ALLEVIANT
HEALTH CENTERS℠
Heal Pain. Restore Hope. Regain Purpose.

PARTNER *with us*

Alleviant Health Centers

Integrated Healing of Mood Disorders & Chronic Pain

alleviant.com

The State of Mental Healthcare in the United States

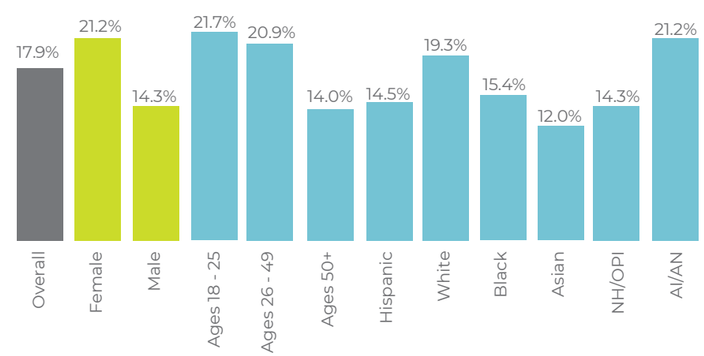
The United States is in the midst of a major psychiatric crisis. We now average 129 suicides per day, with many of the victims being veterans who take their lives in VA parking lots. Globally, the United States ranks almost last in the number of mental health providers per capita and struggles to meet the growing demand as behavioral health visits increase at a rate of 9% per year.

Emergency rooms are inundated with patients who need psychiatric care and have nowhere else to go. One in eight emergency room visits is related to a mental health crisis. Often, people seek emergency help when transitioning out of an inpatient facility, during a psychotic episode, or simply when they have to wait one to three months before a psychiatrist can offer a medication refill.

Furthermore, current treatment modalities are myopic and do not consider the source of the illness. They are designed to mask symptoms and manage side-effects, keeping patients stuck in the system while losing any chance of true healing.

Statistics speak for themselves.

12-Month Prevalence of Any Mental Illness Among Adults ages 18+, by Gender, Age, and Race (2015)



NH/OPI = Native Hawaiian/Other Pacific Islander; AI/AN = American Indian/Alaska Native

Quelle: Kaiser Famimly Foundation analysis of data from SAMHSA 2015 NSDUH (Accessed on July, 2017)

Mental Health Statistics

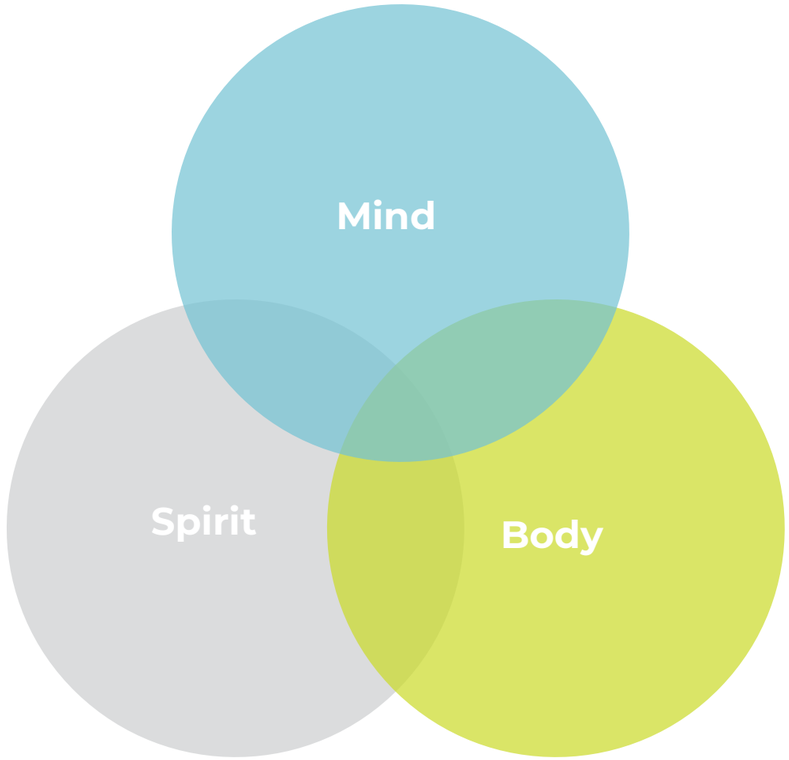
- Generalized Anxiety Disorder 19.1%, 62 million people
- Obsessive Compulsive Disorder 1.0%, 2.2 million people
- Post-Traumatic Stress Disorder 8%, 24.4 million people
- Major Depressive Disorder 6.7%, 16.1 million people
- Generalized Anxiety Disorder $42 billion
- Obsessive Compulsive Disorder $8 billion
- Post-Traumatic Stress Disorder $42 billion
- Major Depressive Disorder $118 billion annually

Chronic Pain Statistics

- Chronic Pain - 33%, 100 million, 30-50% of global population
- Migraine Headaches 12% and 80% have depression
- $635 billion annually on pain alone
- $261-300 billion in related healthcare needs
- $4,516 – average annual increase in healthcare costs for moderate pain
- $7,726 – average annual increase in healthcare costs for severe pain
- $11 billion annual migraine burden
- $7,007 – average annual migraine medical costs

THERE IS A BETTER WAY!

- Responsible Medication Management
- Holistic Psychiatry
- Integrative Care
- Novel Therapies
- Psychotherapy
- Lifestyle Coaching
- Environmental Modifications
- Quick and Consistent Care



We believe in integrated holistic psychiatry.

We know that the mental health of any person depends on the health of their physical body, their thought patterns, and their emotional intelligence and mastery.

These systems are interdependent and one cannot function properly while the others are in a state of disease.

Our integrative approach to medicine addresses the mind, body, and spirit to help our patients break cycles of imbalances quickly.

We employ a variety of therapeutic interventions such as medications, lifestyle management techniques, ketamine therapy, transcranial magnetic stimulation, nutritional counseling, and talk therapy to address the whole person.

ALLEVIANT
HEALTH CENTERS™

WE ARE A NETWORK OF FULL-SERVICE MENTAL HEALTH CLINICS

Alleviant Health Centers is a network of full-service mental health clinics, treating mood disorders and pain conditions by integrating traditional therapies and innovative, holistic modalities. With the rise in concierge medicine and the shortage of mental health professionals, Alleviant Health Centers is perfectly poised to make an impact in the market for people seeking to reduce medication use, take control of their lives, and employ holistic treatment options.

Through our interdisciplinary approach, we merge anesthesia and psychiatry, combining expertise in both fields. In this way, we achieve rapid healing for our patients and relief from the effects of previously-employed medications.

We are dedicated to shifting the focus of mental healthcare in the United States from medication-dependent care to a holistic integrated approach, addressing the whole person.

alleviant.com

WE ARE A TEAM

of people dedicated to leading the transformation of mental healthcare from medication-dependent care to integrated holistic psychiatry.

Brian Mears, CRNA
CEO & Founder

Paula Lee
Credentialing Specialist

Brent Lawliss, M.D.
Psychiatrist
Chief Clinical Officer

Patty Gibson, M.D.
Psychiatrist
Chief Medical Officer

Mike Mayo
Director of Business Operations

Brian Rader
Director of Business Development

Katya Turner
Director of Marketing

Kristi Wright
Billing Manager / Credentialing

Ashley Brown
Director of Strategic Development

Lisa Young
Franchise Account Manager

Andrea Davis
Clinic Manager / Transitional Care Unit

Jacqueline Clemente
Intake Coordinator

We help people with the following health conditions:

+ Depression
+ Postpartum Depression
+ PTSD
+ Anxiety
+ Bipolar Disorder
+ OCD
+ Fibromyalgia
+ Migraine Headaches
+ CRPS
+ Rheumatoid Arthritis
+ Peripheral Neuropathy
+ Sciatica

HOW WE HELP

We help our patients with mood disorders and chronic pain via comprehensive psychiatric care, ketamine therapy, and transcranial magnetic stimulation.

Comprehensive Psychiatric Care

We provide comprehensive psychiatric care including psychiatric evaluations, counseling, and medication management. We're committed to helping every patient maintain an individualized treatment regimen for their particular diagnosis. Our team of supportive psychiatric professionals and counselors enjoy walking alongside our patients during their healing journey.

Ketamine Therapy

Ketamine Infusions are an effective treatment for chronic pain and mood disorders. Approximately 70% of patients may experience a significant reduction in symptoms – many during the first infusion. Ketamine infusion therapy requires multiple infusions over a short period of time. Infusions range from one to several hours, depending on the diagnosis. A medical professional administers the infusion through an IV and monitors the patient during the entire infusion.

Ketamine & Mood Disorders

Ketamine alleviates mood disorders by increasing synaptogenesis and neuroplasticity, decreasing inflammation, and regulating glutamate by blocking NMDA receptors. Once Ketamine has kick-started the healing process in the central nervous system, patients are able to achieve rapid progress in processing emotional trauma with talk therapy.

Ketamine & Pain Conditions

Ketamine works in the nervous system to help break cycles of chronic pain caused by nerve damage and faulty communication. Ketamine also has potent anti-inflammatory properties and increases circulation in the body, reducing joint pain brought on by swelling.

Transcranial Magnetic Stimulation (TMS)

TMS is a non-invasive procedure for treatment-resistant depression. It delivers magnetic impulses through an electromagnetic coil to the prefrontal cortex, the region of the brain associated with mood control. TMS helps nerves begin to communicate again and reinforces positive nerve pathways. Therapy takes place five days a week for four to six weeks. Each treatment lasts less than 4 minutes. TMS is FDA-approved for treatment-resistant depression.

“This is the first pain-free, medication-free day I’ve had in five years”

- Will H. | Alleviant Health Centers Patient

“The treatments have exceeded my highest expectations! I have not experienced any migraines since my treatments. I also have had almost no fibromyalgia pain, and I’ve been able to relax without feeling anxious or depressed about missing out on family time due to having to stay behind during family activities. I can honestly say I feel better than I have in a long, long time. This has been a miraculous improvement, and I intend to recommend it to others!”

Melissa S.
Migraines, Fibromyalgia, Depression, Anxiety

“I am so thankful that I received the Ketamine infusions. It has completely changed my life. I was suffering from severe anxiety and depression, and now my anxiety is just gone. Such an amazing and compassionate staff that took excellent care of me each time. “

Kinley B.
Depression, Anxiety

“After I finished the six treatments I went to see my psychologist. He didn’t even recognize me. He and my psychiatrist cut down my visits in half. I’ve been motivated to get out and look for a job.”

Mary T.
Suicidal Ideations, Depression

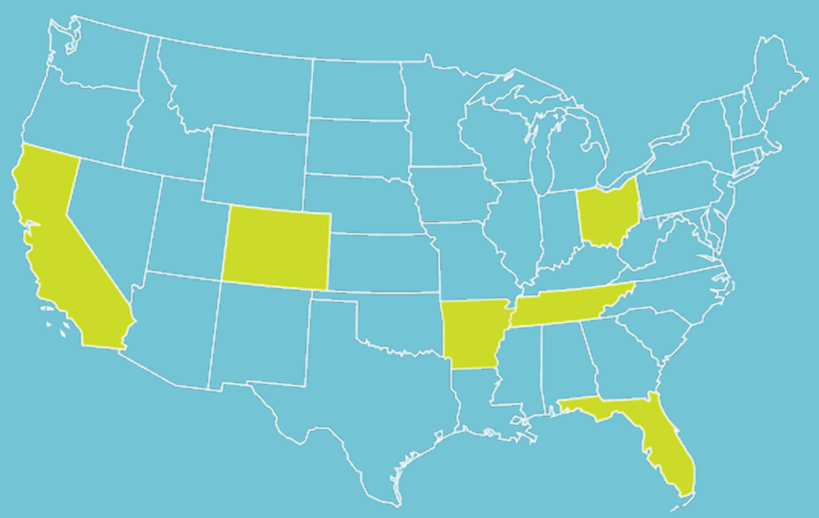
“I went from crushing depression, crippling anxiety, not wanting to leave the house, not wanting to eat, not having any satisfaction in life, to having some therapy, and getting a little better. But after the ketamine - waking up feeling like a young person again, like being in one of those smarmy mattress commercials. I always thought, ‘Who in the world wakes up smiling like that?’ Well, me! I do! I wake up smiling like that.”

David R.
Depression, Anxiety, Fibromyalgia, Migraine Headaches

“You don’t have to live with this struggle any longer.”

Kaye T. | Postpartum Depression

We're here to bring hope to millions of suffering people, and we want you to join us.



Alleviant Health Centers Geographical Footprint | November 2019

We help medical professionals open successful pactices and focus on patient care

Our mission is to partner with medical professionals like you who want to be at the forefront of innovation in mental healthcare. Take advantage of our growing network and our expertise as we multiply our model of care throughout the nation. We handle business operations so that you can enjoy doing what you love: practicing medicine. We will guide you through the process and make it simple, from our first conversation to opening day, and beyond.

OUR HAPPY CLINIC OWNERS

Being your own boss opens a new world of opportunity for your career and your personal goals.

"Alleviant joined two worlds together for me. I have a background in psychology, nursing, and anesthesia. I am able to combine all my learning for the last 22 years into one avenue and help those in need. It is amazing!"

Crystal Koss, CRNA | Owner - Alleviant Health Centers of Brentwood

Why did you franchise? Why didn't you do this on your own?

"I've been wanting to do this for three years, but I just didn't know how. I met Brian, and two and a half months later I have my own clinic."

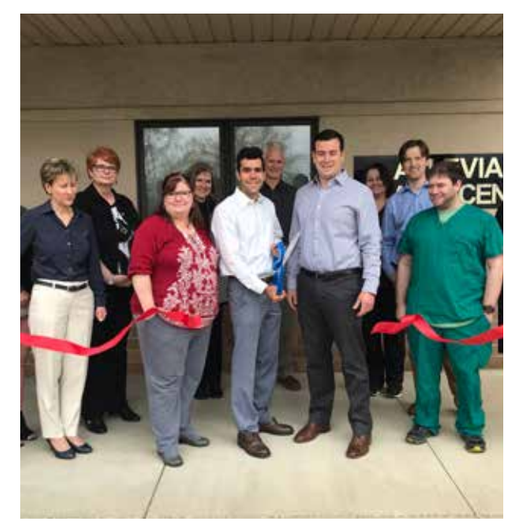
Thomas Cook, M.D. | Owner-Alleviant Health Centers of Honolulu

"Psychiatry and anesthesia providers make the best possible combination that a patient can have. Healing people of long-standing debilitating illness has been very satisfying."

Stephen Durand, CRNA | Owner
Alleviant Health Centers of Naples

"It's a good blend of the latest science and practical approaches to meeting the needs of each community. It's important to me to work with people who are competent, professional, and fun."

Nick Angelis, CRNA | Owner
Alleviant Health Centers of Akron



THERE IS NO NEED TO BLAZE YOUR OWN TRAIL

We have figured it out for you:

- Business Plan
- Clinic Location & Design
- Staffing, Recruiting & Training
- Branding & Marketing
- Billing
- Insurance Credentialing
- Sales Support
- National Call-Center

Starting your own business is tough. Let us do the heavy lifting.

Feasibility Analysis

We write a detailed, personalized business plan for your Alleviant Health Center which includes a comprehensive market analysis, competitor analysis and an overview of the process for opening your clinic with projected timelines and a full financial pro-forma.

Location Planning, Clinic Design & Build-Out

Choosing the right location is a critical business decision, and we're here to help you get it right. We also provide assistance with clinic design and build-out to ensure that your Alleviant Health Center is the preferred clinic in your region.

Billing

We have a dedicated revenue cycle management and billing team fully integrated with our EMR. We've already connected each medical procedure to all relevant billing codes and we offer training support for claims submissions for your office staff.

Insurance Credentialing

As soon as you become an Alleviant owner, we start credentialing your staff with all major insurance payors in your area. Credentialing is an intricate process that is essential to providing equitable access to care and financial success.

Staffing, Recruiting & Training

Staffing is sometimes the most daunting challenge of business ownership. We provide staffing guidance and recruiting support. We also provide comprehensive training in the treatment protocols, business operations and proprietary practices that distinguish Alleviant Health Centers from competitors.

Branding & Marketing

We customize a go-to-market plan for you to make an entrance into your community, boosting brand awareness and generating referrals. We offer a complete branding package for you, including business cards, signage, artwork and printed materials.

Sales Support

In addition to marketing support, Alleviant Health Centers provides sales support and training. Our corporate staff will visit your city to network and generate referrals from local physicians. We will also train members of your staff who would like to continue in sales support.

National Call-Center

Our trained Intake Coordinators take calls from patients and referring doctors from all over the country in our national call center. We collect required information for new patients and schedule them for initial evaluations in your clinic.

Ongoing Support:

Corporate Networks

- Access to corporate staff and expertise
- Ongoing Call Center support with patient intake
- Take part in our educational and professional initiatives: conferences, podcasts, blog posts, and more

Medical Innovation

- We provide consistent updates on research and best practices
- There is unlimited potential for growth by adding treatment options that benefit our patients

Financial & Performance Reviews

- We will periodically review your business performance and suggest methods for improvement as needed

12 STEPS TO CLINIC OWNERSHIP:

1. Initial Meeting

Get to know each other & explore visions and goals.

2. You sign an NDA

We send you a non-disclosure agreement to protect our proprietary information.

3. Franchise Disclosure & Presentation

You get all the details about our business model and important numbers.

4. Wait 14 days

By law, we are required to wait 14 days before signing the franchise agreement. We answer questions, provide details, and await the signing.

5. Sign Franchise Agreement

Yaaay, we are very excited to go into business with you as well! We sign the agreement and move on to market research and planning.

6. Feasibility Analysis

We provide you a comprehensive business plan, including market research, a tailored financial proforma, and more useful data.

7. Letter of Intent to Proceed

You love the business plan, and sign a letter of intent to proceed.

8. Onboarding

We are almost there! We finalize your clinic location and start onboarding it.

9. Training

We help you form your team and train your staff to be the best in the industry and uphold the gold standard of medical operations that make us famous.

10. Clinic Setup

We set up your clinic, getting ready for the exciting opening day.

11. Clinic Opening

Yay! Let's have a party! We help you with your first major PR event, connecting you with members of the media and medical partners.

12. Support

We continue working together and supporting you in every apect of business management and operations.

Our streamlined franchise process creates a smooth transition to ownership.

1. Initial Meeting

We begin with a video call or in-person meeting to get to know each other, exploring the goals and vision that we have in common.

2. NDA

We send you a Non-Disclosure Agreement to sign and return to us, outlining the parameters of our confidential discussions.

3. Franchise Disclosure & Presentation

We send you a Franchise Disclosure Document that informs you of essential information about franchise ownership. We also send you a detailed PowerPoint explaining our business model.

4. Wait 14 Days

We are mandated by law to wait two weeks before we can sign the Franchise Agreement. During this time we will continue to converse and answer your questions. We encourage you to study the resources we provide and do your own due diligence with your legal team.

5. Signing of the Franchise Agreement

You sign the Franchise Agreement form and make your initial financial investment, allowing us to produce your personalized business plan.

6. Feasibility Analysis

Our team spends 30-60 days creating a comprehensive business plan, including market research, a tailored financial proforma, specific legal requirements for your state, staffing models, and onboarding models.

7. Letter of Intent to Proceed

After reviewing the Feasibility Analysis and signing the Letter of Intent to Proceed, you make another financial investment and become an Alleviant franchise owner. Congratulations!

8. Onboarding

The onboarding phase is the period between signing your letter of intent and opening day. We help you hire your team, order your FF&E, create a go-to-market campaign, and prepare for your grand opening day.

9. Training

We conduct comprehensive medical, administrative, and media training for you and your entire staff. We provide manuals, videos, standard operating procedures, and in-person training two weeks prior to opening.

10. Clinic Setup

Your clinic will be beautiful, bright, and welcoming on opening day. We help you prepare your monitors and medical equipment, select and order furniture, paint, create signage, and decorate your clinic so that it's consistently on-brand with other Alleviant clinics throughout the country.

11. Clinic Opening

We have a party on opening day because you deserve it. We accompany you during your launch and transition to the daily rhythms of ownership.

12. Support

After your launch, we continue to strengthen our ties as we provide ongoing support for your entire clinic. We update you on current research and best practices, provide financial and business performance reviews, and offer our in-house marketing support for your ongoing needs.

CASE STUDY: **LITTLE ROCK, AR**

Little Rock, AR

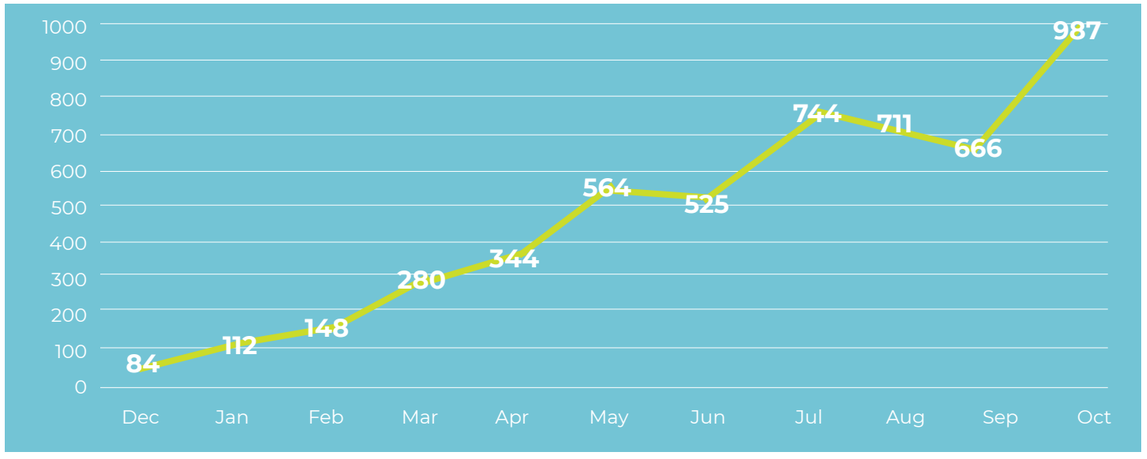
Little Rock is home to the flagship clinic of Alleviant Health Centers, founded in 2017 by Brian Mears, CRNA, and Michael Reding, MD.

We started out as a simple "ketamine clinic" and quickly evolved to meet the growing needs of our patients. As we treated more and more people with chronic pain and mood disorders, we realized that we needed to revolutionize and expand our services to treat the whole person: body, mind, and spirit. We are committed to finding and healing the root cause of disease, instead of masking symptoms. The lessons we learn in Little Rock teach us how to best reproduce our model throughout the country. Our interdisciplinary team of doctors, nurses, therapists, and administrative staff collaborate to integrate care for each patient.

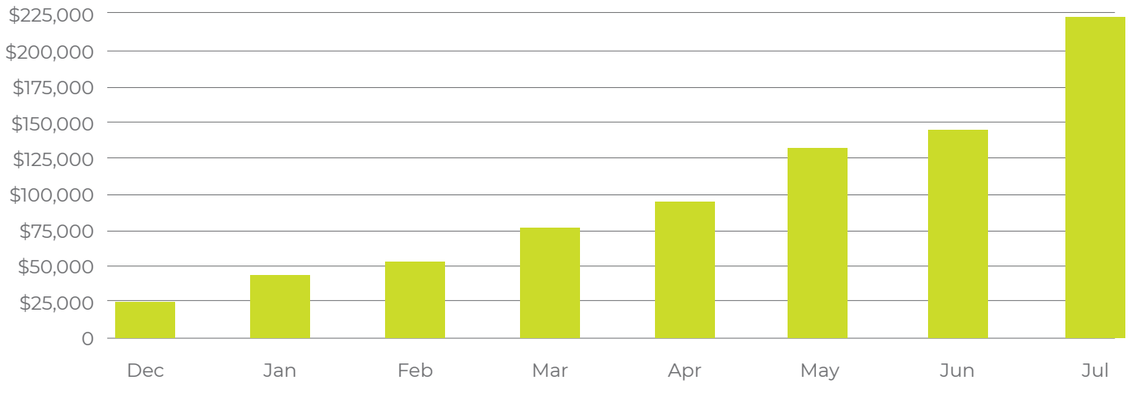
Data: Dec. 2018- Oct. 2019

Month	Little Rock Patient Volume
December	84
January	112
February	148
March	280
April	344
May	564
June	525
July	744
August	711
September	666
October	987

Little Rock Patient Volume History



Little Rock Gross Revenue

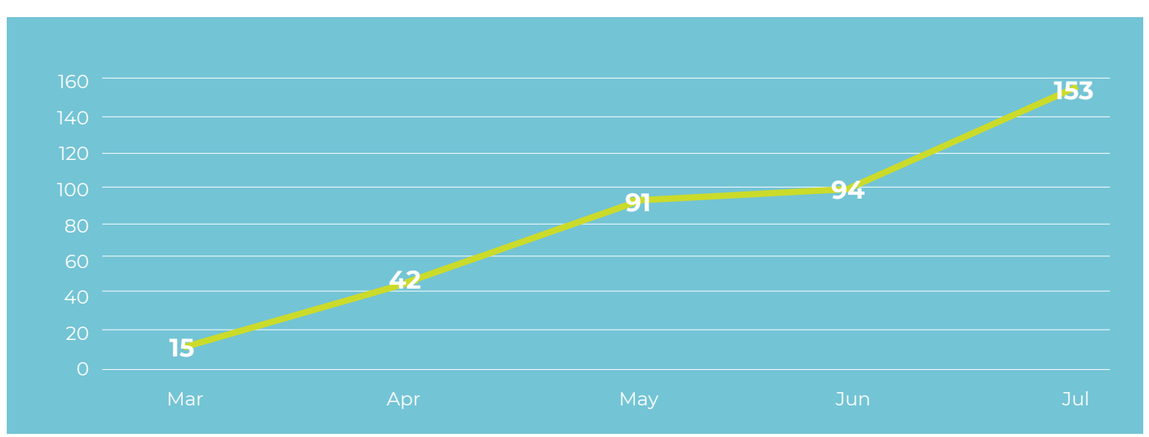


NAPLES, FL

Data: Dec. 2018- April 2019

Month	Patient Volume	Growth From Month Prior	Gross Revenue
March	15		$9,807.00
April	42	280%	$33,165.00
May	91	217%	$37,966.72
June	94	103%	$42,275.00
July	153	163%	$74,758.63

Naples Patient Volume History



AKRON, OH

Opening Date: April 22, 2019

Our Akron clinic opened on April 22, 2019, with a unique team of clinicians.

They are the first Alleviant clinic to offer addiction counseling and holistic massage to complement the traditional and novel therapies that all Alleviant locations have. The owner, Nick Angelis, is dedicated to expanding holistic treatment options for his patients, helping them reduce their medication intake and regain the body's natural balance.

alleviant.com/akron

BRENTWOOD, TN

Opening Date: May 13, 2019

The most recent Alleviant clinic opened in in Brentwood on May 13, 2019. Co-owners Crystal Koss and Kip Neuhoff are both Nurse Anesthetists with a mind for business and a heart for patient care. Like all Alleviant locations, they partner with a psychiatrist who serves as their medical director.

alleviant.com/brentwood

ROYALTIES

We offer a mixed royalty rate of 20% on procedural services and 9% on professional services , averaging 13% total.

Procedural services

(Ketamine Infusions, TMS)

80-99% profit margin

Professional services

(Psychiatric Evaluations, Medication Management, Counseling)

29-30% profit margin

Ketamine Infusion Profit Breakdown		TMS Profit Breakdown	
Cost	$7.80	Cost	$28
Return	$495	Return	$4,500
Profit	$487.20	Profit	$4,472

Ketamine Infusions yield a 98.42% profit

A round of TMS yields a 99.4% profit

Typical Retail Franchise Models

Low Royalties + Lower Profit + Lower Margins + Higher Cost of Goods + Higher entry into business + Longer ROI

Alleviant Health Centers Franchise Model

Mixed Royalty Rate (9% & 20%) + Lower Cost of Entry + Higher Profit Margins + Lower Cost of Goods + Faster ROI

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If business ownership isn't for you, we can get you connected with our team as an investor, co-owner, or employee.

We are always searching for talented and driven medical and business professionals who share our vision for holistic, integrated healing

Co-Owner

It is our goal to make our model of care accessible throughout the nation and we would be happy to help match you with the right partner to open a clinic in a strategic location.

Investor

We have a variety of investment opportunities for our quickly-growing business that can be discussed and tailored on an individual basis.

Employee

As our unique interdisciplinary clinics grow, so do the employment opportunities. We hire a variety of clinicians - physicians, nurses, therapists, massage therapists and more.

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