



MAGNECEUTICAL
HEALTH™

No Drugs, No Surgery, No Pain.

2016 SURVEY RESULTS



2016 SURVEY SUMMARY

Our Goal from this Survey is to gain information that allows us to improve our Customers' success (both Clinical and Financial) in 2017. We had 25 of our 100+

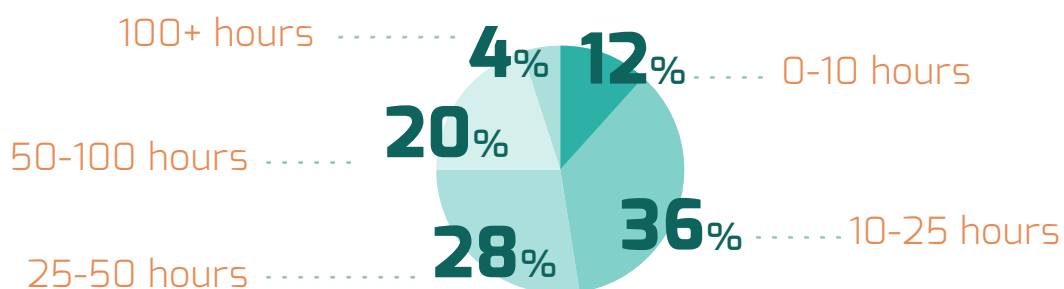
Clinics participate in this survey. Shortly we will provide a plan that identifies our next steps designed to meet our Goals.

1. **Avg** = average score among all 25 participant
2. **Top** = average score among Practices with 40-165 hrs usage per month
3. **Bottom** = average score among Practices with 0-21 hrs usage per month

For yes/no questions results are shown for "yes" responses

Questions 1 through 10 provide Practice demographics of the Participants:

1. Average monthly hours of use on your Magnesphere?



2. No. of years in practice

AVG: 22 YEARS

3. Solo practitioner?

AVG: 82%

4. No. of employees (not counting you)

AVG: 2.6 PERSONS

5. Average no. of patient visits per week

BOTTOM:

91

TOP:

114

6. Location of practice...choose one



CITY

36%



SUBURBAN

56%



RURAL

8%

7. Do you have other "Cash Pay" products or services?*

Pro Tip: *Over half of the Practices answering YES have nutritional products/supplements.

AVG: 84%

8. Do you use other "technologies" in your practice (therapeutic or diagnostic)?*

Pro Tip: *About half of the Practices answering YES have laser therapies.

AVG: 76%

9. How long have you had your Magnesphere? (Compare the average between 2015 and 2016)

AVG:



13 MONTHS

2015



22 MONTHS

2016

10. Do you own more than one?

BOTTOM:

11%

TOP:

25%

Questions 11 through 15 involve the HALO (Home unit).

11. Have you dispensed any HALOs?

AVG: 36%

12. Do you have any type of scripting or process you have created for your best result in migrating a patient into the HALO?

BOTTOM:

0%

TOP:

13%

13. Do you own a HALO for your Home ?

AVG: 8%

Has it been helpful for your clinical practice? YES

Rate how much



14. Has it been helpful for you and your family's health?

YES 100%

15. Is there anything that Magneceutical Health could provide that would make HALO conversions easier?

YES: 23%

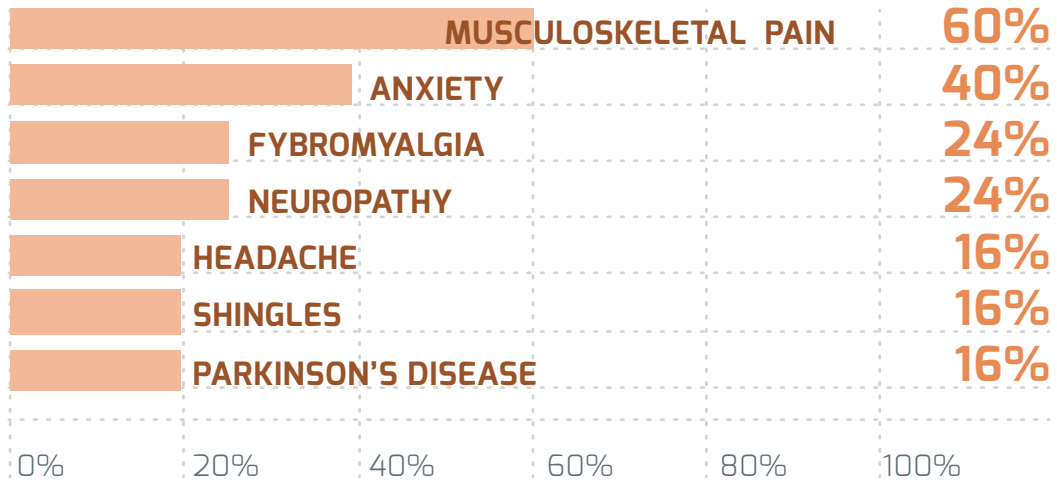
Our Top Two Requests are:

- ✓ 1. Lower Cost and/or Better Financing Terms
- ✓ 2 Make available Demonstration Models or "Trial" leasing terms



Questions 16 through 18 focus on Conditions Treated:

16. What are the top 5 conditions you have had success with treating in the Magnesphere?



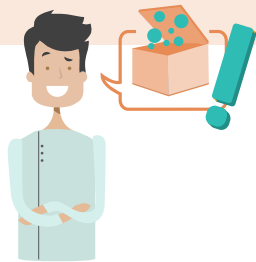
17. Do you experience clinical success for ANY conditions NOT included in the Relaxation Decision Tree?

BOTTOM:

11%

TOP:

63%



CONDITIONS

1. Seizures
2. Shingles
3. Hammertoe/bunions
4. Kidney Stones

18. Do you have any "HOME RUN" conditions that you treat with consistent results & that all MRT owners should be treating?

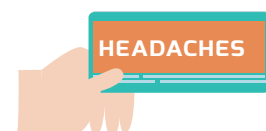
BOTTOM:

67%

TOP:

100%

TOP 3 "HOME RUN" CONDITIONS



Questions 19 through 23 focus on Treatment Plans, Packages and Free Session Coupons:

19. Have you developed your own set of clinical “pearls” to identify appropriate patients; best code sets and treatments, etc.?

BOTTOM:

0%

TOP:

25%

20. Do you offer treatment package discounts?

60% YES

avg per session

PACKAGES OF 6

avg. price

\$80-85

PACKAGES OF 12

avg. price

\$70-80

PACKAGES OF 15-20

avg. price

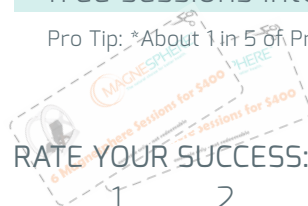
\$60-70

21. For “free session”, do you have specific processes and scripting that you feel are effective in converting these free sessions into paying care plans?

AVG: 43%

22. What is your estimated rate for converting patients who try free sessions into a paid treatment plan?

Pro Tip: *About 1 in 5 of Practices DON'T USE free session coupons.



AVG: 58%

RATE YOUR SUCCESS:



low

very effective

23. Is there anything Magneceutical Health could provide that might increase your conversion ratio?

YES: 25%

TOP RESPONSES:






- ✓ 1. More Training on HRV and Tissue Tester
- ✓ 2. More Specific Marketing Literature / Handouts (emphasizing continued maintenance treatments needed for optimal relief to persist)



Questions 24 through 28 focus on External Marketing programs:

24. What have been the most effective external marketing programs you have run to generate new Magnesphere patients?

These are the top 5 answers:

-  Office Facebook page
-  Google PPC
-  Website
-  E-Mail Lists
-  Outside Office Banners or Signs

Does your Practice use external marketing programs?

BOTTOM:

0%

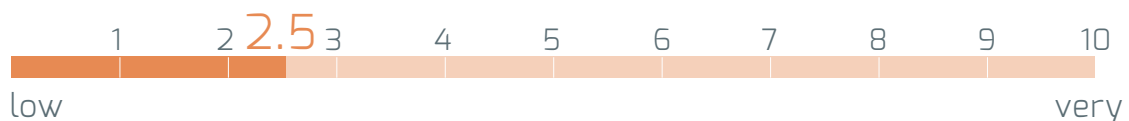
TOP:

37%

25. Have you engaged Magneceutical Health to run a Facebook campaign for you?

AVG: 16% YES

If yes, how successful were we in meeting your objectives?



26. Have you engaged Magneceutical Health to run a Local Review Setup for you?

Pro Tip: This is a relatively new offering that we have set up for 5 clinics, but none of them were part of the survey

AVG: 100% NO

27. Would you be interested in Magneceutical Health coordinating a national Pay Per Click (PPC) program that may be managed by Google or Facebook or a PPC expert that you could opt into?

YES

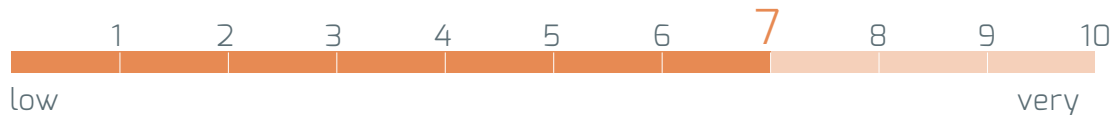
BOTTOM:

22%

TOP:

38%

If yes how interested



28. Are You Successfully Packaging Magnesphere for any conditions?

YES

BOTTOM:

67%

TOP:

100%

Pro Tip: Look for Dr. Reilly's Neuropathy Template and Start making money next month !

QUESTIONS 29 THROUGH 35 FOCUS ON THE
RELAXATION DECISION TREE, HRV MONITORING AND
TISSUE TESTER:

29. Do you use the tissue testing protocol established by Magneceutical Health when you are not getting results?

YES

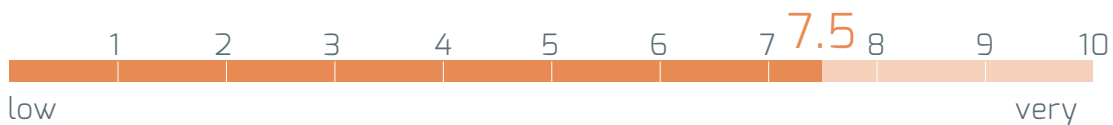
BOTTOM:

0%

TOP:

62%

If using, how effective overall is the tissue testing protocol for you?



30. Do you use HRV Monitoring during your treatment sessions?

AVG: 16%

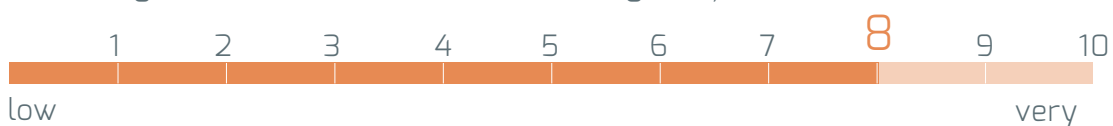
BOTTOM:

0%

TOP:

38%

If using, how effective is HRV Monitoring for you?



31. Have you downloaded our HaloBeat iPhone app to monitor your Patient's HRV during their treatment sessions?



YES

BOTTOM:

22%

TOP:

43%

If yes, how comfortable are you with monitoring your Patient's HRV response and reading the outcome of the treatment session on HRVCharts.com?



32. Have you developed your own process for determining the best code for getting improved results when patients fail to progress?

YES

BOTTOM:

33%

TOP:

75%

33. Have you used the Report of Findings (ROF) folders provided by us to help engage and educate your Patients?

YES

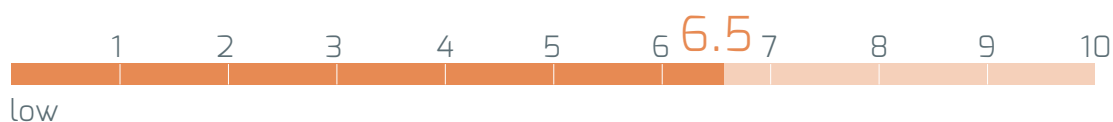
BOTTOM:

22%

TOP:

75%

If yes, how successful were these in helping your patients?



34. What percent of cases, on average, do you have to modify the protocol from those listed in the Relaxation Decision Tree?

YES

BOTTOM:

16%

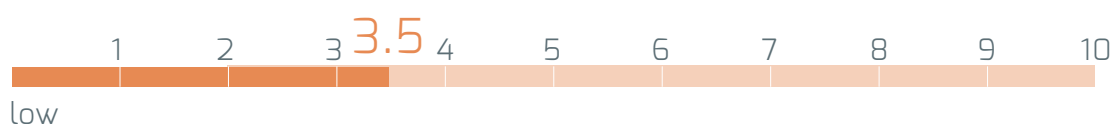
TOP:

44%

35. Do you have a referral program for your MRT patients?

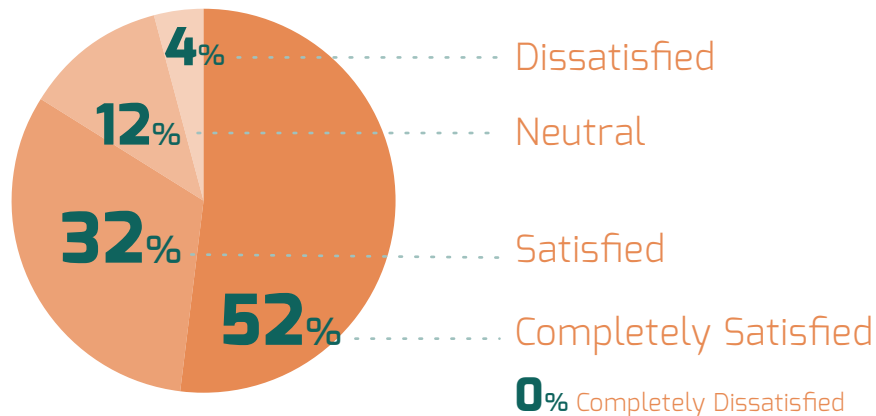
AVG: 20% YES

If yes, how effective is it?



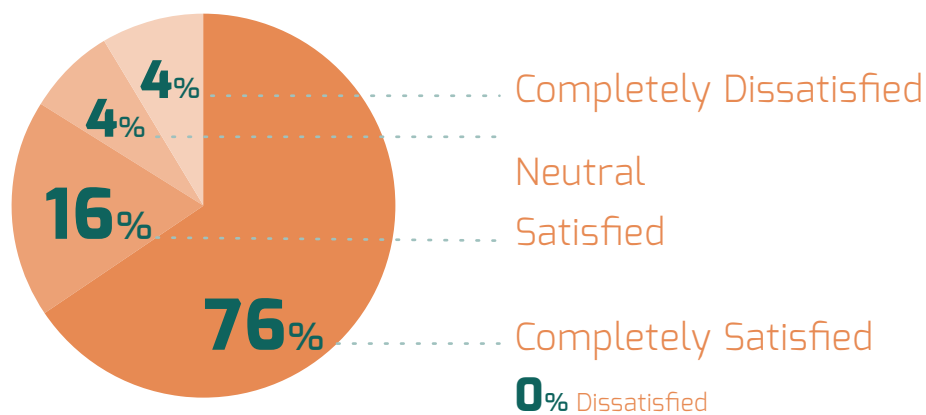
QUESTIONS 36 THROUGH 40 FOCUS ON “OVERALL” RATINGS FOR MAGNECEUTICAL HEALTH IN SPECIFIC AREAS AS WELL AS QUESTIONS ABOUT SOME NEW IDEAS FOR FUTURE MARKETING, EDUCATION AND TRAINING:

36. How did you feel about the sales and marketing methods that we used to introduce you to our business opportunity with the Magnesphere?



SALES AND MARKETING...

37. Overall, how do you feel about your installation and training on your Magnesphere Device...?



INSTALLATION AND TRAINING...

CUSTOMER SERVICE...

38. Has your Magnesphere ever been out of commission and unable to treat patients...?

Yes: **16%**

How Many times: **AVG 1 TIME**

If Yes: Was it resolved to your satisfaction? **YES : 75%**

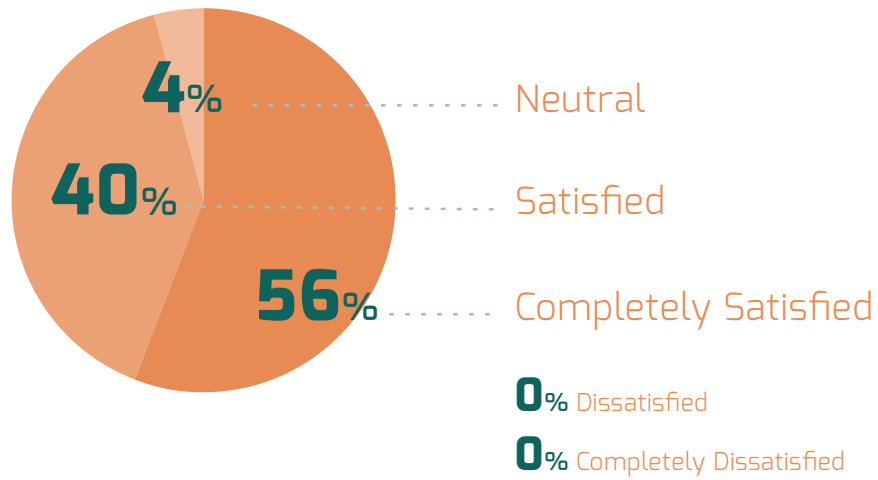
MARKETING EFFECTIVENESS...

39. Please rank 1 thru 8 (1 being most important) based on providing real value to your practice?

	FIRST	SECOND	THIRD	FOURTH	FIFTH	SIXTH	SEVENTH	EIGHT
Tri-fold Handouts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook Ads	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsite	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free Session Coupon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ROF folders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email Campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intro Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
High Search Engine Rankings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

PRO TIP: Top Doc's average 8 Free Coupon Sessions /mth
vs Bottom avg of 2.5/mth

40. We are constantly looking for ways to improve so that we can provide our doctors and future locations with the BEST possible service. Please indicate your overall experience with Magneceutical Health...



41. Avg. Monthly \$\$ Spend on Marketing (For your entire business, not just Magnesphere):

BOTTOM:

\$431

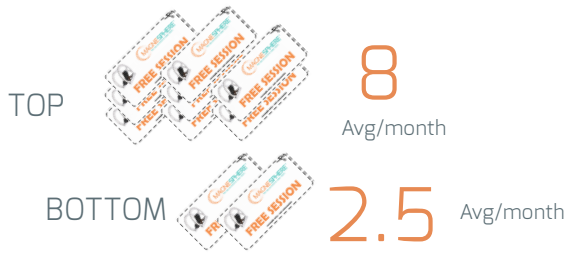
TOP:

\$963

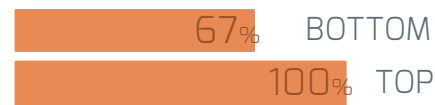
WE WOULD LIKE TO THANK THOSE WHO PARTICIPATED IN THIS SURVEY.

CHARACTERISTICS OF TOP PERFORMERS

Use **FREE SESSION** Coupons:



Magnesphere is **part of a larger puzzle** packaging other technologies for Specific Conditions:



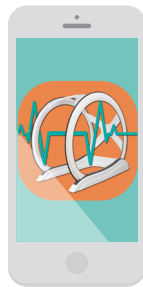
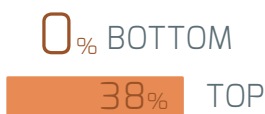
Use **ROF** folders:



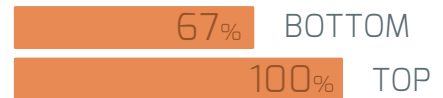
Use **Tissue Testing Protocol**:



With **HaloBeat iPhone app** use HRV Monitoring:



Treat the "Home Run" conditions:
(Musculoskeletal pain, Anxiety/Depression, Headache)



Focus on **Web-Based Marketing**:



Pump Up Marketing Budget
(Pump up your marketing budget, and get bigger rewards)



