



DR. JUSTIN STEINHAUSER

10+ years in Practice
BPA Member for 2 years

AT A GLANCE

Before Blueprint to Practice Automation

- \$40,000+ per month
- 600-700 patients per month

After Joining Blueprint to Practice Automation

- \$90,000 per month
- 600 patients per month

Whats your next office goal, and what are your action steps to achieving it?

Our next goal is to break a million in annual revenue. We want to continue training to get systems running better and also train my team better so we can scale larger.

What was your #1 reason for joining a program like BPA?

I wanted to help more people in my community that Chiropractic alone wasn't resolving. I was referred by a friend that was in BPA and what really caught my eye was the different niches that BPA offered and I saw tremendous value and opportunity in helping more people in different areas that I could complement with Chiropractic. I am always looking for additional revenue streams for the office and what BPA offered was exactly what I was looking for.

What did you first Implement, once joining Blueprint to practice automation?

Blueprint's Plug and Play Neuropathy Protocol.

Once you had success, what did you implement next?

We added Dahlia's Red Light system, implemented BPA's Weight Loss program, TYG, and we also invested in BPA's Decompression and Knee Pain programs.

In your opinion, whats the single greatest Value you received from BPA?

Versatility to help many different chronic health conditions in our patient population with the systems that were already in place with BPA.

What is one of your biggest "patient wins"?

We have had several patients drop 40-50lbs with the Red Light and Weight Loss programs, but the biggest win in that area was a friend of mine that lost 125lbs in only 6 months.



CASE STUDY:

Doctor Scales His Practice From \$40k To \$90k Per Month With 5 Simple Steps



This overworked doctor was collecting \$40K per month with one revenue stream which was chiropractic. He was seeing 600-700 chiropractic visits per month. He was adjusting, doing day 1, day 2, and offering his weekly education classes to his active patients. He felt like he was overworked, under paid, and with no room to grow. He really needed to double his collections to be able to live comfortably, spend more time with his family, and be able to hire an associate.



AUTOMATION STAGE

This doctor added the automated hybrid neuropathy program that was 90% based around automated acquisition processes while utilizing an at-home/online clinical treatment approach. This allowed him to add additional revenue without taking up his time and energy. This instantly increased his RIO on his time and energy spent for revenue by increasing revenue by 125% in just a short period of time.



REPLICATION STAGE

Now that this doctor had more than doubled his practice with the neuropathy automated clinical program, he started to look at the areas of his practice that was hindering him from growth. After completing a time evaluation of him in the practice the number one thing was the chiropractic adjustment was taking up most of his time. This led him to hire an associate to take over the technician part of his job. This bought 75% of his time back in the week!



SCALING STAGE

With the 75% of time that he gained back he immediately put it all back into the higher RIO neuropathy services he had added. By maximizing his return on his time and energy he was able to double his practice to \$90K per month with a 125% increase in revenue. At this point he only had to come in 3 days a week to process new patients and he let the hybrid clinical protocols and his staff handle patient care.

ACCELERATION STAGE

This doctor saw the full potential of having automated hybrid clinical programs in his practice. The RIO was ten times the chiropractic adjustment and his goal was to fill his time with these high ROI services. His next step is to add Red Light, Decompression, Knee Pain and Weight Loss automated clinical protocols. This will help him reach his goal of \$1M annual in revenue.

FREEDOM STAGE

This doctor is now on the way to living his dream practice. Hiring a Case Manager to replace him in the Day 1 & Day 2 and is now becoming a true CEO of his practice. As this doctor fills his office with more high RIO services where his patients only come in 1x per week and do the majority of care online at home, he has seen both his collections skyrocket as well as his time free up. His collections have already skyrocketed to over \$90K per month in revenue; on his way to his new goal of \$1M per year. Even more importantly, he now goes on long vacations with his family, spends more time at home with them and less in the office, and truly has created Freedom from his practice.



PAIN NICHE STRATEGY

MONTHLY EXAMPLE: 10 PATIENT STARTS

\$7,000	Case fee
\$70,000	Total Gross Revenue
\$1,300	Hard Costs per Case
\$13,000	Total Hard Costs
\$3,000	Marketing Costs
\$16,000	Total Expenses

GROSS REVENUE

$$\begin{array}{r} \$70,000 \\ \text{Total Gross Revenue} \end{array} - \begin{array}{r} \$16,000 \\ \text{Total Expenses} \end{array} = \begin{array}{r} \$54,000 \\ \text{Monthly Net Profit} \end{array}$$

$$\begin{array}{r} \$54,000 \\ \text{Monthly Net Profit} \end{array} \times \begin{array}{r} 12 \\ \text{Months} \end{array} = \begin{array}{r} \$648,400 \\ \text{Annual Net Profit} \end{array}$$

Things to Consider

- \$54,000 is equivalent to 1080 chiropractic adjustments at \$50 per visit with 3x the operating costs
- You see the patient 1x/week vs 3x/week
- 90% of care is at home & online
- Patient home care products can be drop-shipped directly to the patient
- Operating costs are lower — Less time & energy is spent servicing patients
- By adding a niche outside chiropractic, you are reaching the other 85-90% that chiropractic doesn't.

NEURO PAIN NICHE EXAMPLE



ADDING METABOLIC NICHES STRATEGY

300 ACTIVE OR INACTIVE PATIENTS

Adding metabolic niches using the thoughts, traumas, toxins chiropractic philosophy to 10% of the patient base immediately.

$$30 \text{ Patients} \times \$1,797 = \text{\$53,910 Gross Profit}$$

\$400	Total Hard Costs per Case	\$12,000	Total Hard Costs
\$0	Marketing Costs	\$12,000	Total Expenses

GROSS REVENUE

$$\text{\$53,910 Gross Profit} - \text{\$12,000 Total Expenses} = \text{\$41,910 Net Profit}$$

30 NEW CHIROPRACTIC PATIENTS PER MONTH

Adding metabolic niches using the thoughts, traumas, toxins chiropractic philosophy to 30% of new patients.

$$9 \text{ Patients} \times \$1,797 = \text{\$16,173 Gross Profit}$$

\$400	Total Hard Costs per Case	\$3,600	Total Hard Costs
\$0	Marketing Costs	\$3,600	Total Expenses

GROSS REVENUE

$$\text{\$16,173 Gross Profit} - \text{\$3,600 Total Expenses} = \text{\$12,573 Monthly Net Profit}$$

$$\text{\$41,910 Net Profit} + \text{\$12,573 Monthly Net Profit} \times 12 \text{ Months} = \text{\$192,786 Annual Net Profit}$$

Things to Consider

- Care is 100% at home and online, zero effort in the office
- Software tracks the patient & keeps them accountable
- You manage the software, not the patient
- Patient products can be drop shipped directly to the patient as we hold the stock

METABOLIC NICHE EXAMPLE



WANT TO GET STARTED WITH PRACTICE AUTOMATION?

Dr. Justin Steinhauser took this simple BPA Proven Discovery Process to first learn more. Over 1,500 other doctors have also gone down this path, to learn what they needed to make an educated decision about starting BPA in their practices.



PROVEN DISCOVERY PROCESS

Recognize a Need

- Discover Your Practice Potential
- 1500+ Doctors Have Done The Same
- Let Us Guide Your Journey

Demonstrate

- Hear From Our CEO/Founder
- Learn About BPA's Vision & Strategies
- Experience Our Awe-Inspiring 30-Minute Automated Education Training
- We Practice What We Teach!

Develop & Decision

- Work With a BPA Expert Doctor
- Hone in on Your Strategy on a 45-Minute Strategy Call
- Walk Away With a Tailored Action Plan Around Your Practice Goals

FAST TRACK

FAST TRACK

STOP

Onboarding Starts

Discover OPTIONAL

- 15-Minute Discovery Call
- Explore Hidden Opportunities in Your Practice
- Let's Collaborate Around Your Current Approach
- Let's Collaborate Around Your Goals

Most Popular

Fast Track

Access the 90-Minute Education Training from wherever you are to learn how practice automation can increase patient results, practice collections, and your freedom.

[ACCESS TRAINING NOW](#)

Scenic Route

Book a 15 minute, no selling Discovery Call with our team where you can explain the current state of your practice and ensure that practice automation can work for you

[BOOK A CALL](#)