

Becoming A SottoPelle® Trained Provider

When Should I Introduce SottoPelle® Therapy

There has never been a better time than right now to introduce your patients to the benefits of bio-identical hormone replacement therapy and the SottoPelle® difference. As a result of the increase in media exposure and celebrity endorsements, combined with a brighter spotlight on the negative risks of synthetic HRT, patients are more open than ever to exploring a healthier alternative.

And while we're on the subject of timing, let's talk about the expediency of pellet therapy. While other forms of HRT are less effective or rely on uncomfortable or inconvenient modalities such as patches, creams, pills, or injections that must be repeated on a daily or weekly basis, the subcutaneous insertion method is quick (less than five minutes!), painless, and can last from three to six months – which means far less hassle for the patient.



Your success is our success. We will do everything possible to make sure that you are properly trained and receive the support you need to effectively treat your patients and grow your business.

- A turnkey solution that is easy to integrate into your existing practice or as a stand-alone practice
- A business model that requires very little initial investment and allows you to grow your patient base slowly without over committing your investment
- Income without the hassle of insurance companies
- Business venture with strong potential for growth
- Change or increase your patient base by cross-servicing your existing and new patients

Helping Patients Age Gracefully

Glaser, R., York, A. E. & Dimitrakakis, C. (2011). Beneficial effects of testosterone therapy in women measured by the validated Menopause Rating Scale (MRS). *Maturitas*, 68(4), 355-361. doi:10.1016/j.maturitas.2010.12.001

hormone implants. *International Journal of Gynecology & Obstetrics*, 36(1), 84-84. doi:10.1016/0020-7292(91)90210-vStudd, J., Savvas, M., Waston, N., Garnett, T., Fogelman, I., & Cooper, D. (1991). The relationship between plasma estradiol and the increase in bone density in postmenopausal women after treatment with subcutaneous

Simon D., et al. Telecom Study. *J. Clin. Endo. Metab.* 1997; 82:1682-685

Davis, S. R., Moreau, M., Kroll, R., Bouchard, C., Panay, N., Gass, M., . . . Studd, J. (2008). Testosterone for Low Libido in Postmenopausal Women Not Taking Estrogen. *The New England Journal of Medicine*, 359(19), 2005-2017.

Risks that may be associated with this procedure include but are not necessarily limited to the following: bleeding, infection due to clinical patient noncompliance, pellet expulsion, indentation, scarring, nerve injury, bruising and/or discomfort/ prolonged pain. In addition, risks associated with hormone replacement include, but are not limited to: increased growth of existing cancers, thickening of the blood, decreased sperm count, breast tenderness and/ or enlargement and/or swelling, water retention, birth defects, facial hair growth, scalp hair thinning and aggravation of existing fibroids or polyps, break-thru bleeding requiring a pelvic ultrasound and/or endometrial biopsy, bloating, moodiness, assertiveness, acne. Varied results as not everyone is the same and this may not be for your patient.



The Power of Pellets®



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Who We Are

To the Prospective SottoPelle® Provider:



My company, SottoPelle®, is a renowned international training company dedicated to improving the quality of life during all phases of aging for men and women.

We are the premier company training providers in the use of the SottoPelle® Method to administer pellet therapy and the foremost in pioneering bio-identical hormonal therapy utilizing science. Our Certified Providers are trained in the best practices of pellet therapy.

SottoPelle® was founded by Gino Tutera, M.D., F.A.C.O.G. in 1992. It was at that time Dr. Tutera discovered that subcutaneous pellets are the unique hormone replacement method that delivers the right kind of hormone (biologically identical), in the right amounts (based on testing and proper analysis of the results), using the right delivery system (pellets).

Subcutaneous pellets are the most convenient and effective method of hormone replacement available. They have been thoroughly documented and researched in medical journals since 1939. The method involves pellet-shaped (as a grain of rice) bio-identical hormones painlessly inserted under the skin. Once inserted, a steady, low dose of natural hormones flows directly into the blood stream whenever the body needs it. This gives the body the ability to control the release of the hormones just as it did when the ovaries and testicles were working normally. Our method utilizes our patented dosing site, Dosaggio™, to prescribe the hormones, tailored to your patient's needs.

Healthy Regards,

CarolAnn Tutera
SottoPelle CEO, patient and spokesperson

Precision is our benchmark; your well-being, our passion.®

What We Do

Our service goes beyond simply supporting providers with the training of the SottoPelle® Method. We are actively dedicated to helping you be successful, both professionally and financially, with pellet therapy. We will assist you with an unparalleled level of customer service while at the same time, you become financially successful through the utilization of pellet therapy as an alternative source of revenue. We continuously update our marketing, technology, process, procedures, and relationships, which will be passed on to you for your benefit.

We develop long-term relationships built on integrity and honesty and strive to be knowledgeable and compassionate. Our goal is to take your mind off the business and focus on the patient.

Reputability

SottoPelle® has earned a first-rate reputation for education and training. There's no better indicator of patient satisfaction than word of mouth, and the testimonials we receive speak for themselves. Patients report feelings of balance and wellness that they haven't enjoyed since their youth – and with results like that, they tell everybody.



Opportunity

Becoming a SottoPelle® Trained Provider offers you a rewarding business venture with low startup costs and a strong potential for growth. Our unique, turnkey business model gives you the flexibility to incorporate pellet therapy into an existing practice, or as a stand-alone practice. Either way, both you and your patients reap the benefits. Best of all, you have our support the entire way.

Why Pellet Therapy

The subcutaneous placement of hormones, in the form of pellets, allows patients to receive a steady supply of hormones 24/7, achieving an optimal physiological balance that can help restore them to full, youthful vitality.

It is the first fully customized form of hormone replacement therapy, with the release of hormones dictated by individual heart rate and blood flow. Patients receive a personalized, optimal dosage of the hormones they need, exactly when they need them, to efficiently recreate the body's natural physiological balance – the guesswork is *eliminated*. Our proprietary, patented Dosaggio™ dosing software, enables providers to utilize this customized dosing for patients.

Other forms of HRT rely on a "one-size-fits-all" approach, leading to an influx of hormones in amounts that may not be necessary. The resulting side effects are counterintuitive to patients who are trying to rid themselves of side effects in the first place!

The hormones used are bio-identical to the hormones produced by the body. The delivery system is one that most mimics the body's natural absorption. Comprised of the highest quality botanical ingredients, the hormones are formulated to precisely match those which naturally occur in the body and contain no unnecessary fillers or artificial ingredients to hinder the assimilation process. Synthetic hormones, which the body has difficulty absorbing, cause a myriad of side effects which are often more bothersome than the issue being treated.



Our service goes beyond simply furnishing providers with SottoPelle® Therapy training.

How Does It Work

SottoPelle® is Unique! The reputation of SottoPelle® is defined by the success of our providers – it is our mission to help you be fully equipped for accomplishment. Once you sign up, you receive all the tools and personalized instruction that you and your office staff need to ensure a thorough understanding and execution of our philosophy and practice.

By giving you the tools and support necessary to achieve success, we take the stress out of the details. All you must do is what you do best: practice medicine. Our Online Learning Management System (LMS), allows you to be in your office or home, while learning a new skill without the hassle and expense of travel. Training and Provider Benefits resources will assist you in handling the business and marketing aspects to keep things running smoothly. So, you are free to fully concentrate on restoring your patients' well-being through the Power of Pellets®.

Your investment secures the essential components required to get your business off to a strong start, increase it exponentially, and keep it thriving. You provide a valuable service to your patients, while the SottoPelle® Certified Training Program covers the rest:



- Comprehensive training and continued support
- Personalized Directory Listing; lead generation on SottoPelle® website
- Continuing education with monthly webinars
- Access to Dosaggio™, our patented dosing software
- Access to SottoPelle® staff consultants
- HIPAA compliant and patient-specific forms
- First-class marketing material
- Effective advertising and marketing material support
- Continued support and updates for your practice
- Technology that is exceeding the standards of health; ever growing and constantly evolving