

# Lifestyle Nutrition's Counseling Program®

## Reimbursement and Cost Information

- The initial consultation can be billed at \$250.00. Patients will then have the opportunity to purchase session packages and the discount for testing and counseling increases with each package. For example, a 4-6 session package is between \$395-\$495, while 8-12 sessions costs \$1,195. Committing to multiple visits saves the patient money while improving compliance and increasing referrals. Patients can upgrade at any time and just pay the difference in package costs. **These charges are approximately 30-50% of the national average for a weight management program. The majority of patients feel comfortable applying the Lifestyle Nutrition principles to their daily lives, even in restaurants and while socializing, after 4-6 sessions.**
- The initial consultation is 30 minutes with an assistant. Subsequent sessions with an assistant are 15-20 minutes on a weekly basis.
- **New patient nutrition referrals generate significant income in other areas of your practice.**
- The Lifestyle Nutrition Counseling Program® **can incorporate nutritional products into the meal plan** and subtract food to compensate where necessary. Nutritional products could include protein bars, high fiber cookies, weight loss shakes, etc. **Nutritional product revenues are not included.**

**No Start Up Costs – Monthly Lease Payments Usually Start After Your Office is Trained!**  
Leases range from \$199.00 to \$399.00 per month.

**One Patient Per Month Should Cover All Costs!**

Example of monthly net profit for a physician's practice that sees 15 nutrition or weight loss clients monthly (\$395 each). **This is a conservative estimate.** A new patient referral can generate \$1,000-\$5,000 per month depending on the practice's specialty and a monthly lease ranges from \$199-\$399.



15 Nutrition Patients	\$5,925
+ 2 New Patient Referrals	\$2,000
- Monthly Program Lease	\$399
<b>Net Monthly Profit</b>	<b>\$7,525</b>

**Return on Investment (ROI)**  
**of 1900%**  
**without selling**  
**any diet products**

**Give Your Patients a New Lifestyle...Not Just Another Diet**

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