

**Example of Starting Your Own Practice  
by a Fellow BARA (BioAcoustic Research Associate)**

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**From:** Tamara Premer

**Sent:** Monday, November 24, 2003 7:35 PM

**To:** Sound New

**Subject:** [soundnew] Revenue Feedback

I see people asking questions about revenue ideas, and not getting much feedback, so I am going to share my situation, and what Dr. Torok has done to generate our sound therapy business.

First, my situation is that I work for an MD who has a big advertising budget and his own conference facility. He and his wife are both doctors and have 35 yrs of business experience in the medical field. From the size of the facility, I would have to say they were 35 good years.

He told me to pick one thing that I was comfortable working with, that did not have a cure in traditional medicine. He told me not to go after someone's bread and butter client base, go after their "nightmare" cases or people they have no protocol to help, because then they go from being a competitor, to being a referral source. By using this tactic you are getting the use of that doctor's advertising budget. If a doctor advertises as a Ear, Nose and Throat doctor. People with tinnitus will go to him. Since he cannot help them, he refers them to you. He still looks good to his client because he referred to someone that took care of that problem, and has them as a client for all other things related to his field. Another way to look at it is my relationship with Dr. Torok. He has a holistic medicine facility. I do not pay a dime for training, equipment, advertising etc. I negotiated an hourly rate for my services, and he can charge whatever he wants.

I picked tinnitus as my first group to start with because those people tend to still be healthy, younger, and not on a lot of meds.

By working under Dr. Torok, my clients can actually get reimbursed under insurance for part of their sound therapy expenses. An example is that biofeedback for Tinnitus is covered by Aetna. He can also say things I am not allowed to say. That has been very beneficial. I don't talk. I just run the numbers! That being said, this is what we did.

We advertised a lecture called "the Tones of Tinnitus." It was free. As preparation for my talk I had 3 research patients. They had to pay for the earphones, put

down a refundable deposit or credit card to cover the tone box while they were using it (should they never return), and the visits were free as long as they agreed to keep an appointment every 1-2 weeks, keep a journal, and give a testimonial at my lecture.

The first visit I recorded the voice; Put the formula of HHr/LL on Ac/Bc and let them listen to it as long as they like, as long as it was a safe/good tone. Ave time about 30 mins. The appointment lasted about an hour. After 2 days, I followed up. 2 out of 3 had a reduction. The next week I recorded their voice and gave them a tone box with their new HHr/LL tone and the one from the previous visit to take home. The third visit I did a 3 hr assessment and gave them many tones along with the HHr/LL. The following visit for patient #1 was amazing. Her voice print showed great improvement and she had a 50% reduction in her tinnitus(ringing in her ears).

Patient #2 was quite different. After 2 visits, her tinnitus never responded. She had a very scary looking voice print. So I told her that we were not going to be concerned about her tinnitus at this time. I was going to use her for a different type of research. I wanted to see how much improvement could be given to a patient's VP by just pulling 8 points and tripling them in the genesis pro. (This type of visit only takes about 60-90 mins. so it can be very affordable for a client. ) It was good for me because I am new to this. I do not know all the cascades etc. So to be quite honest I do not know what to do with all that information from 24 points anyways. It makes me feel very incompetent. By pulling 8 points I usually only have one wheel that get 2 hits and that is where I focus. Instead of flipping through biochemistry books, I take whatever those stressed points are and throw them into the GOOGLE.com search! engine and get a brief idea of what I am dealing with.

I make copies of those and attach them to that sessions paper work. My tone trials are only for about 6 tones so it goes quick.

At the next visit I just added to the tones from the previous visit and told her to only listen to the tones that she liked. She has only had 2 of these "8 point visits" and her voice prints have dramatically improved. She went from 4 "blue holes" to only 1 after only 2 weeks. Even though her tinnitus is still there, she is very pleased with how she is progressing. One of the "beauties" of our therapy is that the results are documented in the graph of the voice print. So I do not need to do any "selling" to get her to stick with the therapy. I was very happy for her at her last visit. She was excited also.

Research patient #3 came in for his first visit, called for his follow-up conversation 2 days later, and then never kept any appointments after that. In his 2-day follow-up conversation, he said that his tinnitus was a lot less. I do not know if those results held or not.

So for my lecture, I had 40 people attend, I never said one thing about tinnitus, just gave a presentation explaining Sound Therapy using the power point we received at conference. When I was finished, Patient #1 stood up and gave her testimonial.

So far I have had 4 clients from that lecture and a couple more have made appointments. I can tell you that everyone I have used the HHR/LL formula on except Research Patient #2 has had some sort of reduction.

One can build an entire practice off of tinnitus alone. Once I am comfortable with this I am going to move on to focusing on another condition.

#### RECOMMENDATIONS:

1) Pick one thing to focus on such as tinnitus that is a "untreatable " condition.

##### Benefits

- Referrals from someone else's advertising budget
- Reduces the number of freebies needed to gain competency in order to begin charging for services

2) Work out an arrangement with an MD or DO, to work "under them" a few days a week/month (This is a tricky one. It would have to be the right kind of practice. But this opportunity does exist.)

##### Benefits

- Existing client base
- Possible insurance coverage for services
- Get paid directly from doctor. For my experience level, I negotiated the rate of \$65/billable hr. He can charge whatever he wants
- Professional facility for conducting assessments

I know some of you got all fired up at conference when I talked about turning things in on insurance. Choose what is right for you. The bottom line for me is I am "open for business." It is the clients choice how he wants to take care of the bill. I am helping people and it is the greatest experience of my professional life.

One recent thing we tried that may interest a homeopathic practitioner to bring you into their practice is that we recorded a patient's voice. Then we recorded it holding a remedy in their hand. The improvement to their voice was unbelievable. We will now use VP's when we are undecided as to which remedy is the best for a person. We are also considering how to properly combine the 2 therapies for better, faster results.

3) (only for those of us who are not whiz kids yet) Begin a client with shorter appointments, at short scheduled time intervals. Schedule visits 1-2 weeks apart and pull only the 8-10 worst points for the first few visits. Then if not getting desired results then schedule a longer visit.

Benefits:

- Less time needed = Appointments are more affordable
- Information is more focused and easier to manage
- Time for results to speak for themselves; Client can see improvement before "laying out the big bucks" and will require no selling to get the big bucks
- Practitioner already has familiarity with client's main issues before the "257,786,465 page report comes rolling in," and knows what to look for in the VP (that is what it feels like to me anyways....at the least 257,786,464 pages for sure.)

OK so I have shared my experience. I have no idea how it stacks up to those who have more experience. I know that my situation is different than most others. So each will just have to tailor it to their own situation and available resources. I just know that through this process I have enough confidence now that when someone holds that microphone to their mouth, I know that I can use sound therapy to get them some sort of positive results, and I deserve to be paid a fair wage for those results.

One thing I would love to do is to work with others of you out there who are also just getting started. As a group we could speak to the more experienced practitioners, and have maybe 3 Tinnitus-type issues that we focused on as a group. It would reduce our individual "freebies" as we could share our results with each other and form some what of a standard approach for each condition. Our goal would be to have a final product that would allow new BARA's to have confidence with a few conditions so they can start their business with a focused approach instead of trying to handle whoever walks through their door.

I hope this was helpful in some way for those looking for some ideas.

Tamara