



SAMPLE

Marketing: Madsen Medical Flyer

Compare the Cost

OFFICE VISIT CHARGES	Madsen Medical Direct Care	Standard Insurance / Self Pay
Office Visit Charge 99214	INCLUDED	\$120
Office Visit Charge 99213	INCLUDED	\$75
Office Visit Charge 99204	INCLUDED	\$165
Office Visit Charge 99203	INCLUDED	\$105
EKG	INCLUDED	\$60
Halter Monitor	INCLUDED	\$350
Cryo-therapy: warts	INCLUDED	\$80
Cyro-therapy; sun damage	INCLUDED	\$80
Laceration Suture	INCLUDED	\$125
Skin Biopsy	INCLUDED	\$120
Excision of Skin Neoplasm	INCLUDED	\$600
Spirometry	INCLUDED	\$80
Tympanogram	INCLUDED	\$30
Bone Density	INCLUDED	\$150
Arterial Flow Study	INCLUDED	\$150
Removal Skin Tags	INCLUDED	\$85
Allergy Injection	INCLUDED	\$20
Bronchospasm Evaluation	INCLUDED	\$110
Joint Injections / Aspirations	INCLUDED	\$120
Finger Stick Glucose	INCLUDED	\$12
TB Skin Test	INCLUDED	\$18
Urinalysis	INCLUDED	\$12
Ear Wax Removal	INCLUDED	\$60
Aorta Scan	INCLUDED	\$120
Bladder Scan	INCLUDED	\$25
TOTAL DIRECT CARE		TOTAL CHARGES



Learn more about our new Direct Care model at www.MadsenMed.com

CALL US 740-947-8602

STOP BY 13800 St Rt 23, Waverly, Ohio

LEARN MORE MadsenMed.com



MadsenMedical is *changing!*

MADSEN MEDICAL is changing to a direct care practice. Ultimately, that means we get to spend more time with you, whenever you need it, without having to jump through the hoops of a traditional medical practice. We love it, our current patients love it, and we think you will too.

Fewer Patients = More Time for You

We are only accepting 900 patients at Madsen Medical. If that seems like a lot, compare it to our current 4,000 patients. Because we limit the number of patients we see, that opens up our schedule to be available when you need us – no matter what time of the day, or part of the week.

Insurance-Free = Hassle-Free

We don't accept insurance. *But don't let that scare you,* because most of our patients actually save money as Madsen Medical Direct Care members. For healthcare expenses outside our office, we can help you find the combination of healthcare, and health insurance that saves you money when combined with our direct care model. Over the next few months we have a licensed health insurance expert available at the office. ■

LEARN MORE NOW AT

www.MadsenMed.com

We Have Your Prescriptions

MEDICATION

We can get many prescriptions up to 90-95% off the standard pharmacy price and pass that savings on to you.

**Madsen Medical
Direct Care**

**Standard Insurance/
Self Pay**

COMMON EXAMPLES OF MEDICATION COSTS FOR A 30 DAY SUPPLY

ATORVASTATIN (LIPITOR)	\$5.70	\$149.99
AMLODIPINE (NORVASC)	\$0.60	\$82.18
OMEPRAZOLE (PRILOSEC)	\$1.80	\$111.84
ESCITALOPRAM (LEXAPRO)	\$3.30	\$141.50
MONTELUKAT (SINGULAIR)	\$5.70	\$27.00
TAMSULOSIN (FLOMAX)	\$12.30	\$139.23
METHOTREXATE (12 PILLS)	\$30.72	\$52.28

ANTIBIOTICS:

AZITHROMYCIN (Z-PAK)	\$2.35	\$ 69.25
CEFDINIR (OMNICEF)	\$17.50	\$104.00
LEVOFLOXACIN (LEVAQUIN)	\$13.05	\$ 48.59
DOXYCYCLINE	\$18.51	\$26.11



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We have taken our new Direct Care Medical Model and *joined with Matt Leatherwood, an independent expert* in health & life insurance.

Matt & his associates have worked with us extensively as we've built this new model. Matt will have appointments available at our office for the next several weeks to sit down and explain in a safe & easy to understand way how this model of medicine will potentially work for you and your family.

As a patient of Madsen Medical Direct Care, will I still need health insurance?

Yes. We recommend that our patients continue to carry both a major medical plan and a health savings account to ensure financial help should hospitalization or referral to a specialist be necessary. We're happy to refer you to our insurance representatives who can help customize an insurance plan to your specific needs.

Matt Leatherwood **Your Expert**



What should you *do next?*

Due to limited enrollment, please don't delay. Schedule your appointment with Matt at the Madsen Medical office to discuss which medical policy will cover your medical expenses outside of our direct care model. Our desire is for this to be informative and see if this is right for you, not a high pressure sales meeting.

Call Today to Schedule **740-947-8602**

2016 Insurance **Deadlines**

DEADLINE	DETAILS	PRICING
NOVEMBER 1, 2015	PRE-ENROLLMENT for Madsen Medical Direct Care Begins	See Detailed Costs Below
JANUARY 1, 2016	THE FIRST official day of Madsen Medical Direct Care.	_____
MARCH 31, 2016	THE LAST day Madsen Medical will accept any insurance.	_____



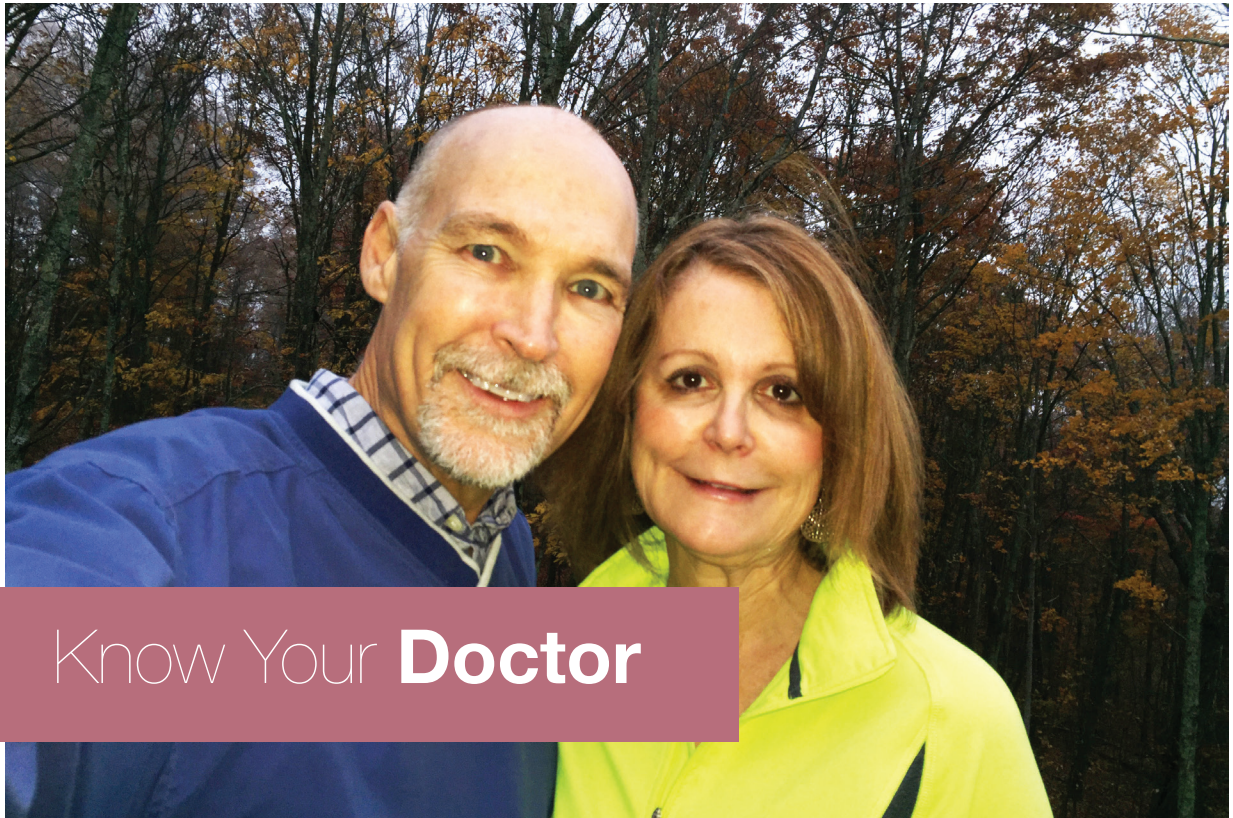
Dr. Madsen will be accepting the first 900 patients with the new Madsen Medical Direct Care plan. We are excited to share this new model of healthcare with you!

Our **Membership** Costs

DIRECT CARE PLANS	Monthly Membership Fees
Children 13-19 years olds (At least one parent membership)	\$10
Adults 20-44 years old	\$50
Adults 45-64 years old	\$75
Adults 65+ years old	\$100

Madsen Medical Direct Care meets all the requirements for the ACA (Obamacare regulations). For many individuals, our yearly member fees are less than the fine for failing to obtain insurance. (\$695 per person, \$2,085 per family per healthcare.Gov)

Our pricing system is very straightforward – which probably isn't what you're used to. If you have questions, don't hesitate to ask. In the meantime, take a look at our Membership Fees, browse our Frequently Asked Questions on our website, or sign up in our office or online now at MadsenMed.com.



Know Your Doctor

I was raised on the farm in the cold and windy corner of northwest Iowa. It was there I learned that change is not bad and thinking out of the box often brings the best results. After chasing Roxy thru nursing school, we married in 1979.

We have three children who live with their families just a few hours drive from us. Thus far we have been blessed with two firecracker grandsons with hopefully more grandchildren on the way.

Medical Achievements:

- Undergraduate Degree from University of Iowa
- Bachelor's degree in nursing (BSN) from The University of Iowa
- Medical Degree from University of Osteopathic Medicine and Health Sciences
- Graduated with honors from Medical School in the discipline of Family Practice
- Residency in Internal Medicine at Western Reserve Care System here in Ohio
- Upon completion of Internal Medicine residency, received the award for resident of the year.
- Clinical Associate Professor of Internal Medicine at Ohio College of Osteopathic Medicine
- Board Certified American Board of Internal Medicine
- Board Certified American Board of Obesity Medicine
- Board Certified American Board of Laser Surgery