



Adjusting the Future of Healthcare

## Multidisciplinary Practice the Right Way

The Dos and Don'ts of Integrative Practice



www.mybreakthrough.com

1

---

---

---

---

---

---

---



### The Breakthrough Coaching Commitment

- For **25 years** BTC has honored our commitment to take the most **conservative** approach to MDP management.
- We are honored that MichiCare has chosen to endorse Breakthrough Coaching as their official Multidisciplinary Practice Management Consultant.



www.mybreakthrough.com



2

---

---


---

---

---

---


---



### New Michigan MDP Rules March 2022

- Public **Act 31 of 2022 (House Bill 5295)** and Public **Act 32 of 2022 (House Bill 5296)** amend the Michigan Limited Liability Company Act and the Business Corporation Act, respectively, to:
- Allow one or more individuals licensed to engage in the practice of **chiropractic** to organize a **professional limited liability company (PLLC)** or a professional corporation (PC) with one or more other individuals licensed in **the practice of chiropractic, the practice of medicine, the practice of osteopathic medicine and surgery, or the practice of podiatric medicine and surgery**
- Allow one or more individuals licensed to engage in the practice of chiropractic to organize a PLLC or a PC with one or more licensed **physician's assistants (provided a physician licensed to engage in the practice of medicine or osteopathic medicine and surgery also was a member)**

www.mybreakthrough.com



3

---

---

---

---

---


---


---

BREAKTHROUGH  
COACHING

New MAC-developed MDP Rules March 2022

- Prior to the enactment of these bills, Michigan law required all members and managers of a PC or PLLC that renders a professional service included in the Public Health Code to be licensed or legally authorized in Michigan to render **the same professional service**.
- Because chiropractic physicians do not prescribe pharmaceuticals or perform surgery, they have been deemed as **not providing the same services** as an MD or DO.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---


---

4

BREAKTHROUGH  
COACHING

The Next Level of Success

- The decision to establish an MDP practice is beneficial to practices that have achieved a measure of **success** and are looking to take their business to the **next level**.
- It does not diminish or tarnish the basic tenets of chiropractic philosophy in any way.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---


---


5

BREAKTHROUGH  
COACHING

Getting Started

- The addition of a multidisciplinary model requires several preliminary steps starting with the recruiting of medical personnel, as well as the creation of a proper **corporate structure**.
- This is necessary because, in some states, chiropractors are not permitted to own medical practices.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---

---

6

- An MDP is **not** a method to change a chiropractic practice into a medical practice with a few legal slights of hand.
- It is **not** a method of increasing reimbursement revenues by misrepresenting chiropractic services as medical, nor is it a method of fraudulently obtaining insurance coverage for chiropractic treatment that would otherwise not be covered.



www.mybreakthrough.com



7

---

---

---

---

---

---

---

---

- An MDP should be created for the benefit of its **patients**.
- MDPs offer patients a broader scope of coordinated services than those available in either a medical, physical therapy, or chiropractic practice alone.
- They can also deliver these services in a more **efficient** and **cost-effective** manner.



www.mybreakthrough.com



8

---

---

---

---

---

---

---

---



www.mybreakthrough.com



9

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

Paradigm #1

- The Chiropractic Only Practice
- “Cure all” attitude
- Rarely refer
- Seen as back pain specialists
- See 10% vs. 90% of the population
- 95% Patient Satisfaction

www.mybreakthrough.com

---

---

---

---

---

---

---

---

10

BREAKTHROUGH  
COACHING

Paradigm #2

- The Medical Only Practice
- Focus on chart and tests
- Drugs and more drugs
- Overwhelmed by need to see volume
- Focus on crisis care

www.mybreakthrough.com

---

---

---

---

---

---

---

---

11

BREAKTHROUGH  
COACHING

Paradigm #3

- The Wellness Based MDP
- The Team Approach to Health Care
- Blends the best of both worlds into a unique model
- Focus on the patient and creating lifetime family wellness

www.mybreakthrough.com

---

---

---

---

---

---

---


---


12

BREAKTHROUGH  
COACHING

Building the Practice

- Breakthrough Coaching requires that its' Member's practices meet **professional staffing requirements**.
- This may include Chiropractors, Licensed Physical Therapists, Medical Physicians and Physician Extenders such as Nurse Practitioners and Physician's Assistants.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


13

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

Chiropractic Services

- Chiropractic services**, those services and procedures performed by a Chiropractor, are never to be incident to a Medical Physician's provider number.
- All chiropractic services are to be billed under the **Chiropractor's provider number**.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


14

---

---

---

---

---

---


---


---

BREAKTHROUGH  
COACHING

Physical Therapy Services

- PT services** must be performed by a licensed Physical Therapist, or by a PTA while under the direct supervision of a licensed Physical Therapist.
- A current **Prescription for PT** services is required before any PT services are performed.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


15

---

---

---

---

---

---

---

---

**BREAKTHROUGH**  
COACHING

Honor Your Unique Professional Roles

- DCs and PTs offer **different** but **complementary** approaches to patient care.
- While chiropractors focus on the **spine and nervous system**, Physical Therapists focus on **musculoskeletal conditions, rehabilitation, and movement**.
- When these two professions work together, they can provide a **comprehensive approach** to patient care that addresses both physical and physiological aspects of injury and illness.

1+1=3

[www.mybreakthrough.com](http://www.mybreakthrough.com)

16

---

---

---

---

---

---

---

---

**BREAKTHROUGH**  
COACHING

A Practice within Your Practice

- Your physical therapy department can provide a significant source of **new patients** for your practice.
- In fact, you will be able to market your physical therapy department for **direct referrals**.
- It can actually become a practice within your practice.
- While the medical doctors in your area may hesitate before referring patients to a chiropractor, they are accustomed to **sending referrals** directly to a Physical Therapist.

[www.mybreakthrough.com](http://www.mybreakthrough.com)

17

---

---

---

---

---

---

---

---

**BREAKTHROUGH**  
COACHING

Get Started Today! Download Membership Agreement

[www.mybreakthrough.com](http://www.mybreakthrough.com)

18

---

---

---

---

---

---

---

---



## MDP Legal Compliance

The Dos and Don'ts of Integrative Practice



[www.mybreakthrough.com](http://www.mybreakthrough.com)

19

---

---

---

---

---

---

---

---



### I'm Not a Lawyer

- Breakthrough Coaching is not an attorney and does not dispense legal advice.
- For legal advice, we recommend that our Members retain **local legal counsel** familiar with the **group practice healthcare laws** and regulations of the state in which the practice will be established.



[www.mybreakthrough.com](http://www.mybreakthrough.com)



20

---

---

---

---

---

---

---

---



### What does the law permit?

- Both physicians and businesses that wish to do business with them are often confused about the parameters of **what the law permits**.
- **Where are the lines** defining what decisions physicians as opposed to unlicensed business managers must control?
- What **financial relationships** are permissible?
- How much **control** can management entities assert over medical businesses?



[www.mybreakthrough.com](http://www.mybreakthrough.com)



21

---

---

---

---

---

---

---

---

**BREAKTHROUGH**  
COACHING

The Corporate Practice of Medicine (CPOM) Doctrine

- The **Corporate Practice of Medicine Doctrine** (CPOM) is often regarded as an odd feature of the healthcare law landscape.
- A product of the Nineteenth Century, CPOM encapsulates the principle that **physicians must make decisions autonomously**.
- Although its application varies in the roughly 30 states that follow CPOM, the basic idea is that a business corporation **may not practice medicine** or employ physicians or other clinical personnel to provide professional medical services.

[www.mybreakthrough.com](http://www.mybreakthrough.com)

22

---

---

---

---

---

---

---

---

**BREAKTHROUGH**  
COACHING

Protecting the Medical Decision-Making Process

- The rationale underlying CPOM is that physicians, as the only persons licensed to practice medicine, should control **clinical decisions**.
- The concern is that if business entities owned by non-physicians are permitted to control the rendering of care, they will subordinate **clinical care** to **commercial considerations** and profits.
- The objective is to prevent non-physicians and non-physician-owned business entities from **influencing treatment decisions**.

[www.mybreakthrough.com](http://www.mybreakthrough.com)

23

---

---

---

---

---

---

---

---

# Management Services Agreements

## Management Services Agreements

[www.mybreakthrough.com](http://www.mybreakthrough.com)

24

---

---

---

---

---

---

---


---




BREAKTHROUGH  
COACHING

Contractual Relationships

- The solution for avoiding violations of the CPOM in business ventures in which physicians work with businesses owned by unlicensed persons is a **contractual relationship** between the physician entity and the unlicensed business entity.



www.mybreakthrough.com



---

---

---

---

---

---

---


---

25

BREAKTHROUGH  
COACHING

Multidisciplinary Practice Finances

- Successfully operating a multidisciplinary practice requires a high level of attention to **compliance** in both the areas of patient care as well as practice finances.
- Multidisciplinary practices often require the establishment of a **Management Services Agreement (MSA)** to have a compliant corporate structure.



www.mybreakthrough.com



---

---

---

---

---

---

---

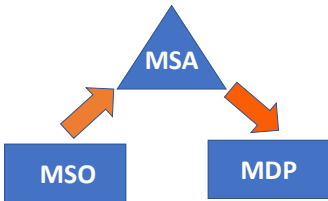
---

26


BREAKTHROUGH  
COACHING

Management Services Agreements

- An **MSA** is a contract that documents the business relationship between two distinct corporate entities.
- These entities include a **multidisciplinary practice** that provides medical and other services and a **non-physician business** that provides management services to that practice.



www.mybreakthrough.com



---

---

---

---

---

---

---

---

27

BREAKTHROUGH  
COACHING

The Management Services Organisation (MSO)

- The non-physician business entity is commonly structured as a **Limited Liability Company (LLC)** and is referred to as a **Management Services Organization (MSO)**.
- This entity may be controlled by an **unlicensed individual** or by a health care professional, such as a chiropractor, with a license that does not permit medical practice ownership.

www.mybreakthrough.com

28

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

Clearly Defining Roles & Responsibilities

- An MSA is a contract between the **MSO and the Multidisciplinary PC** that clarifies that the two parties are separated entities that are working together.
- It further clarifies the **distinct roles** and responsibilities of each entity.

www.mybreakthrough.com

29

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

Roles & Responsibilities of the PC

- The **PC** controls and operates all health care related aspects of the enterprise.
- **This includes:**
  - The employment of licensed medical professionals, such as MDs, Nurse Practitioners, Physician's Assistants
  - The oversight and provision of medical services
  - Setting the fee schedule for medical services
  - Receiving reimbursement generated from medical services

www.mybreakthrough.com

30

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

The correctly structured MSA solves the problem.

- It allows the health care providers within the PC to make medical decisions **independent** from the MSO.
- It also allows the MSO to charge the PC for the **business services** that it provides to the practice.
- Some states may use the corporate structure of a single PLLC with **dual classes** of membership interest.

www.mybreakthrough.com

31

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

Roles & Responsibilities of the MSO

- The **MSO** controls and operates all business-related activities.
- **Such as:**
  - The employment of non-medical personnel, including administrative and managerial staff members
  - The onboarding, training and management of non-medical personnel
  - Technological support
  - Scheduling assistance
  - Billing, bookkeeping, and accounting
  - Maintenance of the physical plant
  - Marketing

www.mybreakthrough.com

32

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

How Profits Flow without Violating the CPOM

- The MSA formalizes the **fee structure** and **flow of profits** between the MSO and PC in a manner that avoids **fee-splitting** prohibitions.
- The fee-splitting provisions, like the CPOM, are designed to prohibit the **exertion of influence** over the medical decision-making process by non-licensed individuals or entities.

www.mybreakthrough.com

33

---

---

---

---

---

---


---


---

BREAKTHROUGH  
COACHING

## Fee-Splitting

- The fee-splitting parameters vary significantly between **states** and also operate on a **federal** level.
- Some states allow **certain types** of fee-splitting arrangements between physicians and non-physicians including outright ownership of multidisciplinary practices.
- In other states, sharing of fees generated from licensed providers by unlicensed providers is strictly **prohibited**.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---


---

34

BREAKTHROUGH  
COACHING

## So how does an MSO receive cash flow?

- The multidisciplinary PC pays the MSO for the **business-related** services it provides.
- These payments are distributed as **management fees** that are established by the parties involved and documented in the MSA.
- In many states (but not all), management fees may **not** be a percentage of the multidisciplinary practice's **revenue from patient care**.
- Instead, the MSO structures a flat fee or a **cost-plus fee** that is based upon the **fair market value** of the services provided to the PC.

[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---


---


35

BREAKTHROUGH  
COACHING

## What Can and Can't Happen

- The MSO cannot charge, for example, a management fee of 50% of the revenue of the PC. Instead, it would charge a **specific dollar amount** based on the negotiated rate of payment for the business-related services rendered by the MSO.
- Expenses that are paid directly by the PC include the **salary of licensed medical staff**.
- Medical staff members should have **employment agreements** directly with the PC.
- The payment of all other **non-health care-related expenses and salaries** are paid through the **MSA** to the **MSO**.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---


---

36


BREAKTHROUGH  
COACHING

The Risks of Non-Compliance

- Multidisciplinary practice owners should hold **regular meetings** with their accountant to carefully scrutinize the invoicing and payments that flow to the MSO from the PC.
- This should include a review of the **fair market value** of the business services being provided by the MSO.
- There should also be a regular review of the **medical decision-making process and oversight** of the providers in the PC.



www.mybreakthrough.com



37

---

---

---

---

---

---

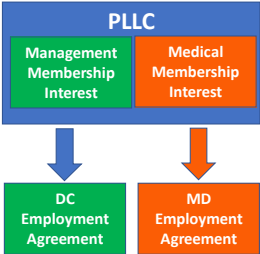
---

---


BREAKTHROUGH  
COACHING

Single PLLC: Dual Classes of Membership Interest

- Michigan Law requires a PLLC corporate structure for MDPs.
- **Membership Interest** in a PLLC is similar to stock in a PC.
- **Dual classes of Membership Interest** are established.
- One set of Membership Interest manages **medical decision-making and compliance** and the other class of Membership Interest acts similar to an MSO with an MSA managing the **business decisions** of the practice.



www.mybreakthrough.com



38

---

---

---

---

---

---


---

---


BREAKTHROUGH  
COACHING

Single PLLC: Dual Classes of Membership Interest

- The PLLC is a **streamlined** corporate structure.
- It does away with the need to keep **two sets of accounting records, invoicing** between entities, and two sets of **tax returns**.
- States that do not have a **Corporate Practice of Medicine** statute are fortunate that they can use this corporate model.



www.mybreakthrough.com



39

---

---

---

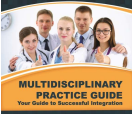
---

---

---

---

---



## What Could Go Wrong?

### The Dos and Don'ts of Integrative Practice

**BREAKTHROUGH**  
COACHING

www.mybreakthrough.com

40

---

---

---

---

---

---


---

---

**BREAKTHROUGH**  
COACHING

## Winging It

- “I’m smart, I can figure this out on my own. **I don’t need a coach.**”
- “I can get corporate documents from my buddy who has an MDP. **I don’t need an attorney.**”
- “I can run this thing on cashflow. **I don’t need working capital.**”
- “My CAs will do the therapy and I’ll bill it under the PA. **I don’t need a PT.**”



www.mybreakthrough.com

**MichiCare**  
Advancing the Future of Medicine

41

---

---

---

---

---


---

---

---

**BREAKTHROUGH**  
COACHING

## What Could Go Wrong?



- Expensive front-loaded fees **eat cashflow**
- Requirement to purchase **expensive inventory & supplies** without shopping
- **Questionable** reimbursement advice jeopardizes your license
- Unused **expensive equipment** collects dust
- Lack of a clearly designed **synergistic service mix** wastes time and money
- **No clear roadmap to success. Help me!**
- **No hand-holding. Where’s my Coach?**

www.mybreakthrough.com

**MichiCare**  
Advancing the Future of Medicine

42

---

---

---

---

---

---

---

---

- MDs acting as Medical Directors of multiple MDPs are a major compliance **red flag**.
- This is called **"ghost"** or **"on-paper-only"** physician ownership.
- MDs acting as Medical Directors must have a **documented, and ongoing role** in the MDP.

[www.mybreakthrough.com](http://www.mybreakthrough.com)MichiCare  
Advancing the Future of Healthcare

43

---

---

---

---

---

---

---

---

- Billing all services under the MD or PA is **risky business** and **subject to audits**.
- The provider that performs the service must be **identified** on the claim form.
- **Chiropractic** services, those services and procedures performed by a DC, are **never** to be billed under an MD's provider number.
- They are billed under the DC's provider number.
- **Medical and PT** services are billed under their licenses.

[www.mybreakthrough.com](http://www.mybreakthrough.com)MichiCare  
Advancing the Future of Healthcare

44

---

---

---

---

---

---

---

---

- Patients can't **"bounce"** back and forth between DC and MDP tax ID numbers.
- The **Stark Regulations** state that patients may not receive care under more than one **tax identification number** in which an owning physician has a financial interest.
- An MDP is a **group practice** working under one tax ID number, and identifies services performed by the individual practice members by provider number.

[www.mybreakthrough.com](http://www.mybreakthrough.com)MichiCare  
Advancing the Future of Healthcare

45

---

---

---

---

---

---


---

---


BREAKTHROUGH  
COACHING

No Standing Orders

- It is illegal to bill for medical services **prior to** a medical examination.
- Standing Orders** is a sham practice when services are billed under the Medical Physician's provider number prior to the MD examining the patient, writing a diagnosis, and ordering care.
- A multidisciplinary practice should have a strict policy **against** "standing orders".



www.mybreakthrough.com



---

---

---

---

---

---

---


---

46


BREAKTHROUGH  
COACHING

Poorly Timed Credentialing

- Timing of onboarding** of professional staff is essential to controlling the start-up **overhead** costs of the MDP.
- This process includes insurance **credentialing** and can take several months.
- In many cases, you will need to establish provider numbers or **Personal Identification Numbers** (PINs) associated with the new group practice.



www.mybreakthrough.com



---

---

---

---

---

---

---


---

47


BREAKTHROUGH  
COACHING

No Duplication

- When two providers of separate disciplines of an MDP perform the same service on a patient is called the **duplication of services**.
- For example, Manual Therapy, 97140, should not be billed under a DC's provider number and **also** under a PT's provider number.
- Duplication of services** should not occur by Multidisciplinary Practice professional providers.



www.mybreakthrough.com



---

---

---

---

---

---

---

---

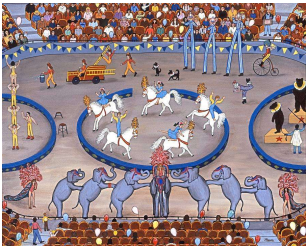
48




BREAKTHROUGH  
COACHING

Independent Treatment Protocol

- The failure to have a **collaborative treatment protocol**, or algorithm for care, adopted by all professional staff will result in a **Three Ring Circus**.
- A lack of a **communication** and a coordination of care can result in patient **upset** and staff **confusion**.
- Professional staff members should function in an **independent and coordinated** fashion.
- **Documentation** of this agreement must be maintained.



www.mybreakthrough.com



49

---

---

---

---

---

---


---

---

BREAKTHROUGH  
COACHING

The Breakthrough Coaching Protocol

- The **BTC Coordinated Care Protocol** provides all professional members of the practice the security of working with a team.
- The BTC Protocol provides a **roadmap** for the treatment and rehabilitation of patients in a collaborative fashion.
- It is a **roadmap for success** for your multidisciplinary practice.



www.mybreakthrough.com



50

---

---

---

---

---

---


---

---


BREAKTHROUGH  
COACHING

Compliance Program

- Failure to have a coding and documentation **Compliance Program** in place can be a costly mistake.
- This includes the designation of a Compliance Officer and Committee, a baseline Compliance audit and annual Compliance audits.
- The fee schedule of the MDP should be **reasonable and customary** for the region in which your practice is located.



www.mybreakthrough.com



51

---

---

---

---

---

---

---

---



## What Could Go Right?

### The Dos and Don'ts of Integrative Practice



www.mybreakthrough.com

52

---

---

---


---

---

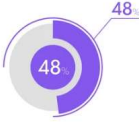
---

---

---



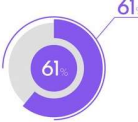
### MDP Clinics Earn More Than DC-Only Practices\*



48%

48%

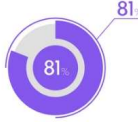
**Higher Collections**



61%

61%

**Higher Billings**




81%

81%

**Higher Salary**

\*Chiropractic Economics Fee & Reimbursement Survey Data

www.mybreakthrough.com



53

---

---

---


---

---

---

---


---



### Expand Your Team & Expand Your Practice

- Expanding the services provided in your multidisciplinary practice can generate additional sources of **new patients** and diversify your **revenue** stream.
- Chiropractors without a medical provider on staff are required to refer most of these services to medical colleagues **outside** of their practice.
- In multidisciplinary practices, adding a **Physical Therapist, Physician Assistant, or Nurse Practitioner** to your team means many of these procedures can be performed in-house.

www.mybreakthrough.com



54

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

A Practice within Your Practice

- Adding a Physical Therapist to your MDP can provide a significant source of **new patients and income** for your practice.
- You will be able to market your physical therapy department for **direct referrals**.
- It can become a practice within your practice.
- While the MDs in your area may hesitate before referring patients to a chiropractor, they are accustomed to **sending referrals** to PTs.

www.mybreakthrough.com

55

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

Physical Therapy Finances

**DC**

CMT-AT
98940: \$27.92
98941: \$40.09
98942: \$51.92

+

**PT\***

PT Eval (20 min/30 days)
97161: \$113.40
Therapeutic Procedures
(3 units = 38 min)
97140: \$33.80
97110: \$33.32
97530: \$41.99
97112: \$38.60
Avg.: \$36.93 x 3 = \$110.79

**\*6-7 Medicare Patients per Day funds a Full-time Physical Therapist Salary + ROI.**  
**A PT salary is approximately equivalent of an Associate DC.**

\*Fees based on Detroit MAC locality 8020201 for 2023

www.mybreakthrough.com

56

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

Private Insurance Reimbursement

- For physician services, private insurance paid **143% of Medicare rates**, on average, ranging from 118% to 179% of Medicare rates across studies.
- A good rule of thumb is to bill **150%** of the Medicare fee.
- Many private insurance companies will list the **percentage** of the Medicare fee schedule that they pay on their websites.

Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan

Nonprofit corporations and independent licensees  
of the Blue Cross and Blue Shield Association

www.mybreakthrough.com

57

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

Physician Assistants & Nurse Practitioners

- Adding the right **Physician Assistant** or **Nurse Practitioner**, under the direction of a **Collaborating Physician** allows you to expand the services that your practice can provide to your patients.
- From pain management and regenerative medicine to aesthetic procedures, you now have **multiple revenue streams** both patient pay and insurance pay available to your practice.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


58

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

A Step-by-Step Approach

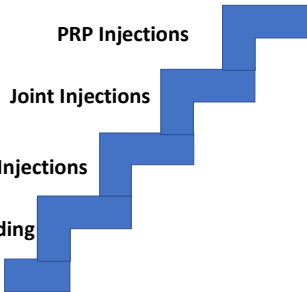
PRP Injections


Joint Injections

TP Injections

E&M Coding

- IV Nutrition Therapy
- Medical Weight Loss
- Regen Med Injections
- Hormone Replacement Therapy
- Aesthetic Procedures
- Allergy Testing
- More...



[www.mybreakthrough.com](http://www.mybreakthrough.com)


59

---

---

---

---

---

---


---

---

BREAKTHROUGH  
COACHING

Trigger Point Injection for Pain Management

- Injections for **pain management** are an easy entry point to expanding your MDP practice.
- **Trigger point injection (TPI)** may be an option in treating pain for some patients.
- TPI is an **insurance reimbursable** procedure.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


60

---

---

---

---

---

---


---


---

**BREAKTHROUGH**  
COACHING

Joint Injections

- With additional training NPRs and PAs can provide **joint injections**.
- Osteoarthritis (OA) is the most common form of arthritis, affecting **32.5 million US adults**.
- Following proper procedure, joint injections with a **local anesthetic** and **corticosteroid** are **insurance reimbursable**.
- **Ultrasound technology** is used to ensure medication is injected with precision into the damaged area of the joint.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---


---


61

**BREAKTHROUGH**  
COACHING

Viscosupplementation for Treatment of Knee Arthritis

- In this procedure, a gel-like fluid called **hyaluronic acid** is injected into the knee joint.
- Hyaluronic acid is a naturally occurring substance found in the synovial fluid surrounding joints.
- The therapy was approved by the U.S. **FDA** in 1997 and is **Medicare reimbursable** when certain circumstances are met.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---

---

62

**BREAKTHROUGH**  
COACHING

DME: Bracing

- Bracing helps to manage **pain or stiffness** associated with arthritis of the inflamed joints.
- For example, by bracing portions of the leg and knee, the patient can shift weight off of the damaged parts of the joint and **increase their confidence** while they move.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---

---

63

BREAKTHROUGH

COACHING

Alpha-2 Macroglobulin (A2M) Injection Therapy

- A2M blocks activity for all known molecules that **cause** cartilage breakdown. It is an important tool in combating OA.
- A2M works like a **Venus flytrap** by having a bait and trap mechanism on two sides.
- Once the proteases are bound on both sides, the molecule initiates a **"suicide cascade"** and dies, allowing it to be flushed out of the area by the body.

64

---

---

---

---

---

---

---

---

BREAKTHROUGH

COACHING

Platelet-Rich Plasma Therapy

- Platelet-rich plasma (PRP) therapy** uses injections of a concentration of a patient's own platelets to accelerate the healing of injured tendons, ligaments, muscles and joints.
- PRP injections are prepared by the patient's blood and running it through a **centrifuge** to concentrate the platelets.
- PRP has multiple applications and is an excellent source of **cash revenue** for your MDP.

65

---

---

---

---

---

---

---

---

BREAKTHROUGH

COACHING

Platelet-Rich Plasma Therapy for Aesthetics

- Aesthetic PRP treatments are an effective, non-surgical way to **rejuvenate skin** and stimulate **hair regrowth**.
- PRP can be used to **augment other anti-aging treatments**, like microneedling, or as a stand-alone treatment, like in hair restoration or facial injections.
- Aesthetic medicine is another excellent source of **cash revenue** for your MDP.

66

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

Regenerative Medicine

- The field of **regenerative medicine** includes emerging therapies that have the potential to heal damaged and painful tissues.
- These therapies have the potential to fully heal injuries and **damaged tissues** that might otherwise be beyond repair.
- Regenerative medicine is highly regulated and provides an excellent source of **cash revenue** for your practice when done correctly.

www.mybreakthrough.com

67

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

Umbilical Cord Nanoparticle Therapy

- Umbilical cord blood is a rich source of vibrant young cells, including **stem cells**, cytokines and growth factors that support tissue regeneration and repair.
- These cells are **undifferentiated** (not specified) cells with the potential to develop into other types of specialized cells like soft tissue, muscle and cartilage.
- The source, handling, and delivery of these cells is a **highly-regulated** area of regenerative medicine.

www.mybreakthrough.com

68

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

Exosomes

- Exosomes are **extracellular vesicles** generated by all cells and they carry nucleic acids, proteins, lipids, and metabolites.
- Mediators of **intercellular communication**.
- Not a cellular product, they are culture-expanded **cell secretions**.
- Anti-inflammatory**: Over 300 growth factors, cytokines, and proteins.

www.mybreakthrough.com

69

---

---

---

---

---

---

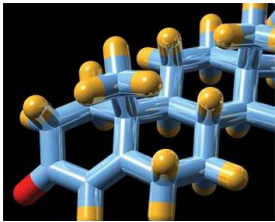
---


---

BREAKTHROUGH  
COACHING

Bioidentical Hormone Replacement Therapy

- BHRT is a powerful solution to restore peak performance and reduce the aging process.
- **Bioidentical hormones** are an exact molecule for molecule match to the hormones that the body naturally produces.
- BHRT is an excellent complement to other regenerative/anti-aging therapies and is an excellent source of **recurring cash revenue** for your MDP.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---

---

70

BREAKTHROUGH  
COACHING


Peptide Injection Therapy


- **Peptides** play an important role in cellular communication.
- They can **activate and exchange** information with various receptors.
- Potential health benefits range from **muscle and joint recovery**, improved **sleep**, enhanced **libido**, decreased **wrinkles** and **aging skin**.

POPULAR

Beauty: Jennifer Aniston Swears By Peptide Injections, But What Are They?

By Heidi Perlmutter



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---

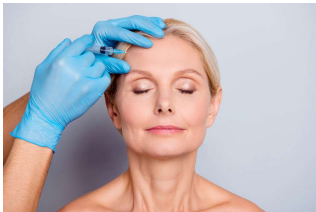
---


71

BREAKTHROUGH  
COACHING

Different Types of Peptides & Their Benefits

- **Ipamorelin (CJC 1295)**
  - Used to help aid weight loss and build muscle.
- **Pentadecapeptide (BPC 157)**
  - Aids joint recovery.
- **Creatine Peptide**
  - Improves strength and builds muscle.
- **Collagen Peptide**
  - Improves skin elasticity and hydration.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---

---


72




BREAKTHROUGH  
COACHING

NAD+ and Cellular Aging

- One **peptide** that may be of particular interest is called NAD+.
- Nicotinamide Adenine Dinucleotide (NAD+)** is a key coenzyme that helps with multiple metabolic functions.
- NAD+ may improve **cardiovascular health**, increase **metabolism**, sharpen **eyesight**, decrease **pain**, boost **energy**, speed up **muscle and joint recovery**.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---


---


73

BREAKTHROUGH  
COACHING

Semaglutide a Peptide for Weight Loss

- Semaglutide** is a peptide (GLP-1 analog) that has been used previously in patients with Type 2 diabetes for helping improve their glycemic control.
- The hormone GLP-1 is used in the body to **stimulate insulin secretion** and lower glucagon secretion, thus lowering blood sugar.
- Semaglutide** injections are also very popular for medical weight loss.
- Methionine Inositol Choline (MIC)** injections are a popular form of medical weight loss.



[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---


---

---

74

BREAKTHROUGH  
COACHING

Nutrient IV Therapy



Boost your health  
with a natural and  
effective way!

- IV Nutrition is a **much sought after** easily marketed service that many patients return for month after month.
- It provides excellent **foot traffic** for your MDP where patients can be exposed to the other services you provide.
- IV Nutrition is a passive therapy the requires **minimal supervision** once the drip has begun.
- It is an excellent source of recurring **cash revenue** for your MDP.

[www.mybreakthrough.com](http://www.mybreakthrough.com)


---

---

---

---

---

---

---

---

75



## What's Your Exit Strategy?

### The Big Benefit of MDP

**BREAKTHROUGH**  
COACHING

www.mybreakthrough.com

76

---

---

---

---

---

---

---

---

**BREAKTHROUGH**  
COACHING

## What's Your Exit Strategy?

- Fail to Plan and You Plan to Fail
- **When should I start planning?**
- Is your practice an asset with real value or a lifestyle business?
- **What's my practice worth?**
- What is EBIDTA?
- **What's a multiple?**
- What's an add-back?



www.mybreakthrough.com

**MichiCare**  
Advancing the Future of Medicine

77

---

---

---

---

---

---


---

---

**BREAKTHROUGH**  
COACHING

## What's Your Exit Strategy?

- Owner Financing
- Sweat Equity Buy Out
- Words of Advice...to be an owner you first have to show up as an owner.
- **Waiting too long...**
- Retiring in your practice is possible. You just don't have to own it



www.mybreakthrough.com

**MichiCare**  
Advancing the Future of Medicine

78

---

---

---

---

---

---

---

---

BREAKTHROUGH  
COACHING

What Breakthrough Coaching Does for You

- Assist with **interprofessional** communications:
  - Accountant
  - Attorney
  - Professional Staff
  - Financial Planner



www.mybreakthrough.com



---

---

---

---

---

---

---

---

79

BREAKTHROUGH  
COACHING

What Breakthrough Coaching Does for You

- Advise on the purchase of **supplies and equipment**.
- Advise on **capitalization needs** for changeover and monthly operating expenses.
- Administrative protocols** for operating the MDP.
- Advise on **proper billing and additional coding procedures**.



www.mybreakthrough.com



---

---

---

---

---

---

---

---

80

BREAKTHROUGH  
COACHING

What Breakthrough Coaching Does for You

- Advise on **marketing** and new patient acquisition.
- Develop **referral relationships** with community based physicians.
- Creation and development of **Quality Assurance & Compliance Programs**.



www.mybreakthrough.com



---

---

---

---

---

---

---

---

81

Get Started Today! Download Membership Agreement

82

---

---

---

---

---

---

---

---

Schedule a Call to Speak with an MDP Coach

- Phone **1-800-723-8423** to speak with an MDP Coach to answer any questions you might have.
- Email Debbie at [BTCDeb@gmail.com](mailto:BTCDeb@gmail.com) to schedule an appointment.
- Visit [www.mybreakthrough.com](http://www.mybreakthrough.com) to learn more.

83

---

---

---

---

---

---

---

---

# Multidisciplinary Practice the Right Way

The Dos and Don'ts of Integrative Practice

84

---

---

---

---

---

---

---

---