

ORTHOLAZER YEAR ONE..

The Franchise Success Team delivers a 4-phased training and support system that educates team members and builds confidence to effectively care for patients and operate an OrthoLazer Center.

01

JOURNEY TO OPEN

Over approximately 12 weeks, curriculum is delivered to providers and center staff utilizing a combination of self-paced, virtual and face-to-face training.

02

HYPERCARE (2 WEEKS)

Elevated level of support provided for 2-weeks following center "go-live" to ensure a seamless center experience.

03

QUICKSTART (3 MONTHS)

For the first 90-days, centers operate royalty free and receive clinical, operational and business guidance to start the business out on a solid foundation.

04

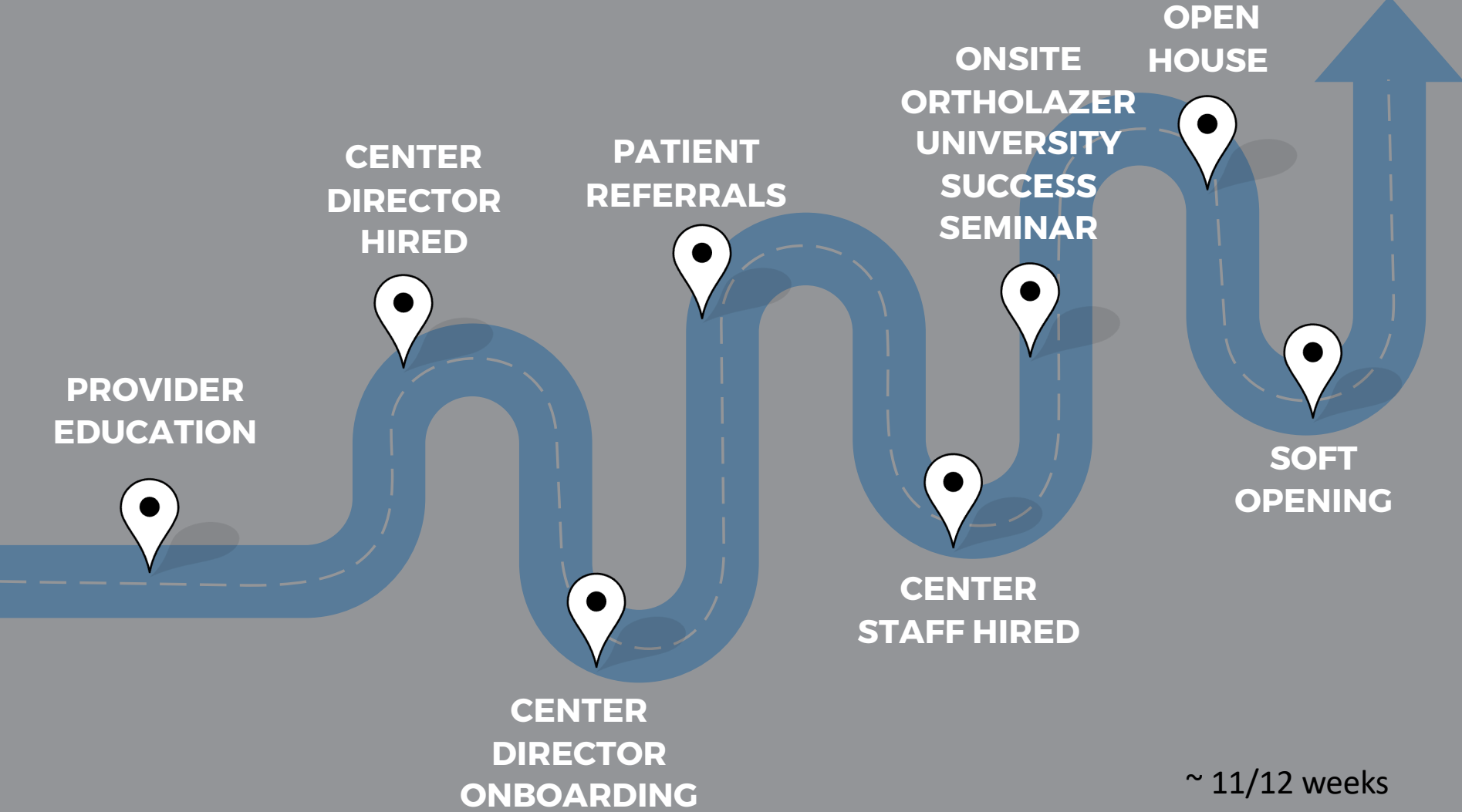
MASTERY (9 MONTHS)

Building on the momentum, the center is supported through a configured cadence of ongoing knowledge building, best-practice sharing, and business reviews.



JOURNEY TO OPEN

A CENTER COMING TO LIFE



Owner Provider Education

12-week program designed to engage busy physicians in meaningful content and learning to build center volume and impact patient lives.

01

Journey to Open Series

8-week educational digital educational series with content about the OL business and laser to build understanding and confidence

02

Science of Laser

Formal presentation and MD collaboration around the science and specific indications

03

Connecting to Care Model

Incorporating laser as an additional tool for pain management for specific conditions by physician specialty

04

Patient Engagement

Tools, techniques, and processes to get the right patients from your practice to the center

05

Center Open House

Social and learning event held at the center to meet staff, introduce community resources to the center and see the laser in action

Center Director Onboarding

A comprehensive 7-week training program to teach the Center Director how to operate and lead a successful OrthoLazer center.

Training delivery combines facilitator-led content, self-paced learning, practical application, and shadowing of existing centers.

01

Leading the Center

Expectations for the role, delivering the patient experience, building critical habits & managing the team

02

Provider Engagement

Tools, techniques, and processes to drive paying patient volume

03

Zenoti

Learning and utilizing the tool for successful daily operations and future opportunities

04

The Science & Art of the Laser

Technical competence and clinical skills to drive optimal patient outcomes

05

Center Business Processes

Learning & configuring business processes to help the center run smoothly



2

HYPERCARE

ORTHOLAZER HYPERCARE

SUPPORTING YOUR CENTER
THROUGH THE FIRST 2-WEEKS
OF OPERATION



WHAT IS HYPERCARE?

Elevated level of support provided for 2-weeks following center "go-live" to ensure a seamless center experience.

HOW DOES HYPERCARE WORK?

Utilizing centralized support issue tracking and 30-min scheduled support huddles, you'll feel confident you've got everything under control to deliver the OrthoLazer Experience to patients.

COMMON SUPPORT TOPICS

Zenoti

Use of the laser

Clinical care tools and resources

Talent management

Facilities and technology

Process flow

Patient conversions

General questions

SUPPORT@ORTHOLAZER.COM



QUICKSTART

Quickstart 90-Day Operating Cadence

Bi-Weekly Center Huddles

Live connection between Franchise Success and the Center Director to build comfort and consistency in the center operations and patient experience.

Monthly Center Scorecard

Review sessions to explore and strategize around center goals (e.g., proforma) and key metrics that drive center success (e.g., referrals, new patient conversions, Net Promoter Score, Google reviews, etc.)

Business Process Support

Guidance, knowledge, and problem resolution provided to centers to operate effectively. Facilitated opportunities to engage with other centers.

Provider Engagement

Coaching Center Director and owner physicians and extended providers engaged with dashboards, content, patient feedback, and best practices to inform patient acquisition strategy and positive patient outcomes.

90-Day Business Review

Strategic collaboration and evaluation of metrics and performance among key corporate and primary center stakeholders.



MASTERY

Building mastery through configured support, guidance & coaching

Performance

- Quarterly business reviews
- New partner recruitment
- Provider engagement strategies
- New business process
- Issue resolution
- Benchmarking*
- Patient experience & clinical outcome data*

*In progress or does not currently exist



Awareness

- Branded storefront
- Patient facing materials
- Direct to patient marketing strategy*

Knowledge

- Quarterly Center Director Council
- Training sessions
- OL Connect online knowledge center*
- Internal center messaging network*
- Center newsletter*

Community

- Strategic business partners
- Social media strategy & assets
- Local outreach strategies*
- Annual Franchisee conference*