

Some of the Benefits of Your Membership in the Cellular Medicine Association

1) **Malpractice Protection.** Because our group has standard protocols being used and evaluated by 2,700 plus physicians thousands of times per month, you have the protection of the group's experience should something go wrong. As you know, the risk of PRP causing serious harm is practically zero. Still, any procedure can go wrong & people can claim injury with any procedure (even if things don't go wrong). Legal matters are always unpredictable, but having members of our group as faculty in multiple medical schools using and evaluating our protocols gives about as much solidity as can be had.

2) **Medical-Board Shield.** So far, over the past 15 years, with providers in over 50 countries, only seven physicians and one nurse practitioner (in separate practices in different states and two other countries) had their practice with the PRP called into question. There was no adverse outcome in any of those cases; in every case, another physician reported their colleague regarding the amount of money they were making and a perceived lack of supporting research. In every case, I wrote a letter in defense of our members, pointing out the research behind what we do and the education and reputation of the members of our group. In all cases, the medical board told the providers to proceed without change. I would fear appearing before any board, but much more so if I were using PRP without our group's reputation to fall back on if called into question. This is not easily done with no agreed-upon protocol and no supporting group like our CMA.

3) **Latest Protocols, Technology, & Instruction on Our Membership Websites.** Because members of our group have conservatively done over a million PRP procedures and have done and are doing research, you enjoy the peace of mind of the group's experience and observations about the best protocols and technology. Here, you will find how-to-do videos, consent forms, marketing tips, and supply sources.

4) **Reputation Protection.** We spend \$900,000 to \$1.2 million per year legally policing these names to force imposters to cease using them. When needed, we use attorneys at Brandshield.com, our intellectual property attorney in Chicago, and local attorneys in various countries and states where litigation is required.



If we were not protecting the names with legal action, they would go generic, and anyone could advertise a Vampire Facelift® or any of our names, making it meaningless (and legal for a massage therapist to use when applying makeup or an unqualified doctor to use).

That's SCARY & that's why our names give patients assurance. For that assurance, they are happy to pay premium prices.

We've shut down Groupon's and second-rate and even first-rate injectors who used our name and marketing dollars to bring in business without participating in our group.

Watch Video: CellularMedicineAssociation.pages.ontraport.net

5) **Buyer's Club.** Our group accounts for a significant portion of the PRP business for lab equipment manufacturers. When the Vampire Facelift® provider group first formed, one 8cc Selphyl tube was \$375 (that price has been cut to about 1/4th what it was). We've been able to buy the best technology at ever-improving prices to use in our procedures because we control the name that patients want (not the manufacturer). We can bid the manufacturers against each other to secure the best technology at the best price because the patients are looking for our brand names (not the name of the PRP kit).

6) **Advertisement and Patient Education.** We have millions in advertising. By pooling our resources, we can buy celebrity endorsements, Oscars placement, and more (in past years, E! TV, Bill Maher Show, US magazine, People Magazine, Tatler, Cosmopolitan, Playboy, Medscape, The Guardian, National Inquirer, Rolling Stone, and more).

7) **Receive Premium Compensation for Your Work.** We all do work for free. But because we control who can advertise our procedures, we do not have to compete against each other on price. Most patients gladly pay us because we deliver value much greater than the fees. When someone cannot afford us, we can offer it for free. But we do not advertise ever-lowered prices, bidding each other into a no-profit zone.

8) **Rights to use the Trademarked Names** in your marketing...demonstrating membership in our provider groups.

9) **Supporting Research:** Because there is no pharmaceutical company to finance blood products, our group is a significant force in a revolution in medicine. You become part of that when in our group.

10) **Journal Club:** I read a stack of papers and, on average, a book a day, and I have three different software programs tracking our procedures online. Also, I read emails and text messages from our 2,700-plus members almost every day. Then, I host a weekly Journal Club with Pearls & Marketing (JCPM) and present to you what I have read that week that would most help you take better care of your patients and enjoy more financial rewards. Summaries and transcripts are emailed most weeks. If you are not receiving it, please call our headquarters or email us (and make sure to pull us out of spam).

11) **Print Newsletter:** A monthly summary of the best research from the previous month, marketing strategies, procedure pearls, physical product specials, and protocols. If you haven't received it, please email us your best shipping address.

12) **Listing on Our Provider Directories.** Our directories receive an impressive ratio of traffic to the number of providers listed, and they reassure your patients that you are a licensed provider of our procedures and that the procedures are valid.