

5 STEPS TO BUILDING A DEXA-BASED BUSINESS

STEP 1:

REFINE YOUR IDEA

UNDERSTANDING THE BENEFITS OF DEXA AND DEXA+

Metabolic syndrome and poor physical fitness levels account for many severe health and wellness issues today. The outlook for the future doesn't look especially promising, either. To combat these health and wellness issues, physicians and their clients require a new approach to establishing baseline health and tracking progress.

This is where DEXA (dual-energy x-ray absorptiometry) enters the picture. A DEXA body comp scan is capable of playing a significant role in addressing both of these issues.

What was a quiet movement is now beginning to blossom into a full-fledged revolution. The global market for bone densitometers is expected to reach \$1.2 billion by 2024. Such a forecast puts it at a market growth of 4.7% compound annual growth rate (CAGR).

Medical professionals and patients alike consider a DEXA scan a swift and noninvasive procedure. That makes it an ideal tool for treating clients since it isn't as uncomfortable as other tools such as hydrostatic testing and is much more accurate than calipers.

Many people understandably are reluctant to undergo certain health-related procedures. They may require fasting, swapping out their comfortable clothing for a gown that ties (poorly) in the back, deliver inconclusive data, and more.

Not a practice that leverages the DEXA+ approach, however. Your practice will offer:

- A comfortable and welcoming atmosphere
- Scientifically backed medical data about body fat, bone density, and muscle mass — following just a seven-minute scan
- Visual tools that encourage patient compliance like never before

... and more. The DEXA's ability to identify and quantify a subject's visceral fat amounts can be used to combat obesity, helping to keep these chronic diseases at bay, along with osteoporosis. It will provide clients a level of crucial data the likes of which few have ever seen before.

Per the Bone Health & Osteoporosis Foundation, approximately 10 million Americans age 50 & above have osteoporosis and another 44 million have low bone density. Placing them at an increased risk for bone fractures. In fact, 1 in 5 women and up to 1 in 4 men will break a bone.

STEP 2:

CREATE A BUSINESS PLAN AVOIDING COMMON PLAN PITFALLS

For as common as business plan information is online, it's still easy to waste precious time, money, and resources on non-essential — or even harmful — business plan-related efforts.

To help you avoid such pitfalls, here are several do's and don'ts of business plans developed inspired by consultation experience we've garnered over the years.

DO: LEVERAGE OTHERS' EXPERIENCE

Just because you can get started on a business plan yourself doesn't mean you should. Teamwork matters. Business plan success requires putting together a team that can help you plot a roadmap to get you where you want to go.

Members of this team may include an attorney, accountant, and insurance agent (especially important given today's insurance needs). Bringing in a marketing company early is also a good idea for reasons covered in the previous section.

DON'T: RELY ON GENERIC PLANS

Finding a business plan template online is as easy as finding a cup of coffee inside a Starbucks. Don't let them tempt you, though. Every business, and every business owner, is unique. There are different goals, expectations, and markets to consider.

You need a business plan crafted to your specific practice, not something broadly developed to apply to many different businesses or medical practices.

DO: TREAT THE BUSINESS PLAN AS A START AND NOT THE END

As the healthcare landscape continues to change, you'll need to make adjustments to your plan — perhaps to incorporate services such as virtual appointments or team with other professionals such as registered dietitians.

The effort it takes to put a plan together will help you identify and work through any issues that may arise to prevent your practice from achieving the profitability levels you want.

DON'T: OVERLOOK CHANGING HEALTHCARE TIDES

Concierge medicine, regenerative medicine, aesthetic medicine: these fields and others may serve as a potential source of future revenue. Profitable medical practices understand that what got them to where they are won't be enough to get them where they want to go and respond by looking toward the horizon, toward techniques that advance patient care and comfort. Will any of these serve that purpose for you?

Information suggests more doctors are looking at business plans as they seek to regain control many lost, or stood to lose, going to work for large hospital systems. Said one expert, a medical practice broker and appraiser: "Independence is going to make them happy more than an extra \$100,000 will."

STEP 3:

ASSESS THE FINANCES

FINANCIAL FITNESS THE DEXA+ WAY

Another benefit of working from a business plan: charting revenue growth. The cash-flow forecast, for example, helps predict your bank balance at the end of each month, respond to year-over-year monthly revenue fluctuations, and track performance goals.

The next step — assessing your financial picture — can help put the promise of a DEXA-centric future in sharp relief.

That's because there is enough variety in the DEXA machine space to accommodate practically any budget and office design. And the range of affordable tests that can be made available to patients provides reliable revenue diversity from:

- Body composition scans
- Hip and spine scans
- Lateral vertebral assessments

An active practice that provides tests such as those — and related services — can experience an annual gross revenue in a strong six-figure range. For a cutting-edge device that runs approximately \$1,200 per month — which includes the latest software and features — it's a healthy return in investment.

For illustration purposes only, the following is a breakdown of one approach to offering DEXA-based support to clients.

PROMOTE THE HEALTH AND WELLNESS BODY COMPOSITION BUNDLE

\$399 FOR 4 SCANS (INDIVIDUAL SCAN IS \$100)

The Health & Wellness Body Comp Bundle put your clients on a maintenance monitoring schedule from initial assessment to 90, 180, 240 days.

Bundle Pkg Sold / Month	Bundle Pkg Price to Client	Gross Profit Per Month	Lease	Net Profit Per Month	Net Profit Per Year	Net Profit / 5 Year
10	\$399	\$3,990	\$1,200	\$2,790	\$33,480	\$167,400
15	\$399	\$5,985	\$1,200	\$4,785	\$57,420	\$287,100
20	\$399	\$7,980	\$1,200	\$6,780	\$81,360	\$406,800
25	\$399	\$9,975	\$1,200	\$8,775	\$105,300	\$526,500

One positive attribute to this approach is the wider array of health-related services that can tie into DEXA services. Nutritional coaching is just one of these, with a breakdown (again for illustrative purposes only) of what such an additional service might mean for practice revenue.

NUTRITIONAL COACHING

Number of Clients / Month	\$300	Profit Per Month	Net Annual Profit
10	\$300	\$3,000	\$36,000
15	\$300	\$4,500	\$54,000
20	\$300	\$6,000	\$72,000
25	\$300	\$7,500	\$90,000

Ongoing support for clients in the way of fitness programs, nutraceuticals and other supplements, etc.: it's all in play. The more holistic approach you can take to address mind and body the better the outcomes.

In a world where weight loss products and programs of questionable efficacy, exercise equipment readymade to serve as glorified laundry racks, and unused gym membership account for tens of billions of dollars in consumer spending, a DEXA-based system provides clients with remarkable value.

Everyone wants to be healthier, but many have a difficult time putting that desire to work. Some businesses are predicated on that conflict, in fact. Consider this: gym owners only expect approximately 18 percent of members to use their gyms consistently.

STEP 4:

BUILDING OUT YOUR TEAM AND YOUR SPACE SETTING THE STAGE FOR DEXA+ SUCCESS

Hiring a courteous and knowledgeable staff that welcomes guests into a well-appointed space sets the stage for a comfortable client experience. That's why it's important to invest the time and effort necessary to acquire or train staff and ensure the space in which they work is efficient for them, your clients, and yourself.

STAFF

Irrespective of how good you are at helping people improve their lives through better help, clients will still spend more time interacting with your team for scheduling, payments, and more.

That's why it's always a good idea to recall the words of "Good to Great" author Jim Collins about the importance of the right staff:

You are a bus driver. The bus [is] your company You have to decide where you're going, how you're going to get there, and who's going with you.

Most people assume that great bus drivers (read: business leaders) immediately start the journey by announcing to the people on the bus where they're going — by setting a new direction or by articulating a fresh corporate vision.

In fact, leaders of companies that go from good to great start not with "where" but with "who." They start by getting the right people on the bus, the wrong people off the bus, and the right people in the right seats. And they stick with that discipline — first the people, then the direction — no matter how dire the circumstances.

So important is this aspect that Collins considers it better to let a seat go unfilled than to fill even an essential role with the wrong person.

Hiring isn't easy — or cheap. It costs productivity lost to job vacancies and then to training new hires, plus the time spent conducting interviews for the role in the first place.

Such costs might spur in you the idea that taking a hiring shortcut or two is worth the risks. When that happens, simply remind yourself of the "Good to Great" approach and stay the course required to find the right person for that particular seat.

A good resource is this article from job website Monster.com: [How to Hire Office Staff for a Medical or Dental Practice.](#)

Sample interview questions that might help you fill open roles include:

1. Tell me about your previous healthcare work experience.
2. Why did you apply for this particular position?
3. What type of interactions did you have with patients and visitors?
4. Describe a time where you had to deal with a difficult patient: how did you handle it?
5. Have you ever had a conflict with a supervisor? How was the situation resolved?
6. What steps did you take to protect patient's rights and confidentiality?
7. Tell me about your computer skills and EHR experience.
8. What makes you a great fit for this position?
9. What sort of work schedule are you seeking?
10. What would your previous employers say about your overall performance?

A good, final "catch-all question to consider asking is "Are there any other topics we haven't discussed that you would like to cover?" This gives the candidate the opportunity to highlight aspects he or she finds important, which can also tell you a lot about their qualifications.

If you do not anticipate hiring new team members but must ensure current staff is prepared for the new opportunities, proper training will be crucial. Your practice's staff training toolkit may deliver the best results if it includes:

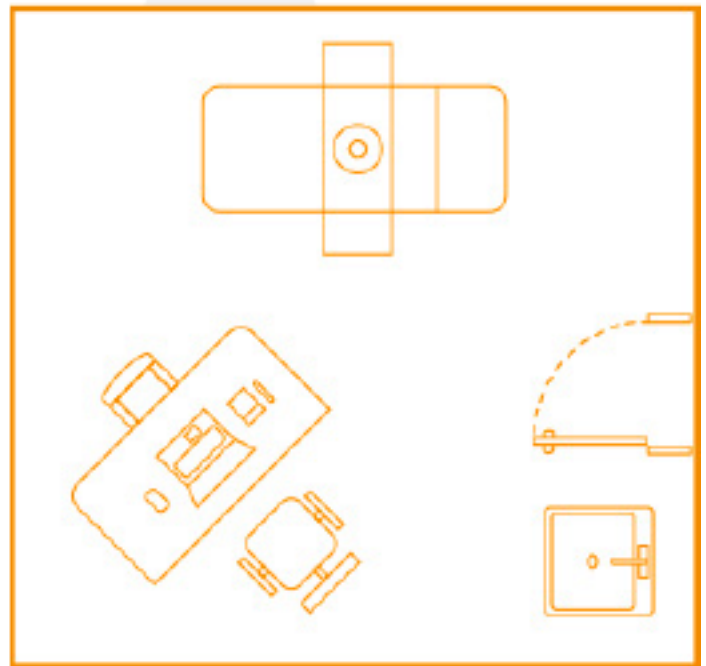
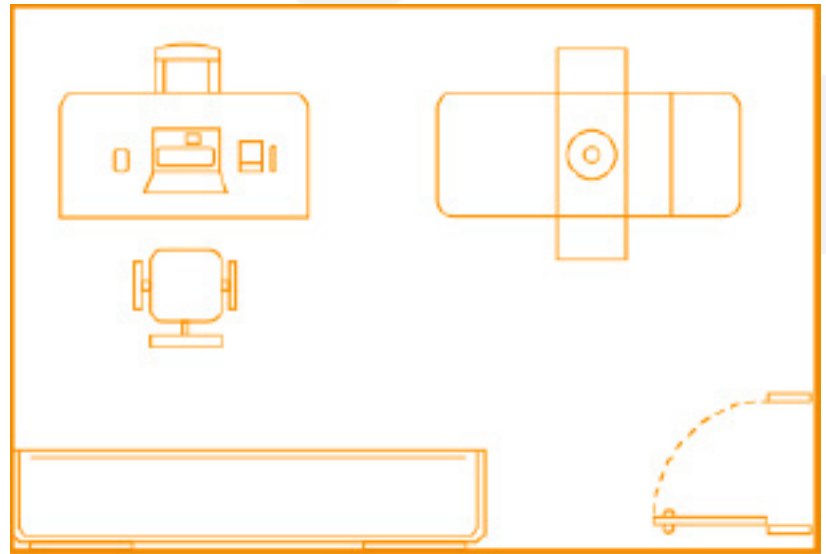
- Role-specific training (front office, back office, and the like; even telephone etiquette and body language pointers can help)
- All necessary forms and agreements (privacy policy, employee agreements, job compliance forms, employee handbook, etc.)
- Confidential staff surveys (which can help create an environment in which process or performance issues can be addressed before they become more significant problems)
- Annual staff training

SPACE

A profitable practice is one that utilizes space well. Otherwise, valuable money and resources are going to waste.

A DEXA machine fits in the average examination room — for all of its power, the space requirements are relatively modest. [Sample requirements](#) may include:

- An examination room:
- Large enough to allow adequate clearance for the operator's workstation
- Within an enclosed area with door(s) at the entrance(s).
- An appropriate x-ray warning sign displayed at entrances accessible to clients
- Standard drywall construction
- Two layers, each of 5/8", is sufficient to provide radiation shielding for people in adjacent areas, to within 1 mSv/year, for a workload of up to 7,500 scans per year. Lead protection in the walls is not required unless the workload exceeds 7,500 scans per year. In such case, a shielding assessment should be done prior to installation.
- No specific shielding is required for doors.
 - The operator's workstation is best positioned towards the patient's feet (and away from the head direction), keeping a clearance of not less than 1 meter from the edge of the scanning table. If this cannot be achieved, the workstation has to be located with a minimum clearance of 2 meters from the edge of the table.



A DEXA scan used to take up to 25 minutes. Today, that number rests around 5 minutes. That's a boon to both anxious patients and busy offices.

STEP 5:

MANAGING THE DEXA+ EXPERIENCE

STANDING OUT FROM PROMOTION TO IN-PERSON AND BEYOND

Many businesses fall victim to the assumption that a well-funded marketing campaign can produce immediate results. As if it's the business equivalent of an "in case of emergency break glass" tool or "get out of jail free" card

It isn't. Your business cannot simply turn on marketing efforts with a switch and expect instantaneous results. Even a single campaign can involve multiple moving parts including:

- Facebook ads
- Leave-behinds or sell sheets
- SEO adjustments to the website
- Blog posts
- Client referrals
- ... and more

Determining the proper duration of online ads, which blog posts attract the most attention, the best way to seek and recognize client referrals, and the efficacy of any other tactic requires some time.

Impatience and misaligned expectations, though, can wreak havoc on any plan. That's because they all require an element of consistency and persistence.

Integrate marketing into your practice from the start and remain engaged in it. This does not mean you must invest a lot of money into it. It simply means you make it routine to a) advertise that you are accepting new patients and b) identify the most effective ways to get their attention.

A marketing plan doesn't need to include high-priced commercials that air during a football championship game. It can involve:

- The all-important word-of-mouth
- A mobile-friendly website with health-boosting tips
- Inexpensive postcard mailers
- Receptionists who encourage check-ups and referrals
- Encouraging patients to write online reviews

Another important marketing step easy to overlook: identifying and keeping your ideal patients. Ideal patients share certain characteristics with ideal physicians, such as courtesy and respect. They bear other aspects, however, that make them great "partners" for profitable practices. An ideal patient:

- Is happy with and appreciates your care
- Refers the practice to friends and family members
- Seeks treatment for all his or her health needs at your practice

... and more. In general, the best patients will act as brand ambassadors for you and your practice. And since you don't know at first which patients will become ideal, the best choice is to groom all of them with outstanding service every time.

A good way to hold onto your ideal patients is to ensure that every interaction with your practice is managed carefully. Having the right staff in place — which we addressed in the previous section — is vital to providing an exceptional client experience.

43% of baby boomers are starting to leverage social media for healthcare-related information.

BRINGING IT ALL TOGETHER

DEXA technology enables you to provide positive and life-altering service to clients. It is the “A.C.E” up your sleeve since a DEXA is:

- **Accurate:** DEXA’s accuracy lifts it above all other approaches used to determine reliable body composition figures. It’s a level of precision that makes the effectiveness of fitness programs easier to gauge and modify on a person-by-person basis.
- **Concise:** Processing complex and sometimes confusing medical data can increase a patient’s anxiety. DEXA reports are clear, easy to understand, and provide a robust view of a person’s physical wellness.
- **Empowering:** Regardless of the service or field, providing patients with clear and unequivocal data about the real-time state of their body’s composition enables them to begin making decisive moves to meet whatever goals they set for themselves.

Building a DEXA-based business is rewarding — but it can also be complex. Working with an experienced team can help you avoid pitfalls that lead to frustration and delays. The team at DEXA+ offers more than 30 years’ experience working with healthcare professionals and is ready today to help you.

It’s all here. Time to play your A.C.E.!