



INDEPENDENT OWNER PROGRAM

Join the ProMD Health Team



THE PROGRAM

After the rapid growth of our practice within the last few years, we are now offering the opportunity to join our team by opening your own ProMD Health! The ProMD Health clinic model is designed to empower physicians to own their own practice and provides the tools, support, and training necessary to provide quality aesthetic care inside of a well-vetted and working system with the support of the ProMD Health brand and methods behind you.

ProMD Health prides itself on providing the quality of care that modern-day clients deserve and expect. The ProMD Way has been established after years of trial and error to benefit the provider, patient, and practice of aesthetic medicine. Our team is committed to patient satisfaction and retention, philanthropic values, and delivering the tools and training our providers need to thrive inside of our system.



THE DESIGN & BUILD

SUPPORT FROM THE GROUND UP

The ProMD Corporate team has extensive experience with build-outs and is committed to ensuring that you don't face it alone while maximizing the benefits of our best practices. We have successfully negotiated deals with top-notch contractors and suppliers, ensuring that you receive the greatest value for your investment.

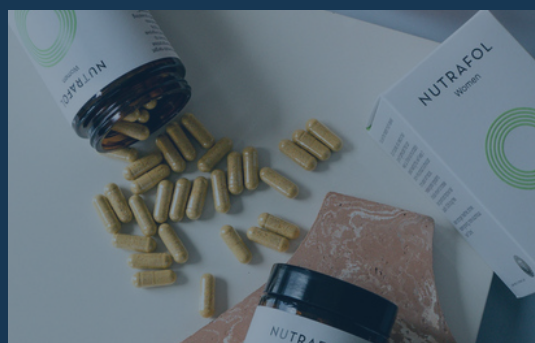


STAFF & TRAINING

PEOPLE FIRST SUPPORT

At ProMD Health, we prioritize our exceptional staff and comprehensive training programs. Our dedicated team will guide you in making smart hiring decisions to proactively prevent issues. Additionally, we offer effective management and sales training for your entire team. With our expertise, we ensure optimal performance and success in your practice.





TREATMENTS & PRODUCTS

ProMD Health specializes in cutting-edge and in-demand procedures including Botox, dermal fillers, laser treatments, PDO thread lift, hormone replacement therapy, facial rejuvenation, vaginal rejuvenation, and body contouring. Touting some of the most advanced devices such as HydraFacial, EmSculpt, and Sciton Halo. ProMD Health uses its complete suite of treatments to cater to each patient's unique needs to help them Look Younger on the outside and Feel Younger on the inside. Whether the patients' goals are prevention, treating a skin condition, looking like they did 10 years ago, or feeling like they did 10 years ago, ProMD Health has something for everyone.



TRAINING

Initial Training Includes:

- History, philosophy, core values, brand standards
- Operating Model and Procedures
- Customer service, product knowledge, and systems
- HR — Employee selection and retention

Medical training will take place both on and off-site. Using the latest technologies and didactic coursework you will be introduced to the field while still practicing your previous specialty.

Training will be conducted by George O. Gavrilă, MD a national trainer for Allergan, Galderma, and others as needed to ensure your outcomes are stellar and up to ProMD standards.

PROMD IN THE MEDIA

ACHIEVEMENTS & AWARDS

ProMD Health has earned prestigious honors and accolades across various media outlets. These include distinctions such as being featured in the Inc. 5000, Baltimore Lifestyle, Faces of Annapolis, Faces of Baltimore, WWE Divas, and being a thrice-awarded recipient of the Best of Annapolis, West County & Eastern Shore. Notably, ProMD Health has also received recognition from the esteemed Better Business Bureau Torch Awards.

George Gavrilu, MD

ProMD Health
Founder

The founder of ProMD Health, George Gavrilu, MD, strives to improve patients' confidence, appearance and mental health through his cosmetic dermatology services.

"As the son of an immigrant mother fleeing communism for a better life, I saw firsthand how important the freedom of self-expression is," Dr. Gavrilu says. "My mother's commitment to the free and open expression of health and beauty became indoctrinated within me. She herself was the daughter of a renowned cardiologist who passed on the importance of integrity, gratefulness and taking care of others, which she instilled in me."

Dr. Gavrilu and his team offer patients multiple services to "Look Younger and Feel Younger," including facial rejuvenation, hormone optimization therapy, aesthetic laser treatments and specific treatments for men.

"The intersection between patient care, artistic expression and medicine captured my interest and continues to excite me to this day," he says.

ProMD is slated to open three new offices this year, and Dr. Gavrilu is also developing succession plans for all employees, as well as an online training curriculum to educate existing and future providers on how to be first in class.

Outside of the office, Dr. Gavrilu can be found fostering the philanthropic arm of his practice, ProMD Helps, which donates to numerous charities and offers pro-bono services to those in need.

"Philanthropy and community involvement is a huge part of ProMD, my ethos and why I started ProMD Helps," Dr. Gavrilu says. "Large or small, human or animal, we look to improve our community as best we can."



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LEADING HEALTHCARE PROFESSIONALS 2019-2020



ProMD Health

Look Younger. Feel Younger.

ProMD Health is a state-of-the-art medical facility specializing in non-surgical treatments and procedures to help patients Look and Feel Younger. Dr. George Gavrilu founded ProMD Health in 2011 in Baltimore, Maryland and has since opened two additional locations in Washington D.C. and Annapolis. He created a team of innovative professionals who all pride themselves in the most advanced skills and techniques to help their patients Look and Feel great. ProMD Health specializes in cutting edge and in demand procedures including Botox, dermal fillers, laser treatments, PDO thread lift, hormone replacement therapy, facial rejuvenation, vaginal rejuvenation, and body contouring. They tout some of the most advanced devices such as Hydrafacial, Viora, and Sciton Halo. ProMD Health uses its complete suite of treatments to cater to each patient's unique needs to help them Look Younger on the outside and Feel Younger on the inside. Whether your goals are prevention, treating a skin condition, looking like you did 10 years ago, or feeling like you did 10 years ago, ProMD Health has something for everyone.

Wrinkles look good on Winston,
Botox looks good on you.

Who does *your* Botox?



CONNECT

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PROMD HEALTH - BALTIMORE, WASHINGTON DC, ANNAPOLIS

PROMDHEALTH.COM

THE FACE OF Botox & Dermal Fillers

DR. GEORGE O. GAVRILU

George O. Gavrilu, M.D., is a University of Maryland-trained physician whose practice, ProMD Health, caters to patients seeking the latest in cosmetic dermatology and hormone replacement. A recognized "Expertise" and an experienced national physician, Dr. Gavrilu understands that personal fulfillment comes from both representing each appearance and ensuring each confidence. He has dedicated his life to fulfilling these wishes for his patients by specializing in several cosmetic procedures such as patient BOTOX, non-surgical filler based treatments, and non-invasive laser treatments. He shares doctors as elegant, maintenance approach to ensuring an individual's youth and vitality.

Dr. Gavrilu's favorite quote is "He who dares to reach, must never cease to learn." In that spirit, he is a member of numerous professional societies including The American Academy of Facial Aging Medicine (AAFAM), the American Academy of Facial Esthetics (AAFE), the American Society of Laser Medicine & Surgery (ASLMS), the American Society of Aesthetic Medicine (ASAM), and the American Society of Aesthetic Medicine (ASAM). Through his open-minded and vast experience, Dr. Gavrilu has earned the most prestigious honors offered in his field: Black Diamond BOTOX, JUVENEM "Intense, Resurfacing Laser Therapy" and Restylane "Signature" and Bella Diamond Botox "Intense, so soon as The Dr. Ch. Ch. Show and appearing in The New York Times."

"When he's not practicing his artistry, you may run into Dr. Gavrilu and his family, including his two young daughters, in downtown Annapolis, such as Corporate Tuscany Kitchen and Osteria 177. He encourages you to stop by and say hi to his neighbors. Believing in the Annapolis tradition of service to others, Dr. Gavrilu has made service a key part of his life."

PROMD HEALTH
166 DEFENSE HWY, SUITE 302, ANNAPOLIS, MD 21401

WHAT PATIENTS ARE SAYING...

ProMD Health is the best place in the area to go for Botox treatments! I went before my sister's wedding for a little refresh and the results were amazing. The team answered all questions and the injection was virtually painless! The staff is so friendly and knowledgeable, they made me feel right at ease! The office is also super cute. I send everyone I know to the team at ProMD!

WEDDINGWIRE, JUNE 2020

There are so many places to get Botox and fillers. I have tried them all and I find myself always coming back home to see Dr. Gavril and his wonderful staff. How I get treated coming in through that front door and the way I feel as I am leaving and how I look days and months after is absolutely priceless to me. I could go anywhere really but I choose ProMD Health!

YELP, JUNE 2020

ProMD will go above and beyond for their patients. Dr. G is quick with procedures, extremely knowledgeable, honest and very kind. He will not recommend injections you don't need. His assistant is the sweetest and helped with my many questions about further treatments. The front office staff make you feel very welcome. I am excited to come back. You definitely want to visit this office!

REALSELF, AUGUST 2022

I have been coming to ProMD for the last 5 years and will never go anywhere different for my Botox and fillers. After three not-so-great experiences at different medspas, I was referred to ProMD by a colleague. The office is beautiful, the staff is always friendly and helpful, and I value the approach that Dr. G takes when it comes to my personal aesthetic needs and preferences. I trust him wholeheartedly.

GOOGLE, SEPTEMBER 2023



***“AESTHETIC
TREATMENTS ARE
BECOMING A GREATER
PART OF THE OVERALL
WELLNESS AND SELF-
CARE CONVERSATION.”***

A GROWING INDUSTRY

Consumer interest in medical aesthetics continues to rise, and the growth rate of the North American medical aesthetics market is expected to accelerate to more than 10 percent annually through 2026. The number and type of non-surgical aesthetic procedures conducted worldwide grew by nearly two million between 2017 and 2020. This growth is expected to continue, with 23 million dermal fillers and 14.6 million body procedures predicted by 2025. In parallel, physicians globally saw an increased volume of younger patients, more patients from a diverse range of ethnic backgrounds, and more male patients than ever before.

WORLDWIDE, CONSUMERS NO LONGER SHY AWAY FROM PURSUING THE LOOK THEY WANT WITH THE HELP OF THEIR PHYSICIAN.

83%

of consumers worldwide are willing to invest in their appearance.

82%

of consumers worldwide believe injectable treatments are socially acceptable.

73%

of patients, worldwide expect to spend money on a physician-administered aesthetic treatment in the next year.

62%

of physicians around the world expect the volume of their patients seeking aesthetic procedures to increase in the next year.

60%

of U.S. consumers would consider wrinkle relaxing injections at some point in their lives

52%

of consumers worldwide would consider dermal filler injections at some point in their lives.

TREATMENT	2000 # of treatments	2018 # of treatments	% increase from 2000 - 2018
Dermal Fillers	84,724	2,676,970	3,160%
Neurotoxins (BOTOX & Dysport)	786,911	7,437,378	945%
Laser Skin Resurfacing	170,951	594,266	348%
Laser Hair Removal	735,996	1,077,490	146%
Chemical Peels	1,149,457	1,384,327	120%

**Data collected from The American Society of Plastic Surgeons 2018 Plastic Surgery Statistics Report*

PROMD DIFFERENCES:

Patient-Centered Personalized Experience
BEST POSSIBLE PATIENT OUTCOMES

State of the Art Tools & Techniques
MOST ADVANCED TECHNIQUES ON THE MARKET

Unparalleled Retention Rates
INCREASED CONSISTENT REVENUE STREAM

Eye Catching & Engaging Social Media
STRONG ONLINE ENGAGEMENT

Community Staple Integration Plan
**QUICKLY AND EFFECTIVE SPREAD
PRODUCT AWARENESS**

PROMD STRENGTHS:

Tried and Tested Patient Acquisition
STRONGER REVENUE STREAM

Expert Training
BETTER RESULTS & PATIENT OUTCOMES

Pre-negotiated Vendor Contracts
GREATER PROFITABILITY & ROI

Data-Driven Methods
SMARTER BUSINESS DECISIONS

Growing Industry
STEADY GROWTH POTENTIAL

WE'RE HERE TO HELP

To learn more or to schedule an interview, please reach out to our Chief Growth Officer, Mario Nelson at, JOIN@PROMDHEALTH.COM.