



# HeartCloud

Live Life

## Radically Unique and Effective

Team influences improve weight loss success by 20% to 100% when progress is shared with a personal coach and others.

First developed to help heart failure patients, HeartCloud is now available to change the way people lose weight through shared data:

- Step on HeartCloud Weight Monitor daily
- Data is captured in the HeartCloud application
- Receive automatic alerts on success and warnings

Using HeartCloud's private WiFi Weight Monitoring and web application, small changes in clients' progress are caught early for course corrections as needed. When goals are reached, monitoring continues to assure their "new normal" stays that way.

## A Revolutionary System Designed to Assure Success



Being overweight is a chronic disease state requiring more than periodic diets and weekly measurements. HeartCloud is a long term weight loss solution aimed at closely monitoring your client's weight on a daily basis over 24 months or more.

# New, Predictable and Growing Revenue for Your Practice



## Change the Model

HeartCloud is about changing the weight management model through accountability and transparency of daily weigh-ins. With HeartCloud as part of your practice, you will monitor individual's weight daily, intervene early to assure success.

HeartCloud Weight Monitoring Services is for your serious clients, committed to success by making weight loss as much a part of daily life as brushing their teeth.

## Practice Pricing

Annual Site Licensing Fee**	\$250.00
Per Client Set-up & Registration Fee	\$150.00
Monthly cost to the practice per Client on HeartCloud	\$33.95

**\*\*HeartCloud will waive the first and second year license fee for all new customers from now through September 2012.**

*It's worth noting that in the end, there is no avoiding these costs. Either a client spends money improving their health, or ten times this amount dealing with the consequences.*

## Annual Costs of Having BMI over 30

- \$4,879 for women
- \$2,646 for men

## Lower Income

Individuals with a BMI >30 will make 5% to 15% lower annual income on average when compared to peers of normal weight.

Practice Fee:	\$ 15.00	\$ 16.00	\$ 17.00	\$ 18.00
No. Clients	Annual Income	Annual Income	Annual Income	Annual Income
10	\$ 1,800	\$ 1,920	\$ 2,040	\$ 2,040
20	\$ 3,600	\$ 3,840	\$ 4,080	\$ 4,080
30	\$ 5,400	\$ 5,760	\$ 6,120	\$ 6,120
40	\$ 7,200	\$ 7,680	\$ 8,160	\$ 8,160
50	\$ 9,000	\$ 9,600	\$ 10,200	\$ 10,200

## How We Work

1. HeartCloud practice application through which you will manage clients, with custom business rules and communications.
2. Purchase HeartCloud WiFi Weight Monitor and client site to acquire and manage daily weight data. (Minimum order quantity of 15, at \$125.00 each for a total of \$1,875.00)
3. Practices charge clients \$48.95 monthly (more if practice requires see chart above).

HeartCloud strongly recommends a 24 month commitment to assure the greatest possible success that sticks.