



FEE SCHEDULE & AGREEMENT

- HHMC “Fast Track”[®] Physician Marketing Program** **Quote by Request**
Content : “Marketing Guide for Hearing Healthcare Providers; (included in the above price) one 60 minute marketing orientation to establish program implementation priorities, plus an HHMC thumb drive of published clinical research articles that support your “disease state marketing” program for a period of two years; one “Physician Referral Folder” with recommended content – * the additional cost for other materials is listed below.

- HHMC “60 Day Program”** (plus all travel related expenses) **Quote by Request**

- HHMC “90 Day Program”** (plus all travel related expenses) **Quote by Request**

- HHMC “365 Day Program” 12 Monthly Webinars Provided** (relevant marketing topics) **Quote by Request**

- Monthly Retainer Fee** (tailored training programs available) **Quote by Request**

Additional travel related expenses are not included in the above stated fees and will be invoiced separately.

*All hard copy Training Manuals/binders are in addition to the above fees (except for the Fast Track Program), due to numerical variability of each clinic’s needs. Cost is: **\$110.00 per HHMC training manual with Clinical Research Papers, plus shipping fee.**

The HHMC Physician Referral Marketing Guides are \$49.95 each, plus shipping, when purchased as part of the 60 Day, or 90 Day Training Programs.

When purchased separately, the copyrighted “HHMC Physician Referral Marketing Guides” are \$99.95 each, plus shipping, and are combined with a 60 Minute Marketing Consult - “The Organizational Priorities of Getting Started”.

Bob Tysoe’s conference “Guest Presenter” fee is \$947.00 for the first presentation. Additional workshop presentation fees are by negotiation.

All 60 Day, and 90 Day Training Programs consist of the following contents, yet all additional training manuals must be purchased at the above listed fees.

The “Fast Track” Training Program does include the cost of the Physician Referral Marketing Guide, the HHMC Thumb Drive of clinical research articles, the HHMC Physician Referral Folder with content; plus shipping fees.

A Training Program may include some but not all of the following – please request a proposal with cost estimates, based upon organizational need:

- An HHMC Copyrighted “Marketing Guide for Hearing Healthcare Providers” (\$49.95 each plus shipping).
- Training Manual Binders with comprehensive list of clinical research articles (\$110.00 each plus shipping fee)
- HHMC Thumb Drive with clinical research articles (\$9.95 each)

- Zip File with comprehensive list of training modules (No Fee)
- 60 Minute Orientation Meeting (\$150.00)
- Weekly Coaching calls for duration of training program (cost is included)
- One-on-one on-site personal coaching as necessary (\$997.00 per day)
- 90 day follow-up sales meetings as requested (\$150.00 per hour minimum)
- Strategies for both internal and external marketing (cost is included)
- 20 each "Audiology News" clinically oriented newsletters (quotes from printer - @ \$7.50 per set, plus \$50.00 graphic design fee, plus shipping)
- HHMC Physician Referral Folder (\$7.95 each).

Additional training time is available at **\$150.00** per hour for all program plans for both on-site training, presentations, and off-site consults. (The charge for on-site in-field sales training is capped at eight hours per day; the daily fee is \$997.00 for a full or partial day.)

One Year Program – 12 Each Monthly Coaching Call Webinars: The agenda covers the major co-morbid conditions that are prominently associated, and/or are independent risk factors for hearing loss, EG Diabetes and Pre-Diabetes, Age, Noise, Hypertension, Obesity and Cardiovascular Disease, Dementia, as well as Principles of Key Account Management, Internal Marketing & more. Cost: **\$1797.00**.

Monthly Retainer Program: When the "Fast Track", 60 Day training program, or your 90 Day training program is completed, ongoing long term Coaching and Consulting is available for a monthly retainer fee of **\$997.00**. Included is four Weekly Coaching Calls each month, quarterly sales and marketing meetings, email and phone access on an as needed basis, and assistance with analysis of appropriate clinical research that is used in the "educate to obligate" strategies of physician marketing, disease state marketing, science based marketing and relationship marketing in physician's offices.

Recruiting & Hiring Assignments are accepted for sales and marketing personnel for **\$1997.00** per hire, excluding advertising costs. EG. Indeed.Com fees.

By signing my name below, I agree to the program I have designated in the checked box above. I agree to pay full amount at the time of invoicing to Robert J. Tysoe - Hearing Healthcare Marketing Co. I understand that additional travel expenses may be incurred for which I, the customer, am responsible. If my status changes during the program, I am also responsible for payment of all program fees.

Customer Signature Customer Name Date HHMC Representative

Please make all payments by bank check to:
 "Bob Tysoe - Hearing Healthcare Marketing Company" unless otherwise directed.

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