ennenbach  
Louis, what else is imperative that we go over, right, right now?

1:10:5.184 --> 1:10:7.64  
Ted Ennenbach  
I know it's 5530.

1:10:6.104 --> 1:10:9.744  
Luis Escobar  
Yeah. So yeah, just it's it's data.

1:10:9.744 --> 1:10:29.84  
Luis Escobar  
It's really about data, even what we're looking at right now, all these different products, the descriptions, the precise prices, the precise duration of times, if I can have that, you know, given to me in like a a spreadsheet that has all the accurate information. I derive this by.

1:10:29.224 --> 1:10:32.64  
Luis Escobar  
Extracting it from the current website and HubSpot.

1:10:33.484 --> 1:10:40.284  
Luis Escobar  
And but yeah, basically we need some quality assurance on all the different products, all the different services.

1:10:40.554 --> 1:10:44.74  
Luis Escobar  
All the different prices, all the different various memberships.

1:10:44.954 --> 1:10:49.394  
Luis Escobar  
Any insight you can, you know, provide me with like you know.

1:10:51.644 --> 1:10:53.524  
Luis Escobar  
What kind of customer?

1:10:52.364 --> 1:11:0.924  
Basement  
I'll send you all the fee schedules from open medical. They have all the prices, all the all the programs, all the products we sell, yeah.

1:11:0.24 --> 1:11:0.384  
Luis Escobar  
Got it.

1:11:1.884 --> 1:11:6.564  
Luis Escobar  
So yeah, all of these are going to be individual skews inside of Whocommerce and HubSpot.

1:11:8.484 --> 1:11:11.124  
Luis Escobar  
So yeah, if I can get that, that would be very helpful.

1:11:12.514 --> 1:11:17.514  
Basement  
Get that to you on Monday, early or maybe this weekend if I can have some time.

1:11:16.644 --> 1:11:16.844  
Luis Escobar  
Mm hmm.

1:11:17.674 --> 1:11:26.194  
Basement  
It's also I feel like I should mention the fee schedules that related to procedure codes for each product, so that could kind of act as a SKU at some point.

1:11:27.644 --> 1:11:31.364  
Basement  
They're they're coded in a way where it says a lot about the product like.

1:11:33.324 --> 1:11:34.764  
Basement  
Excuse me, the manufacturer.

1:11:33.764 --> 1:11:33.964  
Luis Escobar  
Mm hmm.

1:11:34.764 --> 1:11:41.244  
Basement  
How frequently it's supposed to be used, like how frequently the renewal is or like, how when it's supposed to run out, basically.

1:11:42.914 --> 1:11:48.154  
Basement  
Other things like whether it's an aesthetic versus medical, whether it's a supplement, that type of stuff.

1:11:48.154 --> 1:11:50.554  
Basement  
So that could be useful in some ways too.

1:11:49.404 --> 1:11:49.804  
Luis Escobar  
Gotcha.

1:11:51.914 --> 1:11:52.674  
Luis Escobar  
Awesome. Awesome.

1:11:54.544 --> 1:11:55.144  
Basement  
Thank you.

1:11:55.144 --> 1:11:58.184  
Basement  
Sorry everyone, you all have a good weekend.

1:11:56.54 --> 1:11:57.614  
Luis Escobar  
Yeah, all good.

1:11:57.894 --> 1:12:1.414  
Luis Escobar  
Again, this is actually like the last thing I wanted to share.

1:12:1.414 --> 1:12:4.894  
Luis Escobar  
Here is the what this is called the products and supplement store.

1:12:4.964 --> 1:12:8.644  
Luis Escobar  
So essentially the idea here that you can come and a la carte.

1:12:12.514 --> 1:12:14.834  
Ted Ennenbach  
Yeah, we we would have a header called.

1:12:17.94 --> 1:12:17.974  
Ted Ennenbach  
Peptides as well.

1:12:18.464 --> 1:12:18.864  
Luis Escobar  
Yeah.

1:12:19.534 --> 1:12:19.614  
Ted Ennenbach  
So.

1:12:20.374 --> 1:12:21.854  
Luis Escobar  
So I got my total here.

1:12:21.934 --> 1:12:22.814  
Luis Escobar  
I just checked out.

1:12:26.554 --> 1:12:26.754  
Kegan Wesley  
Cool.

1:12:27.534 --> 1:12:31.894  
Luis Escobar  
Each of these deserve, like their own high quality image in them. So that's another thing, right?

1:12:31.894 --> 1:12:37.414  
Luis Escobar  
Regarding, you know, providing me with all the accurate names and descriptions and prices.

1:12:38.814 --> 1:12:45.774  
Luis Escobar  
If we can get started also on just picking out images that we want to use on, on Shutterstock or any other.

1:12:48.784 --> 1:12:50.344  
Luis Escobar  
Stock photography provider.

1:12:51.814 --> 1:12:55.894  
Luis Escobar  
That that also helped move the needle forward so so that the website can come to life faster.

1:12:59.604 --> 1:13:10.164  
Luis Escobar  
But also the idea of like being able to fine tune the membership for the right person. If if someone could, you know, put some notes on just how that should look and share that with me.

1:13:12.214 --> 1:13:18.294  
Luis Escobar  
If somebody clicks, if somebody responds to this answer and this answer, they should be guided in this direction.

1:13:20.74 --> 1:13:20.514  
Ted Ennenbach  
OK.

1:13:21.364 --> 1:13:22.724  
Luis Escobar  
Yeah, that would be helpful for me.

1:13:23.954 --> 1:13:28.954  
Basement  
For medical would probably be kind of tranches of ages, but yeah, we can.

1:13:28.994 --> 1:13:29.714  
Basement  
We can spell that out.

1:13:31.474 --> 1:13:31.834  
Luis Escobar  
David.

1:13:37.424 --> 1:13:39.24  
Luis Escobar  
And yeah, those are, you know, these are.

1:13:41.54 --> 1:13:43.614  
Luis Escobar  
7 assets essentially right that the website's gonna be using.

1:13:45.374 --> 1:13:46.574  
Luis Escobar  
Different parts of it.

1:13:55.834 --> 1:13:55.954  
Luis Escobar  
Umm.

1:14:2.114 --> 1:14:19.154  
Luis Escobar  
Yeah, the the immediate thing that I'm gonna be focusing on for the next 4872 hours is the data. I'm gonna start just preparing the object and the field and sharing those notes with Steven and looking for that. We got everything you need so we can.

1:14:19.154 --> 1:14:20.674  
Luis Escobar  
Proceed with the migration next week.

1:14:21.354 --> 1:14:22.354  
Basement  
That's perfect.

1:14:23.814 --> 1:14:28.534  
Basement  
What, in terms of the click up task and other things you can delegate to our team members?

1:14:30.294 --> 1:14:30.774  
Basement  
What is that?

1:14:30.894 --> 1:14:32.494  
Basement  
What is that looking like 'cause? It's great.

1:14:32.494 --> 1:14:33.334  
Basement  
You have a clear focus.

1:14:33.334 --> 1:14:37.934  
Basement  
I just want to make sure everybody on our team is doing what needs to be done.

1:14:39.454 --> 1:14:41.654  
Basement  
Alongside what you're doing, not double work.

1:14:41.654 --> 1:14:42.774  
Basement  
Not whatever it may be.

1:14:41.714 --> 1:14:42.354  
Luis Escobar  
Yeah.

1:14:43.854 --> 1:14:44.934  
Luis Escobar  
Yeah, yeah, I agree.

1:14:45.254 --> 1:14:46.814  
Luis Escobar  
I mean, let's let's cover.

1:14:46.854 --> 1:14:47.934  
Luis Escobar  
Let's go over. Click up now.

1:15:37.844 --> 1:15:38.804  
Luis Escobar  
All right, here we go.

1:15:42.614 --> 1:15:47.774  
Luis Escobar  
Yes, I had this one right here right notices task.

1:16:1.4 --> 1:16:4.204  
Luis Escobar  
This one right here, 6/16 to 6/29.

1:16:7.304 --> 1:16:8.624  
Basement  
Yeah, that's the current one.

1:16:9.424 --> 1:16:10.624  
Luis Escobar  
The current one, OK.

1:16:12.464 --> 1:16:13.104  
Luis Escobar  
Yeah, let's.

1:16:13.104 --> 1:16:16.224  
Luis Escobar  
I mean, I know there's a lot of things going on here.

1:16:16.224 --> 1:16:21.704  
Luis Escobar  
I haven't really wrapped my mind around all of them, so I just want to, I guess, take it from the top.

1:16:24.874 --> 1:16:25.474  
Luis Escobar  
Create.

1:16:27.524 --> 1:16:28.644  
Luis Escobar  
Community flowers.

1:16:32.404 --> 1:16:33.884  
Luis Escobar  
I'll pop that up from the ad.

1:16:36.174 --> 1:16:37.14  
Luis Escobar  
What is this hub?

1:16:37.14 --> 1:16:38.454  
Luis Escobar  
Spot data from ads.

1:16:41.44 --> 1:16:43.924  
Basement  
The lead magnets are. I didn't.

1:16:44.324 --> 1:16:45.124  
Basement  
I didn't make that.

1:16:47.974 --> 1:16:49.254  
Basement  
Just on it, Brian.

1:16:53.624 --> 1:17:0.64  
Luis Escobar  
The appointment system, I understand there's some issues there with the the way it works and functions, right?

1:17:1.534 --> 1:17:4.974  
Luis Escobar  
I mean that that's gonna be resolved as soon as I implement the new booking system.

1:17:8.94 --> 1:17:8.214  
Renzo Mogrovejo  
Umm.

1:17:8.534 --> 1:17:8.654  
Luis Escobar  
Umm.

1:17:10.244 --> 1:17:12.484  
Renzo Mogrovejo  
Most most of them we are.

1:17:12.924 --> 1:17:14.524  
Renzo Mogrovejo  
We still have some.

1:17:16.774 --> 1:17:20.534  
Renzo Mogrovejo  
Issues in in the logic that we have because.

1:17:21.934 --> 1:17:25.94  
Renzo Mogrovejo  
Currently not on my, not on my body.

1:17:27.934 --> 1:17:28.214  
Renzo Mogrovejo  
But on.

1:17:30.454 --> 1:17:34.294  
Renzo Mogrovejo  
We have the limitation that we don't have.

1:17:35.814 --> 1:17:39.574  
Renzo Mogrovejo  
More than one calendar or availability?

1:17:40.234 --> 1:17:41.154  
Renzo Mogrovejo  
Per clinic.

1:17:42.654 --> 1:17:43.774  
Renzo Mogrovejo  
Of of one provider.

1:17:45.494 --> 1:17:47.414  
Renzo Mogrovejo  
So for example, if I am busy.

1:17:45.994 --> 1:17:46.194  
Luis Escobar  
Mm hmm.

1:17:49.334 --> 1:17:50.94  
Renzo Mogrovejo  
On peer Creek.

1:17:51.934 --> 1:17:55.574  
Renzo Mogrovejo  
But I should be available on springhurst for example.

1:17:57.534 --> 1:18:1.694  
Renzo Mogrovejo  
And that scenario is we don't know.

1:18:4.654 --> 1:18:5.494  
Renzo Mogrovejo  
We can.

1:18:5.494 --> 1:18:9.494  
Renzo Mogrovejo  
We can tackle that scenario, but we we should spend more on HubSpot.

1:18:9.734 --> 1:18:11.14  
Renzo Mogrovejo  
But maybe we can.

1:18:12.694 --> 1:18:14.494  
Renzo Mogrovejo  
Share some of some idea with you.

1:18:14.924 --> 1:18:15.444  
Renzo Mogrovejo  
So.

1:18:16.604 --> 1:18:27.564  
Luis Escobar  
Yeah, my, my I'm gonna make use of the HubSpot booking system and I'm also gonna make use of a a custom booking system that I'm gonna build for us on top of WordPress.

1:18:16.894 --> 1:18:18.14  
Renzo Mogrovejo  
We can switch the case.

1:18:29.54 --> 1:18:37.294  
Luis Escobar  
With the the one on top of WordPress, I'm gonna have a lot more flexibility. I'm gonna be able to send and receive web hooks, for example.

1:18:40.364 --> 1:18:54.284  
Luis Escobar  
So just just a simple webhook will solve the problem in, in or in terms of like having to I guess hire someone or from your show or or send a signal to to help saw or even to OM.

1:18:56.994 --> 1:19:3.34  
Renzo Mogrovejo  
Fantastic. Yeah, because right now we depend on the availability that we got.

1:19:4.494 --> 1:19:14.294  
Renzo Mogrovejo  
Outlook calendar because we have connected all the providers outlook calendar with HubSpot so.

1:19:16.214 --> 1:19:19.974  
Renzo Mogrovejo  
Whatever availability you have on those calendars is what you can book.

1:19:22.94 --> 1:19:22.654  
Renzo Mogrovejo  
So.

1:19:22.134 --> 1:19:25.14  
Luis Escobar  
Perfect. That's. That's the best way to do it.

1:19:26.534 --> 1:19:28.94  
Luis Escobar  
So every provider has their own.

1:19:28.94 --> 1:19:29.854  
Luis Escobar  
Everyone has an enu e-mail.

1:19:30.894 --> 1:19:31.454  
Renzo Mogrovejo  
Yeah.

1:19:32.564 --> 1:19:33.124  
Luis Escobar  
OK, perfect.

1:19:32.844 --> 1:19:35.44  
Renzo Mogrovejo  
And we have like a master account.

1:19:36.214 --> 1:19:36.414  
Luis Escobar  
Mm hmm.

1:19:36.534 --> 1:19:37.734  
Renzo Mogrovejo  
In which we can access.

1:19:40.14 --> 1:19:41.974  
Renzo Mogrovejo  
To to view or edit the.

1:19:43.894 --> 1:19:55.14  
Renzo Mogrovejo  
The events that are created through the integrate Sapir that is updates at enia.co. I can grant you access after this meeting.

1:19:54.584 --> 1:19:55.304  
Luis Escobar  
Yeah, please.

1:19:56.84 --> 1:19:56.524  
Renzo Mogrovejo  
Yeah.

1:19:57.394 --> 1:19:57.994  
Luis Escobar  
OK, great.

1:20:3.874 --> 1:20:3.994  
Luis Escobar  
Umm.

1:20:5.884 --> 1:20:7.244  
Luis Escobar  
Yeah, data migration.

1:20:9.54 --> 1:20:13.734  
Luis Escobar  
Integration for operations? Yeah, air call. I I I know we got it already.

1:20:15.454 --> 1:20:20.734  
Luis Escobar  
I I sent the message to the company called Project Blue.

1:20:20.734 --> 1:20:27.534  
Luis Escobar  
They're the ones that are gonna get us the iMessage capability. I think that's also I'm already getting, like really good results from.

1:20:29.294 --> 1:20:30.894  
Luis Escobar  
Where the other projects that I'm using it on.

1:20:33.744 --> 1:20:36.624  
Luis Escobar  
People seem more responsive to when they see a blue message, you know.

1:20:38.694 --> 1:20:39.294  
Basement  
For sure.

1:20:44.294 --> 1:20:46.94  
Luis Escobar  
And then I see here social.

1:20:49.364 --> 1:20:49.484  
Ted Ennenbach  
And.

1:20:50.404 --> 1:20:54.204  
Basement  
Those you don't need to worry about Marissa's on top of those.

1:20:55.24 --> 1:20:56.24  
Luis Escobar  
OK, great.

1:20:55.124 --> 1:20:56.524  
Basement  
Yeah, those are just, yeah.

1:20:59.164 --> 1:21:0.564  
Ted Ennenbach  
Where do we need support?

1:21:0.564 --> 1:21:3.164  
Ted Ennenbach  
Do do do we need support on web design?

1:21:3.244 --> 1:21:8.524  
Ted Ennenbach  
I mean, do we getting the third party involved in the word WordPress site?

1:21:10.54 --> 1:21:12.214  
Ted Ennenbach  
Or we're ready for that yet.

1:21:10.144 --> 1:21:10.264  
Luis Escobar  
Umm.

1:21:13.734 --> 1:21:31.294  
Luis Escobar  
As soon as I have the WordPress site up and running, I'm gonna. I'm gonna have like the the main pages built out, right? But then the inner pages, all those like every product, essentially every service should have its own like full-fledged landing page. That is really well.

1:21:31.294 --> 1:21:31.894  
Luis Escobar  
Thought out.

1:21:32.964 --> 1:21:41.524  
Luis Escobar  
That process, yeah, we we wanna bring someone into to just basically, you know, fine tune all those inner pages, all those inner landing pages.

1:21:45.84 --> 1:21:45.524  
Ted Ennenbach  
Yeah.

1:21:46.514 --> 1:21:49.874  
Luis Escobar  
And then on the graphic and visual.

1:21:48.254 --> 1:21:50.934  
Ted Ennenbach  
I just wanted to this needs to look.

1:21:51.134 --> 1:21:53.934  
Ted Ennenbach  
This needs to look like a national brand.

1:21:53.934 --> 1:21:58.254  
Ted Ennenbach  
It needs to be designer brand level, you know so.

1:22:1.464 --> 1:22:2.824  
Luis Escobar  
Yeah, we'll achieve that.

1:22:5.124 --> 1:22:8.324  
Luis Escobar  
It has a lot to do with the the imagery, right?

1:22:8.394 --> 1:22:9.74  
Luis Escobar  
It's a big deal.

1:22:8.884 --> 1:22:9.284  
Ted Ennenbach  
Yeah.

1:22:9.144 --> 1:22:10.904  
Luis Escobar  
So like let's.

1:22:11.304 --> 1:22:14.424  
Luis Escobar  
I mean, all hands on deck whenever you see a good image, just save it.

1:22:15.994 --> 1:22:16.634  
Luis Escobar  
Take a screenshot.

1:22:20.44 --> 1:22:20.884  
Basement  
Absolutely.

1:22:23.634 --> 1:22:34.274  
Ted Ennenbach  
Images that that are showing real folks in front of their computer on their phone with screenshots actually using the technology.

1:22:34.274 --> 1:22:42.994  
Ted Ennenbach  
You know, I mean showing that we have the biohacking availability and the tracking of one's health.

1:22:44.564 --> 1:22:47.684  
Ted Ennenbach  
I think that's hugely powerful so.

1:22:46.284 --> 1:22:46.804  
Luis Escobar  
Alright.

1:22:49.114 --> 1:22:59.314  
Luis Escobar  
Yeah, but also so that that reminds me on the in the last meeting you mentioned that you know there's this like large PDF that people receive when they complete their.

1:23:0.274 --> 1:23:0.754  
Ted Ennenbach  
Yeah.

1:23:1.374 --> 1:23:2.374  
Luis Escobar  
Consultation, right.

1:23:3.834 --> 1:23:7.594  
Luis Escobar  
But yeah, if I could get if you could share that with me, that'd be very helpful.

1:23:7.634 --> 1:23:12.674  
Luis Escobar  
'Cause what I'm thinking is that that essentially we're gonna convert that into the the digital version of that.

1:23:14.444 --> 1:23:15.84  
Luis Escobar  
Right.

1:23:15.544 --> 1:23:25.144  
Basement  
I can get you a copy of a of a. The story is what you're referring to, kind of the overview of the personal, the person's health that the provider goes through.

1:23:16.44 --> 1:23:16.164  
Ted Ennenbach  
Hi.

1:23:27.104 --> 1:23:27.944  
Luis Escobar  
Is that what it is?

1:23:27.944 --> 1:23:29.904  
Luis Escobar  
So OK.

1:23:28.404 --> 1:23:28.844  
Basement  
Yeah.

1:23:30.584 --> 1:23:32.144  
Luis Escobar  
So does that make sense?

1:23:30.664 --> 1:23:34.384  
Ted Ennenbach  
We we can actually do 1:00 we we can actually do one better.

1:23:34.464 --> 1:23:46.584  
Ted Ennenbach  
We can give you the mapping sequence that the Tableau database pulls, and so I mean we we could actually create that story however you want it.

1:23:46.584 --> 1:23:51.64  
Ted Ennenbach  
I mean we, we we can show you exactly how.

1:23:51.64 --> 1:23:54.824  
Ted Ennenbach  
It's mapped now page by by page and what it's pulling.

1:23:56.444 --> 1:23:59.484  
Ted Ennenbach  
But but that that doesn't mean that.

1:24:0.524 --> 1:24:11.4  
Ted Ennenbach  
It can't look better, you know, and especially if you're able to aggregate all of this data into one place, you know, I think it's huge so.

1:24:2.294 --> 1:24:2.854  
Luis Escobar  
Yeah.

1:24:10.974 --> 1:24:12.894  
Luis Escobar  
Yeah, I think that's this is.

1:24:12.894 --> 1:24:18.94  
Luis Escobar  
This is the foundation of this live score that we're thinking about, right?

1:24:20.604 --> 1:24:32.444  
Basement  
Just another comment, going back to the click up, I think we have two tasks on there that is data migration and integration and then integrate AI for operations.

1:24:33.844 --> 1:24:41.764  
Basement  
I think really we just like if there's if there's task that you have for our team to either.

1:24:35.404 --> 1:24:35.844  
Luis Escobar  
Yeah.

1:24:43.484 --> 1:24:44.164  
Basement  
Let Brian know.

1:24:44.164 --> 1:24:49.804  
Basement  
Or I mean you could add them under those sub tasks. I think overall we.

1:24:47.344 --> 1:24:47.864  
Luis Escobar  
Yeah.

1:24:50.94 --> 1:24:50.454  
Ted Ennenbach  
Excellent.

1:24:50.154 --> 1:24:59.474  
Basement  
Just like had we put those two on there to start so we can start to begin the process and I think we just need to let our team know where they need to start.

1:24:56.194 --> 1:24:56.394  
Luis Escobar  
Mm hmm.

1:24:59.474 --> 1:25:1.274  
Basement  
I think Steven got a good idea today.

1:25:2.724 --> 1:25:11.284  
Basement  
From what you guys were talking about earlier, but yeah, overall I think it's just organizing those two sub tasks to get started on everything.

1:25:6.294 --> 1:25:6.894  
Luis Escobar  
Yeah.

1:25:11.284 --> 1:25:14.84  
Basement  
So I think that's it with click up really.

1:25:15.254 --> 1:25:16.494  
Luis Escobar  
Gotcha. Gotcha.

1:25:17.894 --> 1:25:23.14  
Luis Escobar  
Yeah, for sure. I'll, I'll add my you know my notes in there regarding what's next, but.

1:25:23.774 --> 1:25:24.254  
Basement  
OK.

1:25:27.464 --> 1:25:33.584  
Ted Ennenbach  
Yeah, I mean, is that what you're saying is for him to prioritize?

1:25:36.364 --> 1:25:36.764  
Luis Escobar  
Yeah.

1:25:36.584 --> 1:25:38.784  
Basement  
Just kind of saying where he needs us to start.

1:25:39.214 --> 1:25:40.534  
Ted Ennenbach  
Yeah, yeah, yeah.

1:25:40.694 --> 1:25:41.934  
Luis Escobar  
Yeah, like to the.

1:25:40.834 --> 1:25:41.514  
Basement  
We have.

1:25:43.644 --> 1:25:43.724  
Basement  
To.

1:25:44.34 --> 1:25:44.714  
Basement  
Sorry, go ahead.

1:25:45.264 --> 1:25:51.624  
Luis Escobar  
I was just gonna say, like today we kind of like established that Steven will assist on the on the object creation, right.

1:25:51.664 --> 1:25:54.104  
Luis Escobar  
We just needed to map out what those objects are.

1:25:55.54 --> 1:25:55.494  
Basement  
Yeah.

1:25:55.634 --> 1:26:0.674  
Luis Escobar  
I still need to go through that MINDBODY. You know, export and make sure we're not missing anything.

1:26:0.874 --> 1:26:2.34  
Luis Escobar  
But yeah, I think we got.

1:26:3.814 --> 1:26:4.814  
Luis Escobar  
Write the game plan down.

1:26:6.384 --> 1:26:6.904  
Basement  
Perfect.

1:26:9.524 --> 1:26:17.364  
Ted Ennenbach  
Yeah. In the meantime, if anybody has any idle time, I mean, I guesswork raise their hand, you know.

1:26:19.4 --> 1:26:20.204  
Ted Ennenbach  
I'm not sure.

1:26:20.204 --> 1:26:24.44  
Ted Ennenbach  
I assume you're keeping Theo busy and Ilda busy.

1:26:25.724 --> 1:26:26.364  
Basement  
Yes.

1:26:32.294 --> 1:26:33.614  
Brian Hyatt  
I can definitely.

1:26:32.604 --> 1:26:33.844  
Luis Escobar  
Also all the.

1:26:35.204 --> 1:26:36.164  
Brian Hyatt  
Oh, sorry, we can definitely.

1:26:37.844 --> 1:26:40.844  
Brian Hyatt  
Tap seamena if we need some extra hands on some things.

1:26:40.844 --> 1:26:50.44  
Brian Hyatt  
I know she's staying busy, but I would say if there's anybody that could fit some time in, we could definitely get her to help out and she has.

1:26:43.514 --> 1:26:43.714  
Luis Escobar  
Mm hmm.

1:26:50.204 --> 1:26:51.484  
Brian Hyatt  
She has an experience.

1:26:52.704 --> 1:26:53.144  
Luis Escobar  
Yeah.

1:26:53.364 --> 1:26:54.604  
Brian Hyatt  
With HubSpot and everything.

1:26:54.604 --> 1:26:55.844  
Brian Hyatt  
So she would be a really good resource.

1:26:56.664 --> 1:26:57.624  
Luis Escobar  
OK, OK.

1:27:0.64 --> 1:27:7.624  
Luis Escobar  
And yet, if you guys can just go through those links for all those different assets and just give feedback wherever you have any feedback?

1:27:10.414 --> 1:27:21.654  
Luis Escobar  
That that would be helpful. Yeah. As soon as the new, you know, this new site with all this new assets goes live, they're definitely gonna be, you know, more more work to pass around.

1:27:11.954 --> 1:27:12.394  
Basement  
Will do.

1:27:25.594 --> 1:27:30.754  
Luis Escobar  
I I still also want to like do a deep dive into what ads are running right now.

1:27:35.704 --> 1:27:40.854  
Brian Hyatt  
So yeah, we can do a deep dive on that if you would like.

1:27:40.844 --> 1:27:48.184  
Brian Hyatt  
I I'm actually heading to my daughter's softball game, but I put in the chat if you have some time tomorrow, I'll definitely have some time tomorrow.

1:27:44.914 --> 1:27:45.314  
Luis Escobar  
Yeah.

1:27:48.904 --> 1:27:49.344  
Luis Escobar  
OK.

1:27:49.344 --> 1:27:55.24  
Luis Escobar  
Yeah, yeah. I just want to start wrapping my head around that and reason being just so that.

1:27:50.354 --> 1:27:52.314  
Brian Hyatt  
And and we can run through all that.

1:27:56.514 --> 1:28:2.514  
Luis Escobar  
The first few landing pages that we Polish or should be those the ones that are are getting traffic sent to them.

1:28:3.724 --> 1:28:9.764  
Brian Hyatt  
Yeah. And I can show you some of the some of the recent changes that we've done that seem to have been.

1:28:11.244 --> 1:28:19.84  
Brian Hyatt  
At least driving more leads for the MC as to be calling the past few days, so we can go over some of that as well.

1:28:20.244 --> 1:28:22.4  
Luis Escobar  
All right, follow it. Follow it.

1:28:27.744 --> 1:28:30.544  
Luis Escobar  
But yeah, I'm actually excited to get my hands on that.

1:28:32.434 --> 1:28:42.674  
Luis Escobar  
A story you guys call it, I think from from theirs where we're gonna build the foundation for like this digital experience, right, where where we can start comparing ourselves to live horse.

1:28:44.554 --> 1:29:3.324  
Ted Ennenbach  
So Trent Trent sent him a copy of the baseline story, the review story, and then also the provider dashboard that that is the two page summary of kind of where they started, where they've been, where they're at now and where they need to be or go to be.

1:29:3.324 --> 1:29:3.794  
Ted Ennenbach  
Optimal.

1:29:5.364 --> 1:29:8.764  
Ted Ennenbach  
That's that's all Pro pro programmed in.

1:29:10.444 --> 1:29:11.324  
Ted Ennenbach  
It it looks cool.

1:29:11.324 --> 1:29:11.844  
Ted Ennenbach  
It looks good.

1:29:11.844 --> 1:29:14.524  
Ted Ennenbach  
I mean it's it's literally like life force.

1:29:15.454 --> 1:29:22.334  
Ted Ennenbach  
I mean, because I started this when Ted Tedlow became available.

1:29:22.334 --> 1:29:27.174  
Ted Ennenbach  
So it's almost like life force literally copied what I did.

1:29:28.684 --> 1:29:31.44  
Ted Ennenbach  
Eight years ago, nine years ago.

1:29:31.84 --> 1:29:33.404  
Ted Ennenbach  
Except with a whole lot more money.

1:29:41.514 --> 1:29:42.754  
Basement  
I'll get that to him for sure.

1:29:43.864 --> 1:29:44.824  
Luis Escobar  
Awesome. Awesome.

1:29:49.714 --> 1:29:52.434  
Luis Escobar  
Yeah, that's that's really what's up of mind right now.

1:29:56.764 --> 1:29:58.84  
Luis Escobar  
There was one more thing.

1:29:58.84 --> 1:29:59.564  
Luis Escobar  
Oh yes, the stripe.

1:30:2.64 --> 1:30:5.184  
Luis Escobar  
Making sure that that we, you know, we have stripes up and running.

1:30:12.834 --> 1:30:14.114  
Luis Escobar  
Was there anything that need?

1:30:12.994 --> 1:30:13.394  
Basement  
Pedal.

1:30:14.714 --> 1:30:21.194  
Luis Escobar  
Was there anything that needed to be updated on the stripe account to make it active again or like still I think it's standing already?

1:30:23.64 --> 1:30:44.864  
Ted Ennenbach  
I think stripes in good standing for 25 again, it's not for Concordia practice management, which is what runs try, try tripods. They had a problem with tripods directly selling pharmaceuticals. So so I would need to solve that problem before.

1:30:23.834 --> 1:30:25.834  
Brian Hyatt  
The yeah.

1:30:46.284 --> 1:30:48.444  
Ted Ennenbach  
We can get that Stripe account going.

1:30:49.154 --> 1:30:50.474  
Basement  
That's down the road, probably.

1:30:51.384 --> 1:30:51.824  
Ted Ennenbach  
Yeah.

1:30:54.274 --> 1:30:56.834  
Luis Escobar  
I see.

1:30:56.704 --> 1:31:0.104  
Ted Ennenbach  
I think though, that I believe that Stripe is being used.

1:31:0.104 --> 1:31:8.944  
Ted Ennenbach  
I could be wrong, but if you go to 25again.com in the store there, I believe that they're Shopify.

1:31:9.264 --> 1:31:12.24  
Ted Ennenbach  
Shopify is using Stripe I think.

1:31:12.694 --> 1:31:21.854  
Brian Hyatt  
We and we are using stripe for the gift card purchases on a new so it we do have stripe actives.

1:31:12.944 --> 1:31:13.304  
Luis Escobar  
OK.

1:31:22.384 --> 1:31:23.424  
Luis Escobar  
We do OK.

1:31:22.444 --> 1:31:23.364  
Ted Ennenbach  
And that is that is.

1:31:24.444 --> 1:31:29.444  
Ted Ennenbach  
And those are FSA and HSA approved so.

1:31:30.684 --> 1:31:32.804  
Luis Escobar  
Perfect. So yeah, we'll just need to, I guess.

1:31:34.354 --> 1:31:38.754  
Luis Escobar  
Next week, sometime next week, we'll notify Stripe of the new domain new life.

1:31:40.874 --> 1:31:42.674  
Luis Escobar  
So that stripe can work on that domain.

1:31:47.684 --> 1:31:48.324  
Basement  
Part.

1:31:51.424 --> 1:31:52.704  
Basement  
I know what I need to do.

1:31:54.124 --> 1:31:54.444  
Basement  
You good?

1:31:56.84 --> 1:31:59.844  
Basement  
Anything else we can help you with? Any outstanding things?

1:32:3.794 --> 1:32:4.674  
Luis Escobar  
All good on my end.

1:32:4.674 --> 1:32:16.954  
Luis Escobar  
For now, I'll be sending emails and notes over the weekend and next week will be also a lot of things moving and shaking, but to it will be a good week.

1:32:17.24 --> 1:32:20.464  
Luis Escobar  
Next week we'll we should be able to make a lot of new systems live, actually.

1:32:22.524 --> 1:32:34.324  
Basement  
I have a limited availability tomorrow, but I'm going to do as much legwork on the tasks I said I would do on Sunday and try and try and see if I can get that to you before Monday. But Monday, Monday, late is for sure.

1:32:35.324 --> 1:32:35.964  
Luis Escobar  
That works.

1:32:35.534 --> 1:32:41.894  
Ted Ennenbach  
I assume you're limited availability is because you're cutting the grass and vaulted the yard.

1:32:42.414 --> 1:32:43.374  
Basement  
Absolutely, yeah.

1:32:43.374 --> 1:32:44.574  
Basement  
That's exactly what I'll be doing.

1:32:46.954 --> 1:32:47.74  
Basement  
Not.

1:32:49.374 --> 1:33:4.494  
Brian Hyatt  
And the only the only other thing I have is Louis, if you can share with me kind of and you can we can do it offline right now or anything, but just kind of an estimate of when do you think some of these things will launch so that?

1:33:4.494 --> 1:33:13.694  
Brian Hyatt  
We can align that with some of the changes and different things that we're working on for the marketing that we have going on. 'cause, I don't wanna you know.

1:33:14.394 --> 1:33:19.754  
Brian Hyatt  
Just do something on the current side. If we don't need to, because we're gonna be launching the new one.

1:33:14.504 --> 1:33:15.224  
Luis Escobar  
Yeah.

1:33:21.224 --> 1:33:26.144  
Luis Escobar  
Yeah. Let me put you know together on on a more accurate timeline, right.

1:33:26.624 --> 1:33:30.264  
Luis Escobar  
But I I want to put us in a position where we're not stalling or like this.

1:33:30.264 --> 1:33:31.544  
Luis Escobar  
You know, there's a lot of like.

1:33:33.34 --> 1:33:36.794  
Luis Escobar  
There's a chance that this data import might not go as smooth as I'm imagining it.

1:33:38.514 --> 1:33:42.74  
Luis Escobar  
And if that's the case, it's, you know, we're not gonna let that stop us.

1:33:39.254 --> 1:33:40.134  
Brian Hyatt  
Yeah, yeah.

1:33:42.74 --> 1:33:46.34  
Luis Escobar  
We can still, you know, do some proactive marketing starting next week.

1:33:43.914 --> 1:33:44.354  
Brian Hyatt  
Yeah.

1:33:47.924 --> 1:33:48.684  
Brian Hyatt  
Yeah, yeah.

1:33:48.684 --> 1:33:53.324  
Brian Hyatt  
And we're we're definitely hitting, hitting it pretty hard right now with some of the things we're doing.

1:33:53.324 --> 1:33:59.124  
Brian Hyatt  
So we just want to make sure that we're not going to duplicate anything if we don't need to.

1:33:58.474 --> 1:33:58.674  
Luis Escobar  
Mm hmm.

1:33:59.774 --> 1:34:0.494  
Luis Escobar  
Yeah, it makes sense.

1:34:7.434 --> 1:34:9.914  
Luis Escobar  
Yeah. Give me a over the weekend.

1:34:9.914 --> 1:34:13.874  
Luis Escobar  
I'll I'll share some notes on what I think is a really accurate projection.

1:34:15.234 --> 1:34:16.474  
Brian Hyatt  
OK, awesome.

1:34:23.184 --> 1:34:32.104  
Kegan Wesley  
Everything you needed from me, I already sent over to you. Louis. If there's anything else that you may need this weekend or next week, I am available.

1:34:32.144 --> 1:34:33.264  
Kegan Wesley  
And no, I've not been.

1:34:33.984 --> 1:34:35.104  
Kegan Wesley  
This is the first meeting.

1:34:35.144 --> 1:34:35.824  
Kegan Wesley  
Well, kind of.

1:34:35.824 --> 1:34:38.864  
Kegan Wesley  
But if there's anything you need from me, feel free to reach out.

1:34:39.694 --> 1:34:40.694  
Luis Escobar  
Awesome. Appreciate it.

1:34:41.904 --> 1:34:42.984  
Kegan Wesley  
Anything else guys?

1:34:42.984 --> 1:34:44.744  
Kegan Wesley  
It is 6:00 PM on a Friday.

1:34:45.584 --> 1:34:46.184  
Luis Escobar  
Yeah, yeah.

1:34:46.464 --> 1:34:48.584  
Renzo Mogrovejo  
Oh, no. OK, that's all right.

1:34:48.274 --> 1:34:49.194  
Luis Escobar  
Great to do that to you.

1:34:48.584 --> 1:34:52.384  
Renzo Mogrovejo  
I already here with you. The access to the.

1:34:53.794 --> 1:34:55.194  
Renzo Mogrovejo  
Updates at Enia dot go with.

1:34:56.194 --> 1:34:57.394  
Luis Escobar  
Perfect. Perfect.

1:34:58.104 --> 1:35:1.464  
Ted Ennenbach  
Guys, thank you all so much for the time today.

1:35:1.624 --> 1:35:6.624  
Ted Ennenbach  
I know that this is much later on a Friday than we're used to, but but.

1:35:7.344 --> 1:35:9.24  
Basement  
Whatever it takes, let's do it.

1:35:8.794 --> 1:35:14.354  
Ted Ennenbach  
This. Yep, Yep. Whatever it takes. All right, I'm available all weekend too, Louis.

1:35:11.514 --> 1:35:11.994  
Luis Escobar  
Do it.

1:35:14.354 --> 1:35:15.834  
Ted Ennenbach  
I just, whatever you name it.

1:35:16.354 --> 1:35:17.714  
Luis Escobar  
Yeah, let's do it. Sounds good.

1:35:18.454 --> 1:35:18.934  
Ted Ennenbach  
Yeah.

1:35:18.524 --> 1:35:20.404  
Basement  
Thanks, Louis. Appreciation.

1:35:19.274 --> 1:35:19.994  
Kegan Wesley  
You guys.

1:35:19.664 --> 1:35:20.24  
Luis Escobar  
All right.

1:35:20.24 --> 1:35:20.424  
Luis Escobar  
Thank you guys.

1:35:21.474 --> 1:35:22.514  
Renzo Mogrovejo  
Thank you guys.

1:35:22.674 --> 1:35:23.954  
Renzo Mogrovejo  
Have a great week again.

1:35:24.804 --> 1:35:24.964  
Ted Ennenbach  
Bye.