



Pain management & Preventive medicine

SPINE CARE CENTRE s.a.r.l ***FRANCHISE PROGRAM***

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"Enjoy Life Without PAIN"

At **Spine Care Centre s.a.r.l (SCC)**, that's not just our slogan, it's our mission statement. We believe we can bring every person a life free of back pain, and can give anyone the tools the needs to become a successful business owner. We believe in our concept and, as a franchisee, you will too.

Over 80% of the population will suffer from some form of lower back pain at some point in their lives; the use of modern technologies (computers, phones, tablets) is putting the spine in a stressing positions, increasing the number of population with spine complaints. The majority of these complaints can be treated without surgery.

Spine Care Centre treats back pain and chronic pain **NON-SURGICALLY** utilizing the newest and most efficient technologies for pain management and muscle rehabilitation for many neurological conditions.

Spine Care Centre patient network have grown exponentially over the last year. After seeing the success of our pilot center in Tyr City (South Lebanon) and Kaslik (Jounieh), we plan on a progressive expansion in all major Lebanese cities and Middle East region over the next 24 months.

We look forward to helping you achieve your goal of business ownership and are very confident that we have a great franchise concept that will allow you realize this efficiently and cost effectively.

A Simple, Turnkey Solution

What is our concept? It's **simple**. We have great products using many machines, many treatment plans and rehabilitation programs for many medical conditions with less technicians at a **great price point**, and we've created a business model that is **easy and efficient** to manage and to bring to **profitability**.

Spine Care Centre is based on an several internationally recognized machines with many developed programs tailored on several medical and painful conditions; this concept that has enjoyed fantastic growth over several years and many countries - and which has now arrived to Lebanon. Here's what's even better - we've streamlined and improved on that concept as well. Through innovative technologies and better price points, we've made Non-surgical back pain management affordable for all. By keeping it simple, we made it so the average consumer can take advantage of pain management services they may have formerly felt were out of reach.

And what we've provided to our customers, we also provide to our franchisees; we kept the good and got rid of what wasn't, from a successful business standpoint - too much space, too little structure, too many employees and too many add-ons. We've made a successful, profitable business something truly attainable for all - whether you are a seasoned investor or a first-time business owner.

Business Done Right

You have the dream of successful business ownership. We've built you a path to that dream. We've researched, designed, implemented, tested, and improved the concept. We give you the map and you make your way to that dream - with our full support, every step of the way.

We know that your success is our success. Our business model is simple to understand, simple to market and simple to bring to profitability. How do we pave the pathway to becoming a successful business owner?

We give you a business model with:

- *Easy to start up with facility needs around 250-300 sq.m.*
- *Simple management with low staffing needs, recurring revenue streams and very little cash transaction (ideal for both the owner operator and the multi-unit investor).*
- *No previous experience or health industry knowledge necessary.*
- *Excellent return on investment (financial plan is ready).*
- *Low payroll: 10-15% vs. the Health industry standard of 45%.*
- *Low operating overhead.*
- *No inventory needed, we provide you by all machines.*
- *Proprietary access software, brochures, & marketing tools.*
- *We build progressively your referral network, by conferences to doctors and marketing tools.*
- *One website, Twitter, Instagram, Youtube and Facebook accounts managed by us.*
- *Multiple centers ownership possible.*
- *Cash business.*

Franchise Set up Package

Administration

- Support with finding premises, lease negotiation, and staff preparation.
- Provide guidance on layout, simple brand standard requirements, and premise design.

- 6 week pre-opening process.

Material

- Lobby with secretary desk and 6 treatment rooms divided in 4x3m and 4 treatment rooms divided in 2.5x2.5m
- Interior and exterior brand material.
- 1 shower and 3 toilets (1 for visitors, 1 for employees and 1 for patients)
- Initial treatment and educational brochures.
- *Spine decompression machine (Lax),*
- *Muscle rehabilitation machine (ML),*
- *radiofrequency machine (RF),*
- *Ceragem machine (Cer),*
- *AmplTrain machine (Amp),*
- *Spine Virtual Rehabilitation room (Valedo),*
- *Gait & Run Virtual Rehab Training (WalkerView),*
- *Upper & Lower extremities Virtual Rehab Training (Isolift)*
- *Massage/Chiropractic table and wardrobe for disposables parts.*
- Updates in Machines, new programs, and tools will be provided regularly.

Training

- Owners, managers, and technical staff.
- 5 days at corporate headquarters, 3 days on site, ongoing training available.
- Training for any new developed program or implemented new systems.

State-of-the-art Technology for Back Pain & Rehabilitation

Is Spine Care Centre **Right** For You?

If you are active and like dealing with people, if you like the idea of owning a business in a booming market, then you're good fit for our concept. It's that simple. How do we know? When we created **Spine Care Centre**, we created a business system that could be owned and managed by **anyone**, but preferably with people who had medical experience.

Spine Care Centre. Enjoy Life Without Pain!