



CLINIC LICENSING & EXPANSION PLATFORM



The \$100K Revenue Add-On

How Clinic Owners Are Adding a Cash-Based Neuropathy Program
and Banking an Extra \$50K–\$100K Per Month

\$9.7B

Annual
Market

20M+

Americans
Affected

400%

Avg ROI
Documented

100%

Cash-Pay
Model

By Dr. James A. Briggs, ND, DC

Founder & CEO — The Neuropathy Centers

Doctor of Chiropractic (DC) • Doctor of Naturopathy (ND) • 20+ Years Clinical Experience

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FOREWORD

A Message From Dr. Briggs

Why I Wrote This eBook

If you are reading this, you are a clinic owner, chiropractor, functional medicine practitioner, or investor who has noticed something: neuropathy is everywhere, the demand for effective treatment is enormous, and the current standard of care is failing patients catastrophically.

You are right. And that gap between demand and effective supply represents one of the most compelling business opportunities in healthcare today.

I wrote this eBook because I have built this business from scratch, made the mistakes, solved the problems, and developed a system that works — and I believe other clinic owners and investors deserve access to what I know.

This is not a soft-sell brochure. This is the actual business model, the actual numbers, and the actual framework for adding a high-revenue, cash-based neuropathy program to an existing clinic — or for capitalizing on the larger investment opportunity.

— *Dr. James A. Briggs, ND, DC*

Founder, The Neuropathy Centers

CHAPTER ONE

The Market Opportunity

THE SIZE OF THE PROBLEM

Peripheral neuropathy affects over 20 million Americans — and the number grows every year. The primary driver is the diabetes epidemic: 40.1 million Americans have diabetes, 115 million have prediabetes, and an estimated 60 to 70 percent of diabetics will develop peripheral neuropathy during their lifetime. Add chemotherapy-induced neuropathy (affecting up to 68 percent of cancer patients), idiopathic neuropathy, autoimmune neuropathy, and emerging post-COVID neurological cases — and you have an enormous, growing, critically underserved patient population.



WHY THERE IS NO DOMINANT BRAND

The non-pharmacological, drug-free treatment segment is dramatically underserved. There is no dominant national brand. No standardized protocol. No turnkey system clinic owners can implement with confidence. When a patient in your community searches for neuropathy treatment, they are not looking for another prescription — they are looking for exactly what your neuropathy program can offer. That gap is the opportunity.

CHAPTER TWO

The Business Model

WHY CASH-BASED IS THE ONLY MODEL THAT MAKES SENSE

Most healthcare clinics struggle to build scalable cash-pay revenue systems without becoming overly dependent on insurance reimbursements. Cash-based neuropathy programs eliminate this entirely. Patients pay directly for a defined program of care — and the economics are clean, predictable, and scalable.

THE REVENUE MECHANICS

- Program Investment: \$4,500 to \$6,500 per patient
- Average Program Duration: 12 to 20 weeks | 24 to 36 sessions
- Patient Retention: High — patients who see results continue and refer aggressively
- Referral Multiplier: 2.3 new patients generated per satisfied active patient

New Patients/Mo	Avg Program	Monthly Revenue	Annual Revenue
5 patients	\$5,000	\$25,000	\$300,000
10 patients	\$5,000	\$50,000	\$600,000
15 patients	\$5,000	\$75,000	\$900,000
20 patients	\$5,000	\$100,000	\$1,200,000

Real numbers from clinics in our licensing network — not hypothetical projections.

THE INSURANCE INDEPENDENCE ADVANTAGE

- Revenue is predictable and collectible — no 90-day accounts receivable cycles
- No denials, no appeals, no write-offs from changing reimbursement schedules
- No insurance panels to join, maintain, or comply with
- Complete price-setting autonomy — you control your program value
- No exposure to future CMS policy changes or Medicare/Medicaid cuts

CHAPTER THREE

The Licensing Model

The licensing program is the complete, turnkey implementation of everything Dr. Briggs has built and refined over 20+ years of clinical growth strategy, practice ownership, and operational development.

- 1 PROPRIETARY CLINICAL PROTOCOL**

The evidence-based neuropathy treatment protocol developed and refined by Dr. Briggs over two decades — systematized for implementation by trained clinical staff without requiring physician-level time for every session.
- 2 STAFF TRAINING AND CERTIFICATION**

Comprehensive training covering patient assessment, treatment delivery, progress monitoring, and outcome documentation. Your staff will know exactly what to do from day one.
- 3 PATIENT MARKETING & ACQUISITION SYSTEM**

Proven patient acquisition campaigns across digital, direct mail, and community channels — workshop materials, dinner seminar frameworks, referral programs, and social media content.
- 4 CONSULTATION & CONVERSION SYSTEM**

The consultation framework that converts free screenings into enrolled patients at industry-leading rates. Includes scripts, objection handling, follow-up sequences, and pricing presentation — all field-tested and optimized.
- 5 ONGOING SUPPORT AND ACCOUNTABILITY**

Monthly strategy calls, clinical support, marketing review, and performance coaching. You are not buying a manual — you are joining a system built for long-term recurring revenue.

CHAPTER FOUR

Real Results From Licensed Clinics

DOCUMENTED OUTCOMES FROM OUR LICENSING NETWORK

\$52,000

Avg Monthly
Revenue @ 90 Days

\$78,000

Avg Monthly
Revenue @ 6 Months

\$124,000

Top Performer
Monthly Revenue

400%

Average
Documented ROI

4-6 Mo

Average
Payback Period

2.3x

Referral
Multiplier

90%+

Patient
Satisfaction

WHAT CLINIC OWNERS SAY

"Dr. Briggs was honest with me from the start about what it would take. We hit \$60,000 in month three and have not looked back. The marketing system works exactly as advertised."

— **Chiropractic Clinic Owner, Texas**

"I was skeptical about a cash-based model in my market. My first workshop filled the room and we enrolled eight patients in one evening. The consultation framework is the real differentiator."

— **Functional Medicine Clinic Owner, Florida**

"The training was thorough, the marketing system actually works, and Dr. Briggs is genuinely invested in our success. This is not a box-and-run licensing deal — he is a real partner."

— **Chiropractic Clinic Owner, Colorado**

CHAPTER FIVE

The Investor Opportunity

The neuropathy treatment market has the specific characteristics that define an exceptional investment thesis — large addressable market, no dominant player, proven unit economics, and a founder with documented results and a clear growth roadmap.

LARGE AND GROWING ADDRESSABLE MARKET

20+ million patients currently. Growing annually due to the diabetes epidemic, aging demographics, chemotherapy survivorship rates, and emerging post-COVID neuropathy cases. This market does not shrink — it only expands.

NO DOMINANT PLAYER

There is no national neuropathy brand. No publicly traded company owns this category. The space is fragmented — individual practitioners and small practices operating without standardized protocols, unified branding, or scalable systems. First-mover advantage with the right infrastructure is enormous.

PROVEN UNIT ECONOMICS

Revenue per patient (\$4,500 to \$6,500), cost per acquisition (\$300 to \$500), gross margin (60 to 75 percent), and retention characteristics combine to produce exceptional clinic-level economics that scale predictably.

ASSET-LIGHT SCALABLE LICENSING REVENUE

The licensing business generates recurring consulting and program revenue that scales with clinic count — not with Dr. Briggs' clinical hours. Positioned as a scalable licensing and expansion platform.

THE GROWTH ROADMAP

Phase 1	Regional Market Dominance	Currently executing — Missouri and surrounding states
Phase 2	Multi-State Licensing Network	Midwest and Southeast expansion with licensed clinic partners
Phase 3	National Media & Authority Brand	Digital presence, thought leadership, and brand recognition
Phase 4	Institutional Partnership & Acquisition	Strategic acquisition targets and institutional capital deployment

ABOUT THE AUTHOR

Dr. James A. Briggs, ND, DC

Title	Founder & CEO, The Neuropathy Centers Practice Consultant Clinic Systems Architect
Education	Doctor of Chiropractic (DC) & Doctor of Naturopathy (ND) — Logan College of Chiropractic
Experience	20+ years in clinical growth strategy, practice ownership, sales leadership, and operational development
Specialty	Developing scalable neuropathy service center systems and cash-pay revenue streams for healthcare clinics
Results	Revenue increases reaching 400% ROI; average monthly gains of \$50K–\$100K in additional revenue per clinic

IN HIS OWN WORDS

Most healthcare clinics struggle to build scalable cash-pay revenue systems without becoming overly dependent on insurance reimbursements.

As the Founder & CEO of The Neuropathy Centers, Dr. Briggs specializes in developing scalable neuropathy service center systems that help healthcare clinics expand beyond traditional insurance-dependent models and build high-value cash-pay revenue streams.

With more than 20 years of experience in clinical growth strategy, practice ownership, sales leadership, and operational development, Dr. Briggs has helped healthcare providers implement turnkey neuropathy and functional medicine expansion systems designed to increase patient acquisition, improve conversion, and create long-term recurring revenue.

Today, The Neuropathy Centers is positioned as a scalable licensing and expansion platform built to help healthcare clinics and strategic investors capitalize on the growing demand for neuropathy and chronic condition solutions.

ABOUT THE NEUROPATHY CENTERS

The Neuropathy Centers is a healthcare licensing and expansion platform that helps clinics implement scalable, cash-pay neuropathy service systems designed to increase patient acquisition, operational growth, and recurring revenue. We specialize in turnkey neuropathy expansion systems for chiropractors, functional medicine clinics, podiatry practices, and healthcare entrepreneurs seeking to build high-value specialty programs.

YOUR NEXT STEP

Schedule Your Discovery Call Today

You have now seen the market size, the business model, the revenue projections, the documented results from licensed clinics, and the investor thesis. The question is no longer whether the opportunity is real — it demonstrably is. The question is whether you are ready to act on it.

Dr. Briggs personally reviews every inquiry from serious clinic owners and investors. He makes time for a limited number of discovery calls each month.

FOR CLINIC OWNERS

Book a no-pressure strategy call. Dr. Briggs will review your practice, walk through the revenue model for your specific market, answer every question, and give you an honest assessment of fit.

FOR INVESTORS

Request the full investor package — business plan, financial projections, market analysis, and partnership structure. Dr. Briggs is currently speaking with aligned capital partners about the next phase of growth.

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The neuropathy market is wide open. The business model is proven. The only question is whether you are ready to move. Reach out to Dr. Briggs today.

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