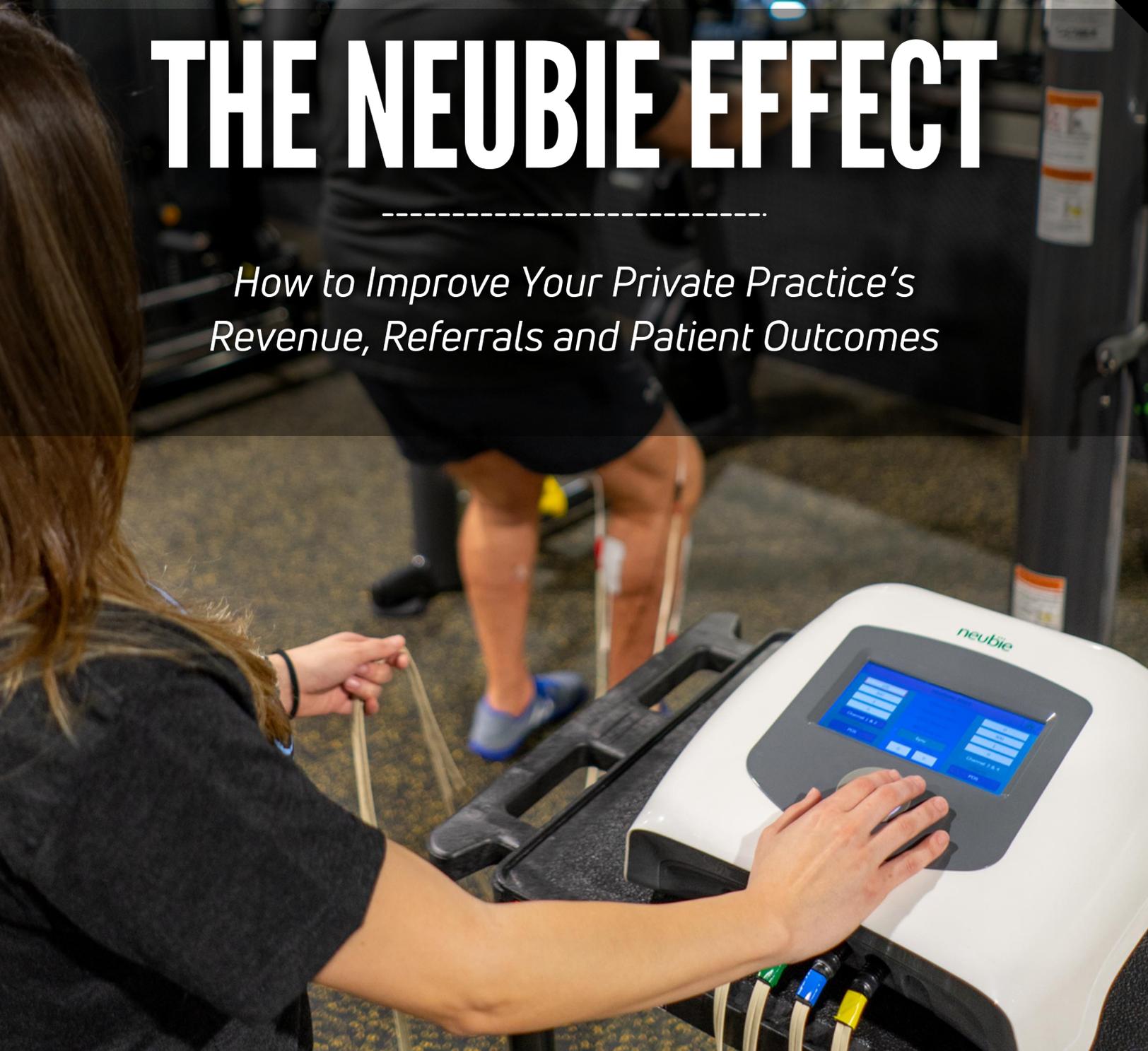


# THE NEUBIE EFFECT

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*How to Improve Your Private Practice's  
Revenue, Referrals and Patient Outcomes*



*Introducing the NEUBIE Device for Physical Therapists*

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# Congrats on taking the first step to adding a massive differentiator to your practice.

Short for Neuro-Bio-Electric Stimulator, the NEUBIE device's innovative approach to e-stim therapy gives practice owners a competitive advantage by treating the neurological functions of patients so they can heal faster, recover faster and return to pre-injury functionality faster.



***In my 25 years as a PT I have personally never come across a device, technique or treatment approach that has had as profound an effect on my patients and practice as the NEUBIE.***

- Jason Waz, Private Practice Owner and Founder of NeuPTtech

# How It Works

It's all about *input* rather than output.

The NEUBIE preferentially affects sensory, afferent input, and less motor output. By sending a sensory signal to the central nervous system, the CNS can either relax into that signal or fight against it. Sending these afferent signals lays the foundation for many of the neurological reeducation protocols for which the NEUBIE is used.

This alternative to traditional electrical stimulation therapy combines two waves (allowing a direct current while avoiding the skin burns and other side effects typically following the use of DC) to optimize the neurophysiological effect on the patient without causing them to be locked up or frozen by muscular co-contraction.

In the end, the NEUBIE promotes eccentric contractions which absorb force, improve performance, protect joints and reduce injury.

**The NEUBIE is a Class 2 Medical Device (Pulsed DC) that is FDA-Cleared for:**

- Maintaining or increasing ROM
- Increasing local blood circulation
- Neuromuscular Re-education
- Preventing atrophy, reducing spasms
- Preventing Deep Vein Thrombosis after surgery
- Management or relief of chronic pain
- Management of post-surgical and post-traumatic acute pain

***This has proven to be a game-changer for physical therapists looking to differentiate from the competition and deliver positive patient outcomes with the NEUBIE faster. After first being used in a physical therapy practice in 2018, the NEUBIE device is now used by hundreds of clinics across the country and is expected to be in 5,000 practices within the next three years.***



# Deliver Better Patient Outcome with the NEUBIE

The NEUBIE is a transformational breakthrough in the treatment of acute and chronic pain. Physical Therapists nationwide recognize its amazing effect on neurological conditions and its ability to correct imbalances in the autonomic nervous system. For that reason, they want to utilize it properly to achieve the best patient outcomes.

## Results Lead to Referrals

Neufit reports that over 90% of patients make tangible progress on their first visit with a NEUBIE and go on to refer more patients as a result.

### **Competitive Edge Performance PT (Tampa, FL) stats**

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- 71% increase in overall visits in first year of adding NEUBIE
- Additional 22% increase in visits in the second year of usage
- 30% increase in referrals in the first quarter of adding the NEUBIE

### **Maple City PT (New York) stats**

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- Added 5 NEUBIE's due to improved outcomes and new referrals
- 80% utilization across all patients

### **Health in Motion PT (Wisconsin) stats**

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- 32% increase above the national average in FOTO outcomes scores with total knee replacement patients in the first quarter after adding the NEUBIE
- Have added 4 total NEUBIE's to their practice to date



*Within 4 sessions, our patients are in the 90-something percentile of self reported improvement. Once my patients, therapists and providers started seeing results with the NEUBIE, they were all fighting over the machine so I had to order a second and now a third NEUBIE for my practice.*

- Angie McGilvrey, PT



*The NEUBIE has been a great part of my new practice and has helped provide more valuable and effective treatments for my patients. When exercising with the NEUBIE, patients never get the attitude "I can just do these exercises at home" and stop coming to their appointments. They experience the value and complete their care plans because they know we are offering something different than traditional PT practices.*

- Blaine Hawkes, PT



*The NEUBIE has made our clinic number one for physical therapy in our area. I have patients begging me to put them on the NEUBIE because after day 1 they have less pain and more motion and these results are much quicker than expected!*

- Shannon Tennant, MPT

# Athletic Performance Enhancement

The NEUBIE's physiologically-based system is designed to help athletes achieve greater levels of neurological activation and control in order to heal faster, get fitter, and perform better.

**Real-time results for athletes who use the NEUBIE for recovery:**



Reduce healing time by  
**30-70%**



**Get in shape faster** by building muscle and burning fat in fewer workout sessions



**Move pain free** by rewiring dysfunctional neurological signals



**Push through plateaus** in performance by targeting weak links in their nervous system



**Recover faster** by rebooting their nervous system, reactivating their muscles, reprogramming movement patterns and regenerating their weary body



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*When an elite CrossFitter patient faced imminent back surgery, it only took four treatments with the NEUBIE to save her spine and go from the inability to bend or touch mid thighs to (literally) doing backflips across a football field completely symptom and pain free. Thanks to the NEUBIE she didn't need surgery and is now one of our biggest practice evangelists!*

- Competitive Edge Performance

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*I needed a market differentiator to stand apart from not just my PT competition, but also from strength coaches, online sports folks and athletic trainers. The NEUBIE has been the biggest driver of growth for my practice into the athletic community*

- APEX Physical Therapy

# The NEUBIE Fast-Forwards Business Results

## Revenue Results

### **Competitive Edge Performance PT (Tampa, FL) stats**

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- 91% increase in total revenue in the first year
- Over 500% increase in over-the-counter private pay (cash) collections
- Net revenue per visit increased by \$14.00
- Additional increase in total revenue of 20-25% in year two and three (8 NEUBIEs in the practice)

### **Apex PT stats**

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- Added \$100,000 in cash based revenue in the first year (3 NEUBIEs in the practice)

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*Jason, NeuPTtech and the NEUBIE have helped me succeed in making my PT practice vision come true when I opened my new PT practice in 2019. By integrating this cutting-edge technology, the NEUBIE has been a game-changer in the success of my patients and in differentiating myself from my competition. As a result, my practice is steadily growing in spite of several hurdles, including this pandemic.*

- Adam Laraway, PT

## General NEUBIE Data Across All Clinics

- Many of the current NEUBIE clinics are startups who have achieved immediate success
- 90% of clinics that add one NEUBIE, purchase 2 or more within the first year
- 100% of PT clinics who opted into a trial of the NEUBIE in their clinic, purchased the device within the first 3 months (over 47 clinics to date)
- During COVID pandemic, many NEUBIE PT clinics added additional NEUBIE devices due to success in helping their patients uniquely cope with stress.



# Understanding Your NEUBIE Investment

The retail price of a NEUBIE device is \$18,000 as of 2021. Operating the NEUBIE in your private practice requires licensing, training and support which can include an investment of \$5,000 for onboarding, training and support for the first two years of owning the device.

**License and support are included at no additional cost to you when you purchase the NEUBIE through NeuPTtech.**

NeuPTtech offers additional value through their exclusive, proprietary, physical therapist-specific NEUBIE certification training and support, delivering more return on your investment.



Clinics purchasing multiple NEUBIE devices are qualified to receive a bulk discount on their purchase.

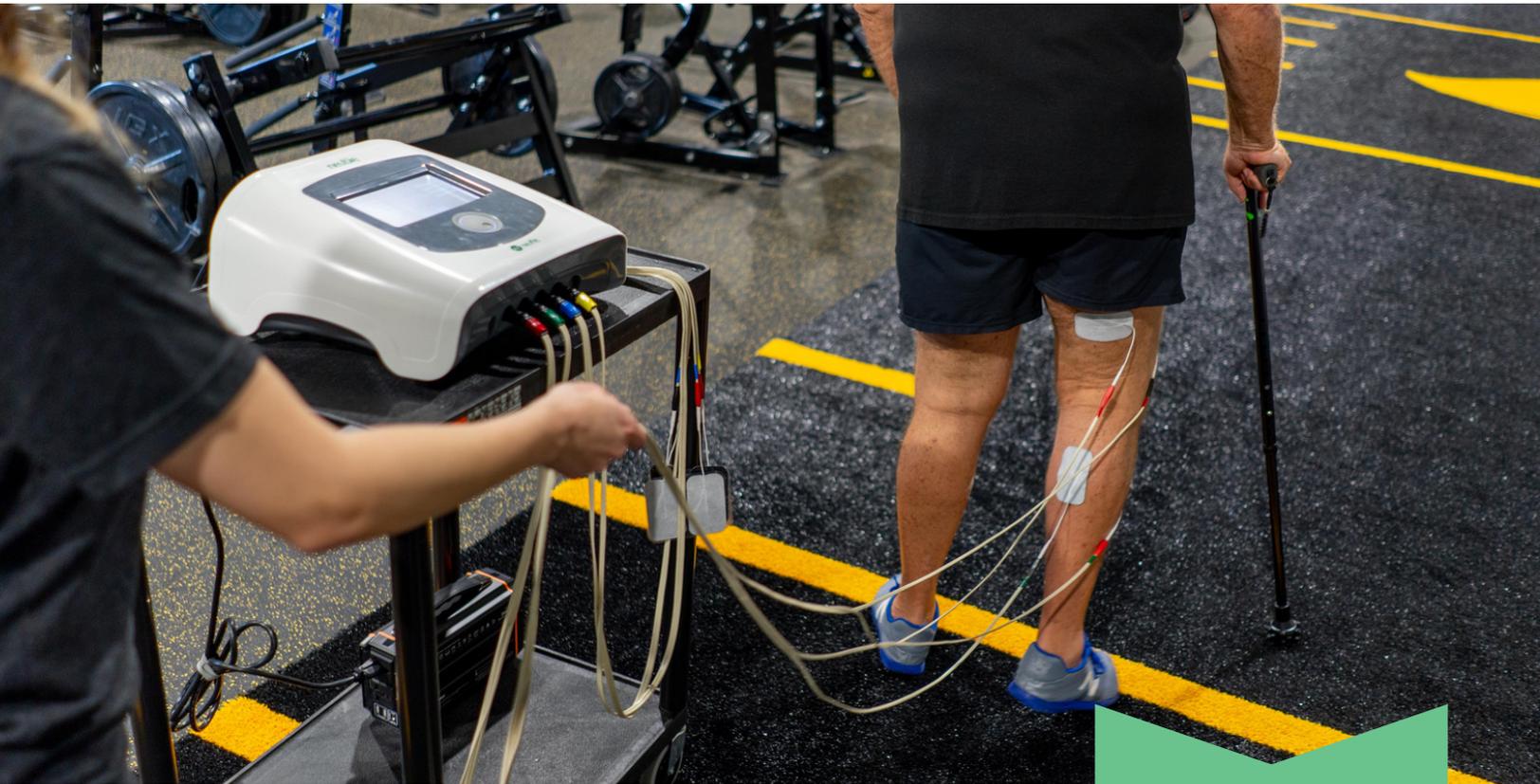


Virtual Training Certification is included for your staff upon purchase and delivers 12 CEUs per participant.



Tax incentives, including the **[Section 179 Deduction](#)**, can save you thousands of dollars on your NEUBIE purchase by deducting a sizable portion of your business equipment purchases for the year.





# Measuring the ROI from the NEUBIE

To learn more, NeuPTtech offers a [free NEUBIE ROI Practice Assessment](#) upon request.

The NEUBIE's Return on Investment is massive regardless of your practice model or geographic location. **Along with bringing a cash-based payment model to your business, the NEUBIE is the most effective way to get to market quickly and differentiate your practice from competitors.** Staff onboarding, buy-in and proficiency happens quickly and efficiently with the support and training available to you from NeuPTtech.

Tracking ROI can be done quickly with some simple math. Measure your monthly NEUBIE payment from patients against the number of visits per week and the fee collected for each session. This determines the exact ROI on your NEUBIE device.

***For example:** If you pay \$1,000 a month for a NEUBIE and book 40 sessions a week at \$100 a session, you can expect over a 1,500% ROI on the NEUBIE in the first year.*

# NEUBIE Certification Training

*\* PLEASE NOTE: NEUBIE training must take place in sequential order.  
Completing each level of training unlocks the next certification's availability.*

<p>NEUBIE</p> <p><u>Introduction for the Physical Therapist</u></p>	<p>NEUBIE</p> <p><u>Practical Application and Quick Start Protocols for the Physical Therapist</u></p>	<p><u>Next Level PT Practice</u></p>
<p><i>"This is a must for the clinician who wants to know exactly how effective the NEUBIE can be for their practice - it will leave no doubt."</i></p>	<p><i>"This is where any practitioner quickly goes from comfortable to expert with the NEUBIE. We call them clinical wizards!"</i></p>	<p><i>"Leverage your NEUBIE services and get fully booked with a variety of programs that add significant cash revenue to your clinic FAST."</i></p>

## Meet the Trainers



### Jason Waz, PT

Jason is a private practice owner and PT in Tampa, FL. Alongside running NeuPTtech, the leading NEUBIE distributor and authority on physical therapy technology, Jason is the Director of Physical Therapy for NeuFit - the manufacturer of the NEUBIE device - and a Certified Master NeuFit Trainer. His mission to bring the field of physical therapy into the next generation through science, research and innovation starts with the NEUBIE.

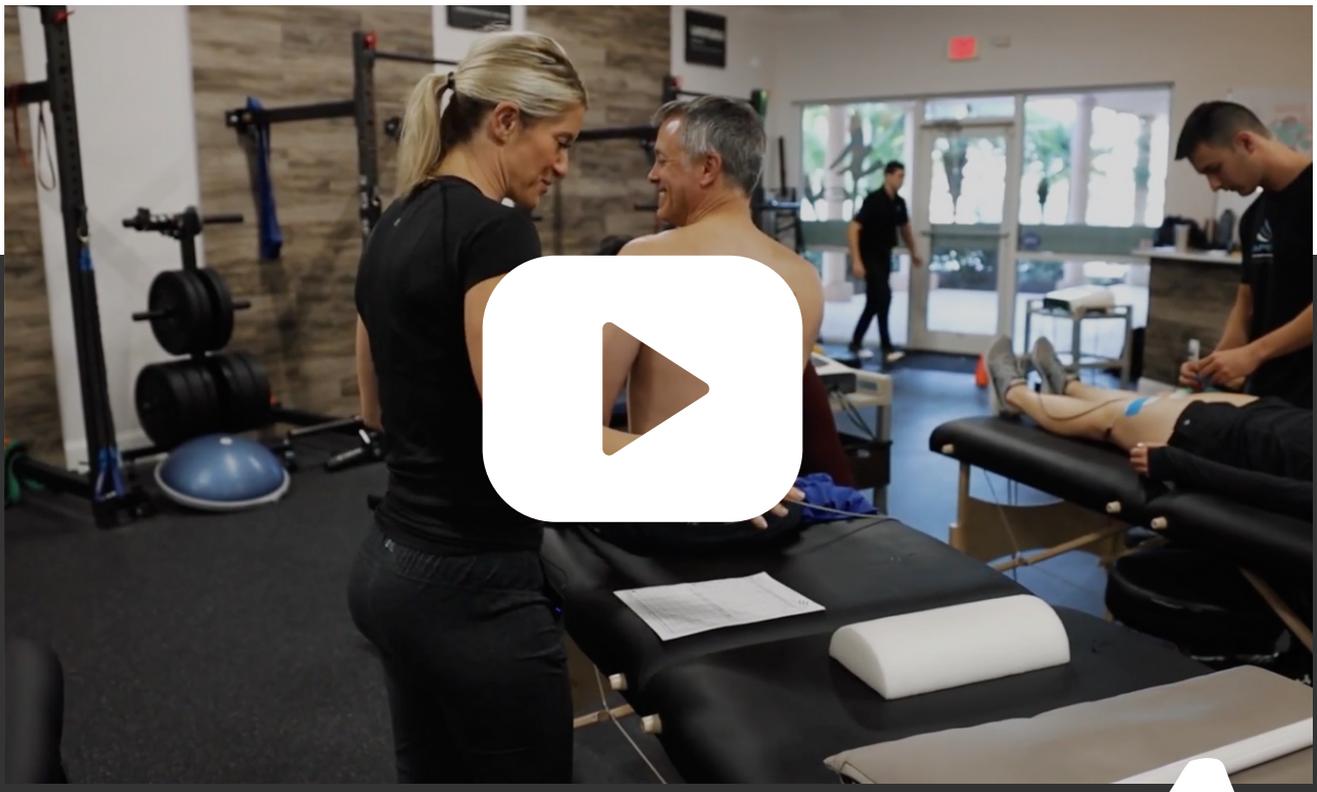


### Dr. Patti Bartsch

Patti is a renowned wellness practitioner who equips and empowers ambitious, passionate wellness professionals with the skills training & done-for-you, brand-as-your-own content with her proven systems. By duplicating these secrets, practitioners across the globe can experience six-figure results, keep their devices and services running at capacity and earn a fantastic income while helping others feel better and get well faster.

# Still Have Questions?

[Get Answers to NEUBIE's Frequently Asked Questions](#)



**SEE THE NEUBIE EFFECT IN ACTION**



# Ready to Get Results?

SEE HOW EASY IT IS TO ADD A NEUBIE