



CORE™

C O M P A N I O N

comprehensive | optimization | resources | expertise

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A comprehensive education, integration,  
and revenue generating program

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# CORE™

C O M P A N I O N

## The CORE Commitment

CORE provides you with all the tools needed to quickly implement a customized laser therapy, rehabilitation, or regenerative medicine program. Start generating revenue quickly while elevating the standard of care in your practice with the powerful tools included in the CORE program.

As a member of our CORE program, we pledge to actively assist you to make our new technology successful in your practice, both clinically and financially. The extensive resources and consulting services included in the program are a testament to that commitment.



## About The CORE Program

This program has been developed to provide our partnering practices with the tools and support necessary to successfully integrate new technology on an every-day basis. >> ROI

The CORE support team has been assisting practices with their integration needs for over four years and has the veterinary practice management, business, and marketing experience to provide you with the highest level of consulting expertise. >> RESOURCES

>> CONSULTING

# CORE

>> IMPLEMENTATION

## CORE Components

- **Business Consulting Services (value \$150/hour)** - Unlimited access to an experienced veterinary business professional to assist you in building a successful business plan. Your consultant has veterinary practice experience as well as business acumen to provide you the greatest value and revenue opportunity.
- **iPad Air® & Proprietary App (value \$998)** -The proprietary Companion CORE iPad application allows you to utilize features to educate clients and staff, create customized fee schedules, track patient progress, monitor ROI, and much more. The interactive elements of the CORE application, including client presentations, advanced staff training videos and the Treatment Journal, provide the tools necessary to more effectively market Companion therapies and maximize your clinical successes.

# Improving ROI...

# ...Improving Results

- **Advanced Continuing Education for Veterinarians (value \$800)** - Receive two CE User Conference admissions. These events are offered throughout the year. Attend in-person or online.
- **Continuing Education for Staff (value \$650)** - Receive two 3-hour CE admissions to the American Institute of Medical Laser Applications (AIMLA). Encourage staff to receive their certificates and promote their education.
- **Implementation Tools (value \$400)** - Marketing tools and materials to kick-start your program.
- **Marketing USB** - Digital tools to maximize your website, on-hold messaging, and social media channels.
- **Educational Tools** - Staff training modules, client education materials, easy-reference treatment guides, in-depth protocol books, exclusive offers and discounts.

## Growing Your Practice, Enhancing Your Treatments

After your Companion purchase, CORE™ steps in to provide personalized support and ongoing education, guidance, training, and coaching. Each program can be customized based on your needs and clients' characteristics using any of the program's elements, including:

- Customize a therapy or rehabilitation program to fit the needs of you and your practice with proven implementation and integration techniques
- One-on-one consulting resources to maximize your and your staff's time
- Educate clients and staff with a broad set of professional tools and on-going education and coaching opportunities
- Ensure successful practice integration and monitor financial returns



# Your first priority is your patients. Ours is you.

Integrating a new service and technology can be daunting when you have so many other aspects of your practice requiring your attention. CORE™ is there for you before, during, and after the installation of a Companion product to provide any level of support you need. Leave the training and marketing support to us, so you can focus on what's important.

**INCREASE PRACTICE VALUE BY PARTNERING WITH COMPANION.**



Diane is an MBA specializing in strategic planning, sales, and marketing. She has worked in the animal health industry for more than 40 years in shelter medicine, practice management, pharmaceuticals, diagnostics, and consulting. Diane has lectured on integration and marketing for universities and regional veterinary events. The goals of her team are:

- Excite your staff about new therapies
- Communicate the benefits of new therapies to your clients
- Increase revenue and treatment compliance
- Make your new therapy programs successful



## Financial Support Tools

Evaluate financial health, track progress, and monitor fiscal goals.

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