

WHY Franchise?

It's too risky. I don't have the capital. I don't know the first thing about running a business. We understand the concerns about starting up a new practice or revitalizing your current business model. That's why it's nice to have help from a well-chosen franchisor.

Franchises can serve as the vehicle to drive one's lifestyle and income in the right direction. The allure of starting a franchise business that is packaged and ready to go versus the uncertainty of an independent startup is worth its weight in gold. Consider these opportunities:

- When you buy into a proven franchise concept, you avoid many of the major hurdles new startups face. The franchisor has already worked out the kinks and laid a solid foundation.
- Everything is systemized and ready for you—a business paint-by-numbers, if you will.
- Your franchise will come with a built-in support system. If you need help negotiating the terms of a lease, if your patient scheduling system is acting up again, or if you want to offer a special promotion and need advertising and design assistance, the franchisor is there to help.
- You can get back to doing what you do best: Seeing your patients. Let the franchisor help with those time-consuming operational details.
- Franchises are an opportunity for a new future, one that allows the flexibility of being your own boss and delivering a great ROI.

Call us or visit our web site for details.

512.459.4400

balancedhormonesandhealth.com

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Balanced Hormones & Health
Restorative Wellness Center



MINIMIZE TO MAXIMIZE

Proven franchise concept and superior customer service are waiting for you at Bh2, Balanced Hormones & Health Restorative Wellness Center. Learn what other successful physicians have discovered about the streamlined services and benefits of joining our team.



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Austin, Texas Headquarters

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The BH2 Approach to Wellness

Dr. Screven Edgerton M.D. OB/GYN and Tracy Ganske, MSNed formed BH2 (Balanced Hormones and Health) in 2007 on a personal mission for health and wellness. Their vision and mission serve to help both men and women balance their hormone health in a safe environment. BH2 provides reliable, highly individualized care so that every patient can achieve optimal health and wellness.

Dr. E and Tracy realize that each person has different needs and only a customized treatment approach can help their patients to realize a happier, healthier, more balanced life. It's a proven formula that has worked for several hundred satisfied patients.

And, it's a franchise formula that will work for you, too.

“In just two months, my BH2 franchise has exceeded our financial projections and I am twice as busy as originally projected in the business performa.”

Dr. Connie Casad,
BH2 Franchise Owner, Dallas, TX

The Formula to Maximize Patient Care

Bh2 physicians are a select group of exceptional doctors who chose to provide customized health and wellness programs to their patients. Programs such as bio identical hormone balancing, neurotransmitters, food allergy and weight loss programs, to name a few.

Through the Bh2 Franchise Program, you can:

- Count on a reliable and proven back office system the help run your practice.
- Operate your practice the way you want—not the way insurance companies want you to.
- Spend more time with each patient and their health care needs.
- Consult at a level that produces higher patient compliance and greater outcomes.
- Free yourself of financial burdens imposed by declining reimbursement rates.

Being a Bh2 physician means that you will enjoy seeing fewer patients and make a major paradigm shift: Quality over Quantity.

“I have truly become rejuvenated in practicing medicine... I have improved my professional and personal life, but most importantly I feel I am making more of a difference with my patients.”

Dr. Edgerton,
BH2 Franchise Owner, Austin, TX

The Tools to Minimize Your Workload

If selected, Bh2 will provide you all the tools to be successful. We are known for our superior customer service and helping physicians bridge the gap between a full in-network insurance practice and cash business.

Bh2 also provides the following franchise features to ensure your practice is profitable and reputable:

- Find the right location
- Offer market exclusivity
- Client liaison team dedicated to turning prospects into patients
- Provide technology, operational training and business advice
- Comprehensive office training
- On-going support for you and your staff from a team of consultants
- Patient customer care center to manage your calendars; handle all follow-up appointments; and, coordinate all your patients' lab results
- Marketing collateral and patient education materials
- Google team that maximizes franchise website searches
- Insurance billing, claim submission and collections as an out-of-network provider

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