

Examples Of Revenue Potential--Wellness

- Example: 100 employee employer with company-paid Health Coaching
- Exposures/Revenue:
 - Wellness Launch/Health Fair
 - Assume 90% participation. Thus, 90 exposures whereby you are introduced as their Health Coach and “touch” them through bio-metrics and screenings.
 - Monthly Health Presentations
 - Consistent, repetitive exposure to the 100 employees year round (plus their dependents)
 - Health Risk Reviews
 - Assume 90% participation. Thus, 90 consultations scheduled for you by Wellspring.
 - Assume, 33% conversion to Health Coaching. Thus, \$7,500 in first month Health Coaching revenue.
 - Assume, 33% conversion to your services. If your average new client is worth \$500, \$15,000 in revenue generated.
 - ~\$24,000 in revenue generated (\$7,500 + \$15,000) by one (1) employer
- How many employers do you want to work with?

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Examples Of Revenue Potential—Functional Testing

- Example: 100 employee employer with POET and FFD testing
- Exposures/Revenue:
 - Pre-employment post-offer testing
 - Assume 10% turnover. Thus, 10 new hires a year generating \$750 in testing revenue for you.
 - Assume you develop client relationships with 50% of the people who come to your clinic, met you, etc. Thus, 5 new clients a year.
 - If average new client is worth \$500, \$2,500 of new revenue.
 - Fit for duty testing
 - Assume 50% of the employees receive FFD testing annually. Thus, 50 tests a year generating \$3,750 in testing revenue.
 - Assume you develop client relationships with 50% of the people who come to your clinic, met you, etc. Thus 25 new clients a year.
 - If average new client is worth \$500, \$12,500 of new revenue.
 - \$19,500 potential revenue from one (1) small employer
- How many employers do you want to work with?

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