

HOW TO **RAPIDLY INCREASE**

# THE GROWTH OF YOUR PRACTICE

AND NOT BE LEFT BEHIND IN THE MARKET

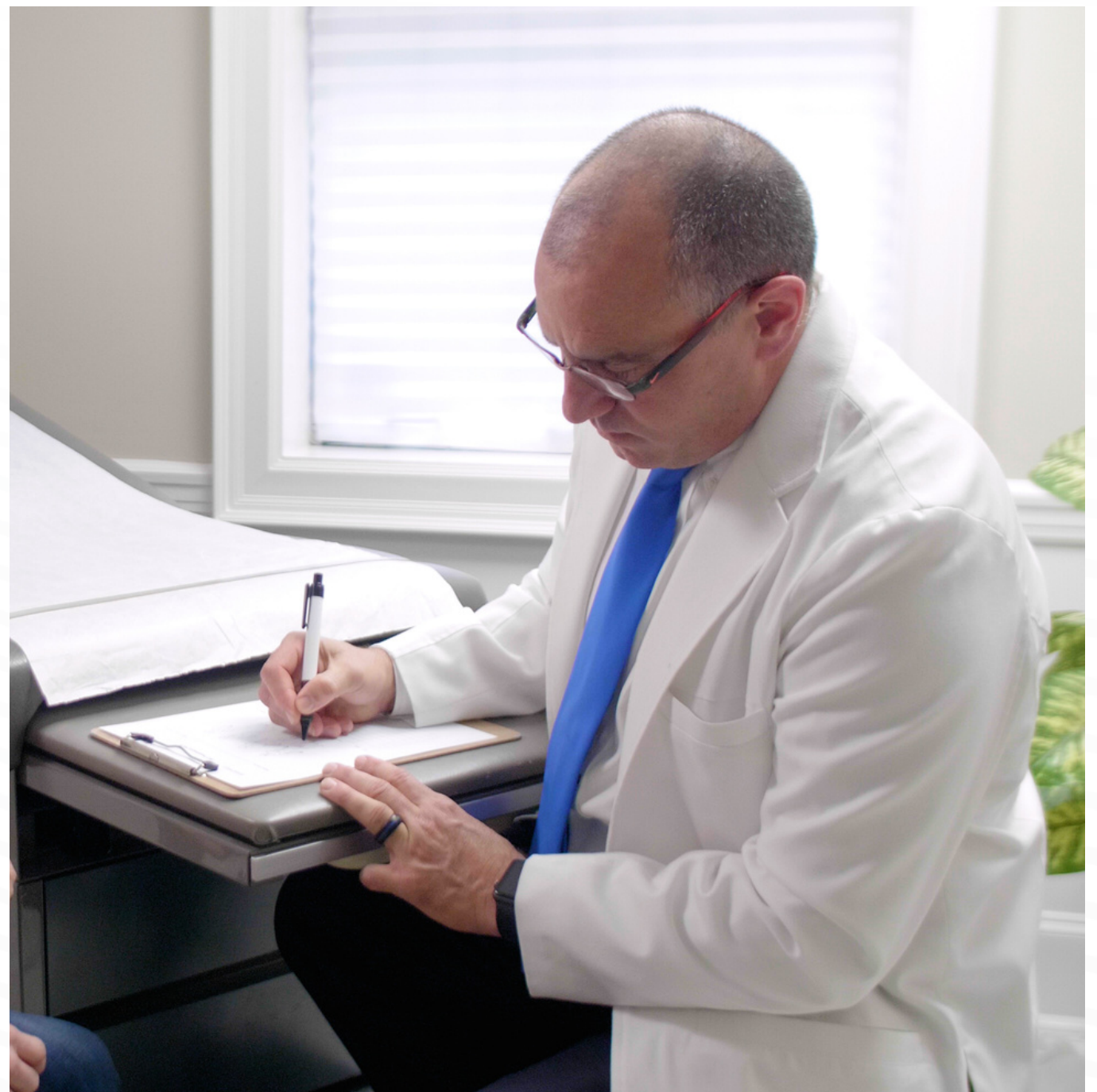


"The Pain Management of The Future" — *Forbes*



The difficulty in knowing you can really help your patients but they are misinformed or choose to exit the care too soon is frustrating. Running a thriving practice is not only being profitable but being able to really make a difference in their lives and get them back to living their best life. Offering a holistic solution to your patients and making that additional long-term revenue you desire shouldn't just be a dream.

**"THE REALITY IS  
THAT THE  
CHIROPRACTIC  
MARKET WILL  
NOT BE THE SAME  
AGAIN. MANY  
WILL BE LEFT  
BEHIND..."**



Fortunately, there is a real option that allows for you to make an **additional \$27,000 per month!** It's one that is researched, effective and trusted. It's one that allows you to help your patients experience a more pain-free life. It sets your practice up for a steady flow of patients investing in packages that truly make a difference. It's one that provides you an exhale from those daily frustrations of running a business.



## ONE SIMPLE POWERFUL TIP

**YOU CAN USE TO MAKE AN ADDITIONAL \$27K PER MONTH AND HELP MORE CLIENTS YOU COULDN'T HELP BEFORE - EVEN IF YOU RUN A BUSY PRACTICE!**

Without a steady flow of patients, you're not able to run your clinic optimally. You can't keep your staff busy, you're not helping as many people as you can and you're not as profitable. Nobody wins. When the business is full with a steady flow, life is great and with a profitable practice you're able to get your time back and start living life on your terms.

**OPPORTUNITY:**  
**Did you know?**  
**Only 11% of your community will even consider going to a chiropractor? For 89% of people in your community its not an option**

The reality is there are many obstacles you have to overcome before you can get to running a full clinic at capacity. Hoping your patients buy packages of treatments is exhausting and hoping they show up is infuriating. Lots of wasted time and money. And then, add in confusing mis-information campaigns that fool those who need your care to think there are all-natural instant solutions.



**CLICK TO  
WATCH**

**[Click Here:](#)**  
**[To Schedule a call today.](#)**

# JOIN THE OTHERS

SoftWave™ TRT is an expert at helping practices grow through the use of an advanced tissue regenerative technology. Just in the past 8 years alone, **we've helped 1000+ clients** easily grow their practices and bypass the time-consuming and profit-sucking years of hard work and trial and error most owners suffer through.

We've written this eBook to share some of the powerful industry secrets we've accumulated during our time in the chiropractic and medical space. The information you're about to read will help you finally create a recession-proof practice, unlock more opportunities in your community, and ensure you avoid the common daily pitfalls doctors make.

## You're about to discover:

- ONE simple tip you can use to make an additional \$27k per month and help more clients you couldn't help before – even if you run a busy practice.
- How a top New York Orthopedic Surgeon and team physician to the New York Giants and Brooklyn Mets uses SoftWave daily for his patients.
- How two chiropractic doctors average \$30-50K per month in additional revenue.
- How to add an amazing profit centre to your practice and take a deep dive into the financials and affordability of SoftWave
- How you can be a part of our exclusive community completely free!

By the time you've finished reading, you'll have all the information you need to kickstart your journey to success and achieve more in your practice.

**Let's get started!**



# THE \$27,000 PER MONTH SECRET TO SUCCESS FOR YOUR PRACTICE

It seems like getting patients in the door who commit to packages and actually show for their appointments is a faraway dream. But, if you implement what you're about to learn, you'll uncover the secret to living a new reality.

Get results in record time by:

## DEALING WITH THE UNDERLYING ISSUE

If you're serious about setting your practice up to be optimal and structured for repeat patients, one of the first things you absolutely must do is to deal with the root cause of the pain they are experiencing.

The research shows inflammation is often the cause of pain your patients are experiencing. So, if you can address the inflammation, you're able to address the pain. If your patients experience less pain, everybody wins. While most providers perform the typical adjustments and other hands-on modalities, often it doesn't address the root cause of the pain. This is a challenge...until now.

## ANOTHER OPTION

SoftWave™ Tissue Regenerative Technology addresses the inflammation and is making a huge difference in not only patients' lives but with those who own the clinics.

We have the great fortune to hear daily stories of thousands of patients who come in to our provider clinics crying in pain only to leave crying in utter joy as they've found relief for the first time in years. Patients not only see immediate relief but they experience lasting healing because their bodies innate healing was sparked which allowed for the activation and recruitment of stem cells to a damaged area to accelerate healing.



The below video is a must watch. We encourage you to take three minutes to hear from Dr. Martin O'Malley. It's one of many who using SoftWave and seeing amazing results.



## Dr. Martin O'Malley

Practicing Orthopedic Physician at the Hospital for Special Surgery in New York, Team Physician for the New York Giants, and USA.

**CLICK TO  
WATCH**

### Highlights from Dr. O'Malley:

- His experience with the machine
- How he uses it in his practice
- How SoftWave works
- Why he thinks every practice should have one



Since SoftWave is so successful in advancing patient healing, word-of-mouth "advertising" benefits our clinic - and community. You benefit from an honest and efficient marketing strategy and intrinsically position you and your clinic as an authority in your community.

We find communities want results and they are willing to pay for these results. Currently, all SoftWave-operated clinics are set up as cash-pay. This freedom is welcomed by patients and conveniently offers them the opportunity to get treatment when they need it and when they want.

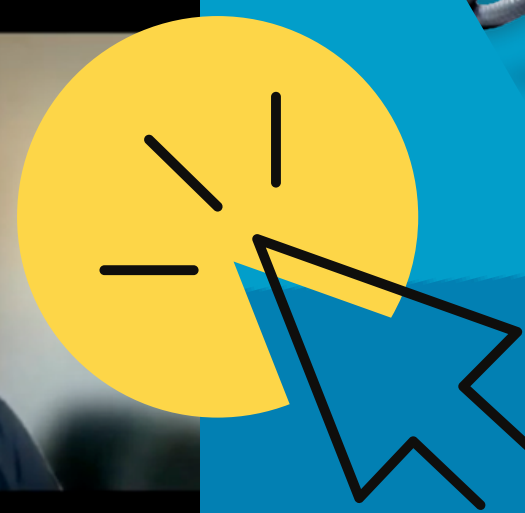
### Easy to start

The best part of getting momentum is that your existing client database is ready and waiting for you to invite them to try this treatment. We recently assisted a doctor reach out to his current client database which had a 12-year accumulation of 3500 contacts. He had 120 responses to schedule a SoftWave appointment. All within 2 days!



**DEAR CHIROPRACTOR**  
**THIS DOC HAS IMMEDIATELY DOUBLED HER REVENUE**

**SOFTWARE IS SIMPLE, FAST & HIGHLY PROFITABLE FOR PRACTICES**



**CLICK TO WATCH**

**Dr Sharla**



There are so many incredible stories of doctors filling their practices with new patients and serving their communities. Below is Dr. Rob who makes an additional \$50k per month with his SoftWave TRT device.

## Dr Rob



**DEAR DOCTOR**  
**THIS DOC MAKES \$50K+ PER MONTH**

**CLICK TO WATCH**

**SOFTWAVE IS SIMPLE, FAST & HIGHLY PROFITABLE FOR PRACTICES**

Dr Rob is an early adopter of SoftWave. He and his team are truly enjoying the benefits of serving their community by offering this effective tissue regenerative technology.

SoftWave is set to transform the way medical practitioners like yourself treat your patients and get them lasting pain relief results.

## NOTHING QUITE COMPARES

The three common treatments for pain – pills, cortisone and surgery – are either ineffective, invasive, carry massive side effects, or all three.

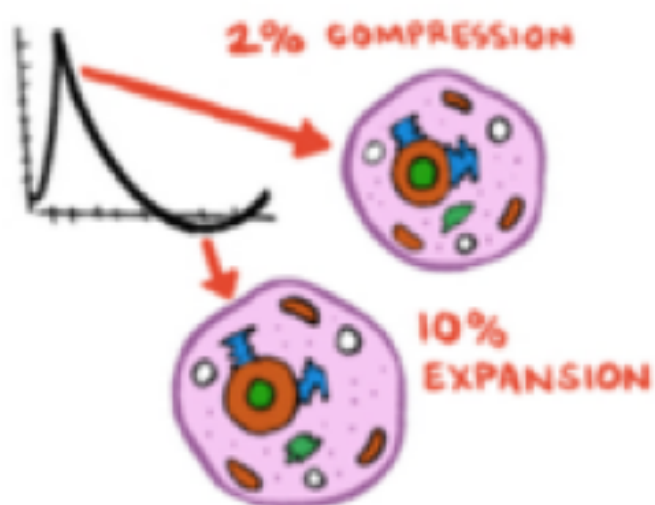
**PAIN**



Non-invasive SoftWave technology offers better results and faster healing with little to no side effects.



Backed by 46 patents, SoftWave's same-day, 10-minute procedure uses super-sonic sound waves



to increase cell membrane permeability and recruit and release the body's own repair cells,

thus activating our natural, innate healing mechanisms to provide lasting pain relief.



So patients heal faster, feel better, and experience life pain-free... without drugs, surgery or shots.

- UP TO 91% SUCCESS RATE IN CLINICAL STUDIES
- PATIENTS ARE HEALING FASTER
- SIGNIFICANT REDUCTION IN PAIN (50-70% IN 3 VISITS)
- IMPROVED BLOOD SUPPLY (BY 300%)
- DECREASED INFLAMMATION (15-20 HOURS)
- ACCELERATE THE BODY'S NATURAL HEALING ABILITY
- ACTIVATE AND RECRUIT RESIDENT STEM CELLS

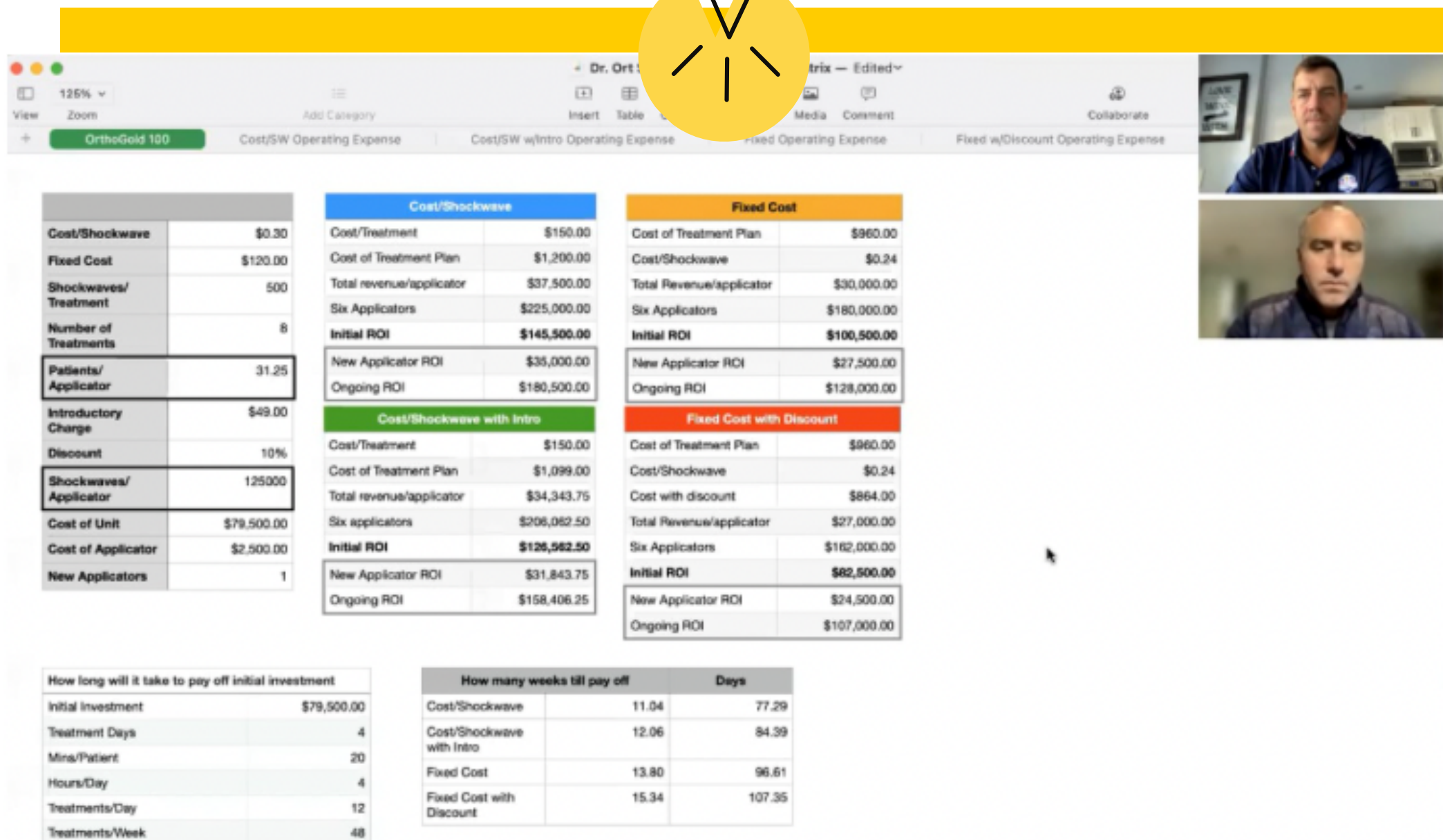


## WHAT IS THE INVESTMENT?

SoftWave is an advanced technology used worldwide. It's an investment that pays for itself in short time.

Below is a must-see video that explains the costs, maintenance, average earning potential and so much more. You will quickly see how you can turn your practice into a profit center.

**CLICK BELOW TO WATCH**

Cost/Shockwave	
Cost/Shockwave	\$0.30
Fixed Cost	\$120.00
Shockwaves/Treatment	500
Number of Treatments	8
Patients/Applicator	31.25
Introductory Charge	\$49.00
Discount	10%
Shockwaves/Applicator	125000
Cost of Unit	\$79,500.00
Cost of Applicator	\$2,500.00
New Applicators	1

Cost/Shockwave	
Cost/Treatment	\$150.00
Cost of Treatment Plan	\$1,200.00
Total revenue/applicator	\$37,500.00
Six Applicators	\$225,000.00
Initial ROI	\$145,500.00
New Applicator ROI	\$35,000.00
Ongoing ROI	\$180,500.00

Fixed Cost	
Cost of Treatment Plan	\$960.00
Cost/Shockwave	\$0.24
Total Revenue/applicator	\$30,000.00
Six Applicators	\$180,000.00
Initial ROI	\$100,500.00
New Applicator ROI	\$27,500.00
Ongoing ROI	\$128,000.00

Cost/Shockwave with Intro	
Cost/Treatment	\$150.00
Cost of Treatment Plan	\$1,099.00
Total revenue/applicator	\$34,343.75
Six applicators	\$206,062.50
Initial ROI	\$126,962.50
New Applicator ROI	\$31,843.75
Ongoing ROI	\$158,406.25

Fixed Cost with Discount	
Cost of Treatment Plan	\$960.00
Cost/Shockwave	\$0.24
Cost with discount	\$864.00
Total Revenue/applicator	\$27,000.00
Six Applicators	\$162,000.00
Initial ROI	\$82,500.00
New Applicator ROI	\$24,500.00
Ongoing ROI	\$107,000.00

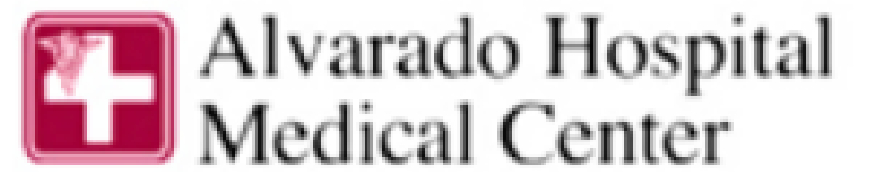
How long will it take to pay off initial investment	
Initial Investment	\$79,500.00
Treatment Days	4
Mins/Patient	20
Hours/Day	4
Treatments/Day	12
Treatments/Week	48

How many weeks till pay off		
	Weeks	Days
Cost/Shockwave	11.04	77.29
Cost/Shockwave with Intro	12.06	84.39
Fixed Cost	13.80	96.61
Fixed Cost with Discount	15.34	107.35

Highlights include showing how using SoftWave:

- only takes 1 patient a month to pay the device monthly
- makes on average of \$24k per month
- has over 100 practices that have paid off their devices in 90 days
- has leasing options available

## JOIN THE OTHERS USING SOFTWAVE TECHNOLOGY





## SoftWave is used by the best



### DR. JAMES P. BRADLEY PITTSBURGH STEELERS

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Head Team Orthopedic Surgeon for the Steelers since 1991.



### DR. MARTIN O'MALLEY

---

FOOT & ANKLE SPECIALIST FOR THE NBA ~Performed surgery to repair a ruptured Achilles on Kevin Durant.



### OLYMPIC ATHLETE LAURA ROESLER

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Middle distance runner specializing in 800 meters for Team USA.

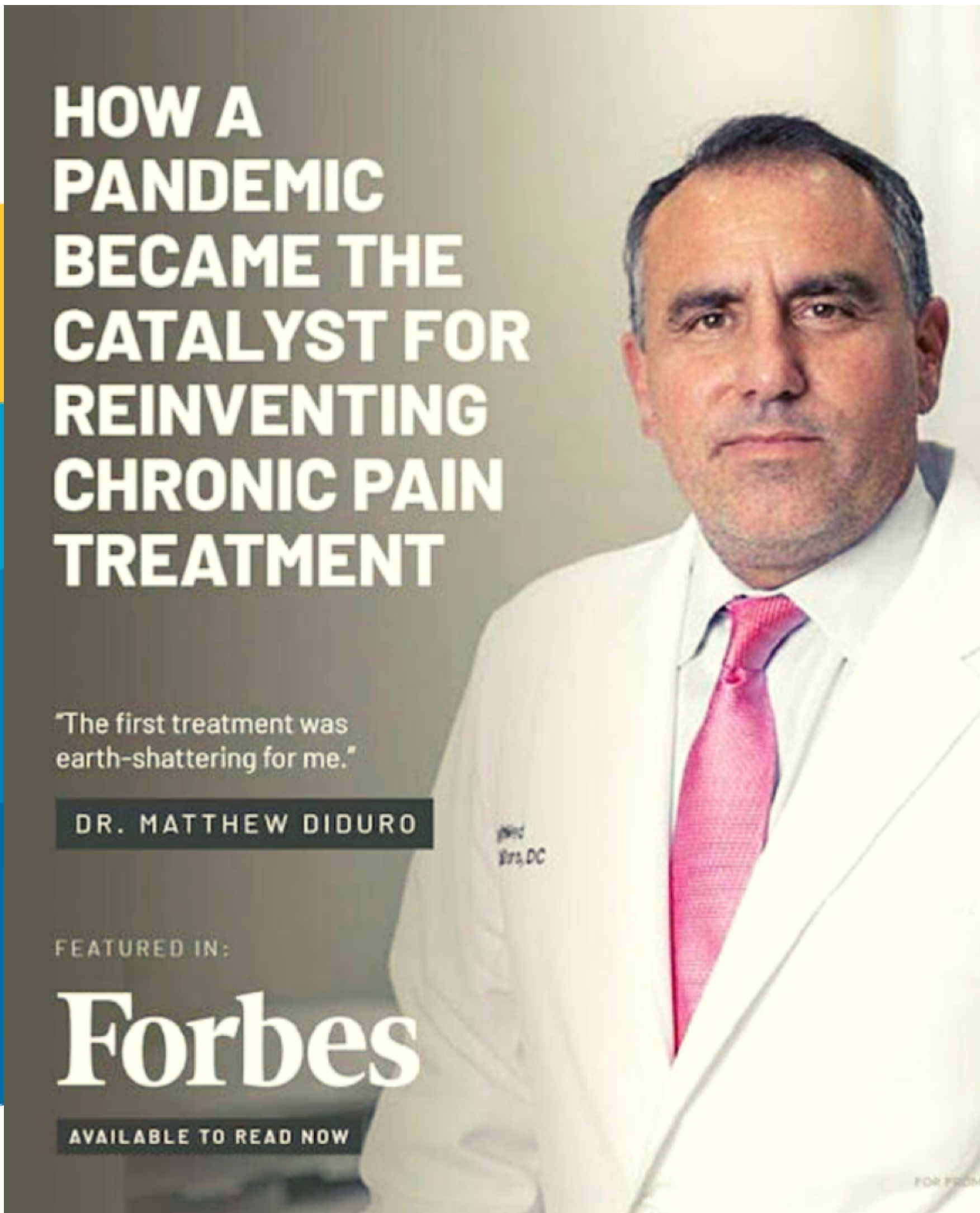


### OLYMPIC ATHLETE GRAEME MCDOWELL

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Professional golfer from Ireland  
US OPEN CHAMPION.

## DISCOVER WHO'S TALKING ABOUT THIS BREAKTHROUGH TECHNOLOGY



[CLICK TO WATCH](#)



# THE DOCTORS

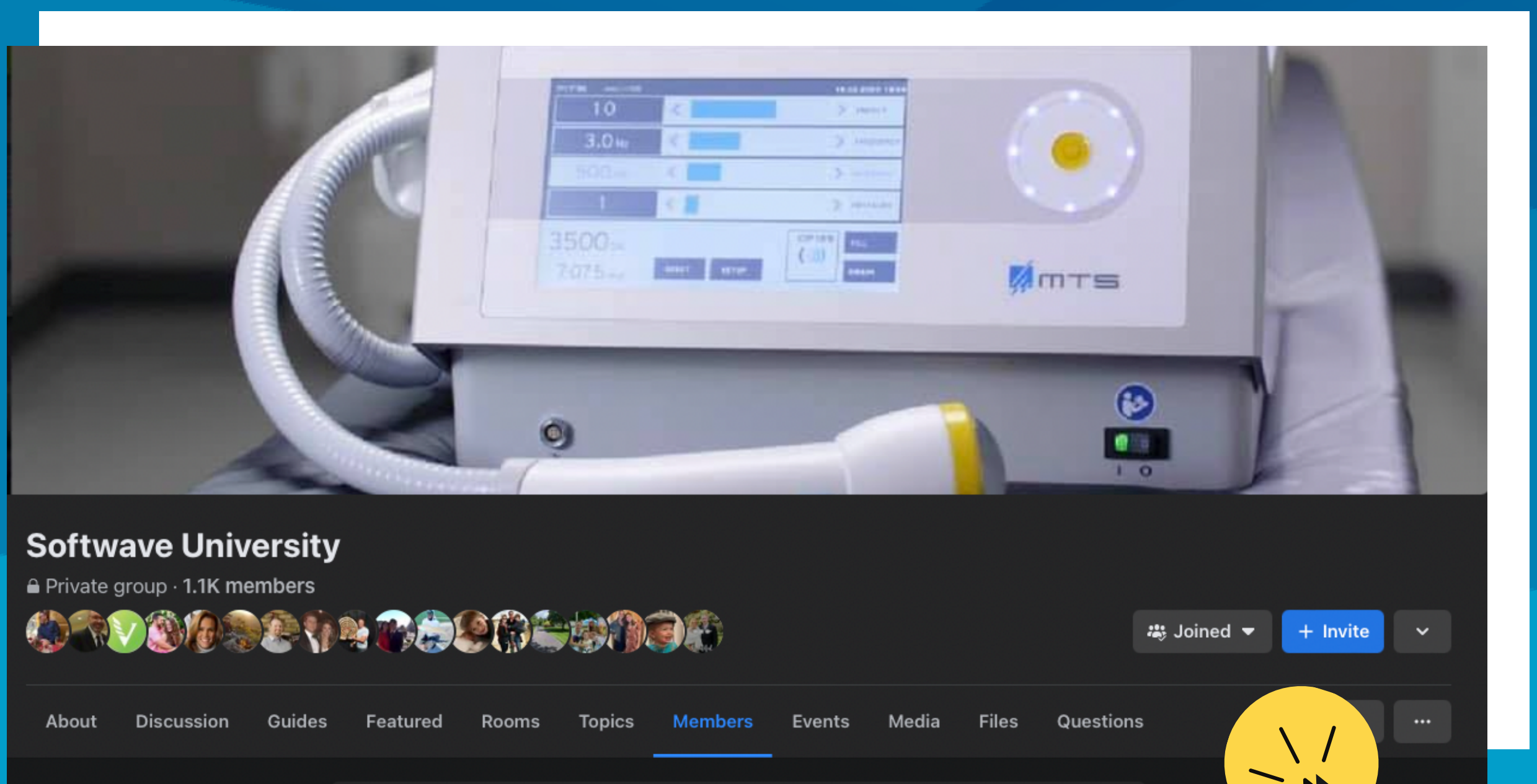
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[To Schedule a call today.](#)



## Get quality community support and the right training

Get access to over 1100 SoftWave people from 7 different countries via the SoftWave online community. Get questions answered in real-time and the support you want and need. Get inspiration from others sharing their success stories.

AND, get the right training from our SoftWave Training Specialists. They will set you up for success on Day One.



**APPLY TO JOIN OUR COMMUNITY TODAY**

- If you are a medical practitioner you can apply to join our group
- When accepted, you can see how others are maximizing the use of the device, decreasing the number of hours they're working, and more...

**CLICK HERE**  
**To Book Your Discover Call**



**OR CALL US ON:**  
**+1 917 720 3756**

**VISIT OUR WEBSITE ON:**  
**[www.SoftWaveTRT.com](http://www.SoftWaveTRT.com)**

**DISCOVER SOFTWAVE TODAY!**