



APX PLATFORM
TRAINING • ANALYTICS • COMMUNITY



terri ross
CONSULTING

The Path to Profitability

Client Testimonials & Case Studies



Case Studies

APX CASE STUDY: Plastic Surgery Assoc. & Allegro MedSpa



WITH APX, WE ARE MAKING STRIDES TOWARDS SUCCESS!



- Analyzing and optimizing Revenue per Hour and Capacity KPIs in the APX calculators increased revenue by over \$2.5M in one year



- The APX Marketing Analytics dashboard saved the practice \$20,000 / month in marketing costs

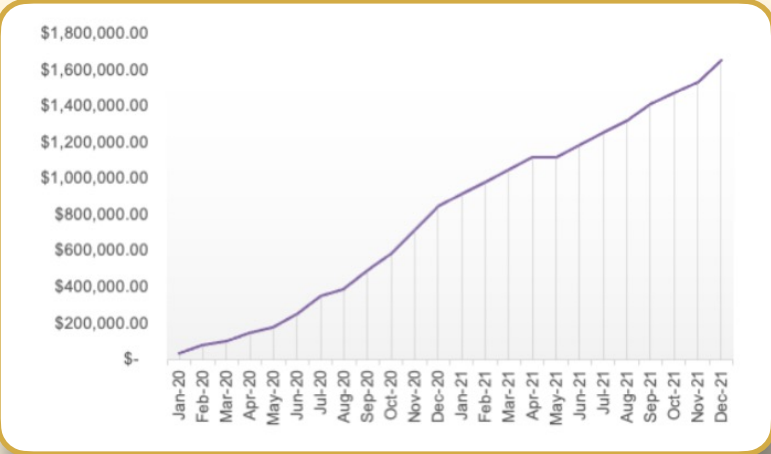


- On-demand staff training modules with built-in quizzes has ensured that all employees are fully trained on the Sales, Finance, and Operations courses assigned to them, increasing productivity

“Terri has been to our practice to train our team 2X. Her training and the courses in APX are incredibly rich. It is a powerful platform that allows any practice owner to run a sophisticated, modern practice with consistent industry-standard benchmarks. Onboarding new employees, adding skills to existing employees, tracking KPIs and viewing a trove of financial

reports are just a few of the amazing benefits of the APX Platform. **After just one year, we have experienced increased revenue by \$2.5M** that has far exceeded our expectations.” Recently sold to PE.

APX CASE STUDY: OLAM Medical Spa



“Terri onsite training was invaluable. Then we signed on with APX and that helped grow our practice revenue by \$2 Million dollars in the first 2 years. **The best decision I could have made was to invest in our education and our training.** Working with Terri and the APX Platform team has led us to understand and grow on a large scale. I want to express my deep appreciation for the time, willingness, and tools that Terri and APX has given us.”

GABRIELA RODRIGUEZ | Owner | OLAM Medical Spa

\$2M REVENUE GROWTH IN 2 YEARS



- APX training modules improved employee sales skills, increasing practice revenue by \$2M in the first 2 years

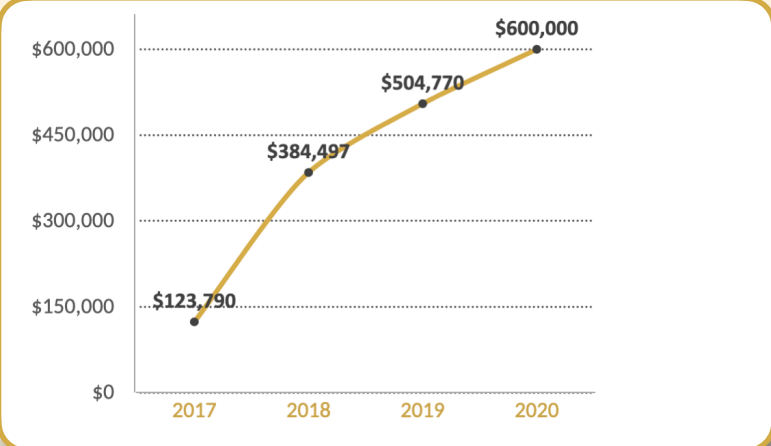


- Continued forecasting and goal tracking in APX has doubled FY2021 growth with a 94.3% increase in revenue FY2021 vs FY2020



- Calculating Revenue per Hour and other KPIs within APX has improved the practice’s Net Profit Margin by 24% FY2021 vs FY2020

TERRI ROSS CASE STUDY: Flawless Skin by Abby



385% GROWTH WITHIN 3 YEARS FOR THIS MEDSPA IN NIGERIA



- Terri Ross and the APX team provided top-to-bottom analysis and recommendations that doubled revenue within the first year



- The proven methodology of the APX training modules increased staff productivity and profitability

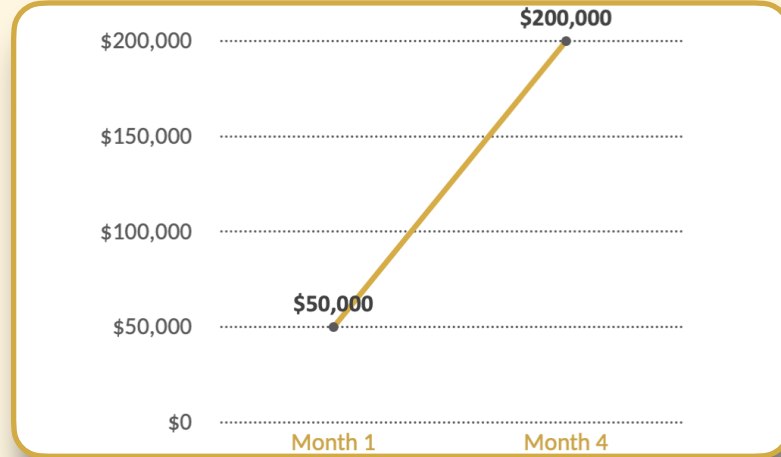


- Working with Terri and APX has increased revenue by 385% within the first 3 years

“I am so grateful for Terri and the APX team. I have been a private client of Terri's for 3 years. She is like my angel. As soon as I started going over the APX training courses, I was blown away. I love love LOVE the financial calculators and workbooks...genius! I love you Terri and grateful for all you do in ensuring that my practice succeeds.

ABBY BAKARE | Founder | Flawless Skin by Abby MedSpa

TERRI ROSS CASE STUDY: Nassif MD Plastic Surgery



TERRI ROSS HELPS THE STAR OF POPULAR TV SHOW “BOTCHED”



- Increased practice revenue by 300% within the first 3 months



- Improved staff productivity and lead conversion with proven training modules

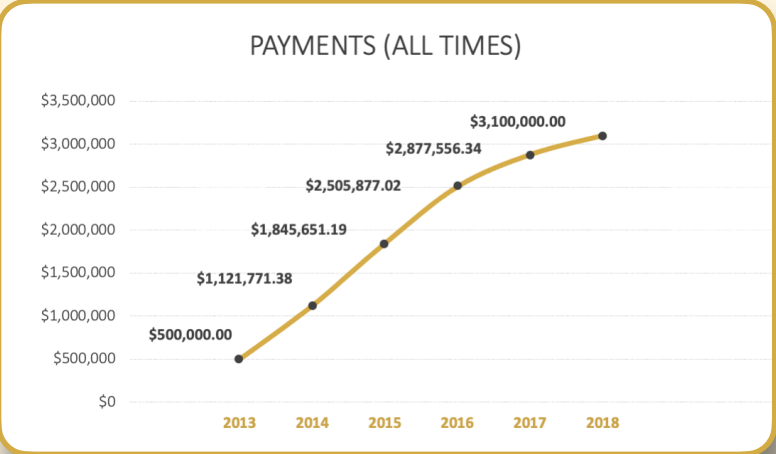


- Introduced effective pre/post sales protocols that extended the aesthetic patient lifecycle and average patient value

“I was introduced to Terri Ross a number of years ago and did not hesitate to bring her on board as a catalyst in an effort to improve the order within my practice. She has since turned things around in a capacity that I did not previously believe was possible.”

PAUL NASSIF, MD | Founder | Nassif MD Plastic Surgery

TERRI ROSS CASE STUDY: Lasky Aesthetics & Laser Center



\$622,000 GROWTH IN 1ST YEAR WITH TERRI ROSS



- 520% growth in revenue over 5 years



- Debt reduction by 75%

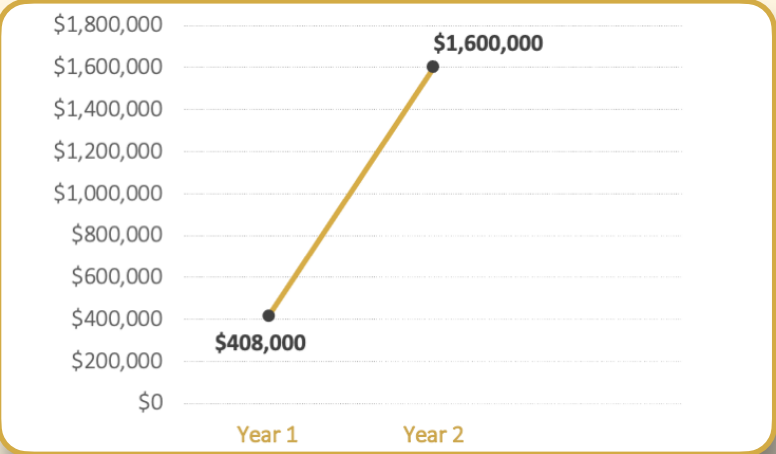


- 75% patient retention rate as well as 17% profit margin

“As part owner of a business that was performing well below its capabilities for 4 years, I can unequivocally state that Terri Ross alone is responsible for our 180 degree turn around and tremendous growth. We currently are expanding and still significant month over month increases in gross revenues and efficiencies.”

ANDREW S. FRANKEL, MD, FACS | Co-Owner | Lasky Aesthetics & Laser Center

TERRI ROSS CASE STUDY: The Biomed Spa



ABC's "EXTREME MAKEOVER" TV STAR TRUSTS TERRI ROSS



- Increased retail sales by 160%



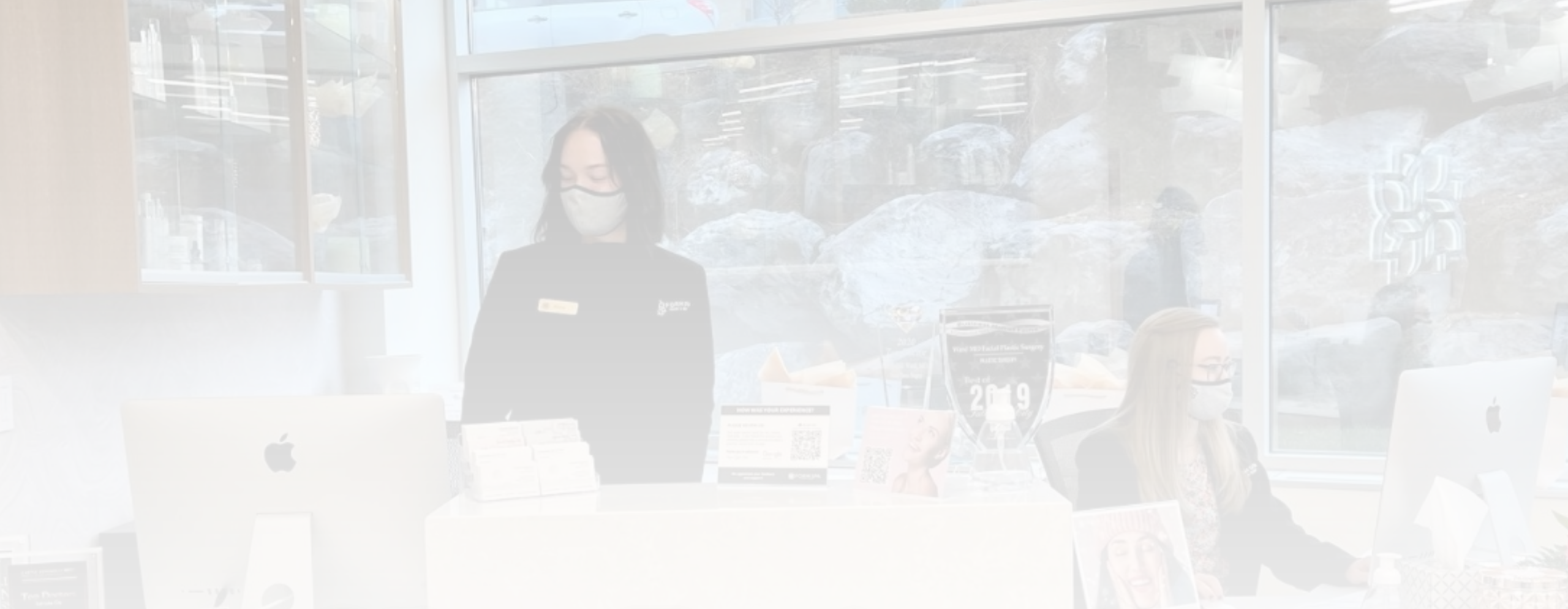
- Implemented pre-and-post-surgery protocols that increased practice revenue by \$1.1M in one year



- Terri Ross served as Aesthetic Director for The Biomed Spa

“Terri’s willingness to give 110% of herself and her time, all of the time, to ensure we were properly educated and trained is something that is innate; this can neither be taught nor learned. Finding this kind of talent is rare, which is why I recruited her to work with me and take on the role as Aesthetic Director for The Biomed Spa.”

GARTH FISHER MD, FACS | Owner | The Biomed Spa



Client Testimonials

Saltz Plastic Surgery

“I love the challenges my practice throws daily regarding financial and operational data, staff training and management. The training, business intelligence, and educational components of the APX platform make it easy to run my practice while keeping an eye on the bottomline, hire and train new staff, or add new services. I believe **APX is an industry disruptor and will change the way we run our practices.**”

This amazing platform provides key tools to analyze our data, and store the data in an easy-to-use platform to enable strategic planning and data-driven decisions--a key to financial success!”

RENATO SALTZ, MD, FACS | Founder | Saltz Plastic Surgery



Dr. John Mesa

“I took Terri’s sales training course, practiced and implemented her techniques. In one day we booked 3 new surgeries and 5 new consults. Your magnificent and priceless teachings are working beautifully.”

Dr. John Mesa | Founder | Cosmetic Plastic Surgery



New Jersey Plastic Surgery

“As the complexities of contemporary aesthetic practices grow, so are the challenges faced by expanded surgical and non-surgical practices. As small business owners, we are not well equipped, nor do we have the time to monitor all the key operations necessary to maximize productivity, reduce expenses, train our teams, and ultimately increase profitability. I’m looking forward to serving on the APX Advisory board as I know APX will change the way practices do business moving forward. The team at APX are among the best in the business and have crafted educational training (vital for growth with high staff turnover rates) and software tools to face the future and achieve our goals without having to fly blindly financially. There are no planes or ships out there without a navigation system as nobody wants to crash. APX is like the GPS for aesthetic practices.”

BARRY DiBERNARDO, MD | Founder | New Jersey Plastic Surgery



StarkMD Plastic Surgery & Aesthetic Center

"APX has been a wonderful addition to our practice. It's really allowed us to do things on multiple different levels. One of the key things that we like about it is its application for hiring and training employees. It has an entire program set up that they watch, and **it helps really well with the onboarding of our new employees**. APX also lets you take a deep dive into the statistical analysis with graph charts of what your practice is doing. It really gives you a broad range to show you which metrics work and which metrics do not. The one thing I really love about APX is that, when hiring new employees, it's always hard to decide how to compensate them. **Using this data from APX really gives you an idea of how you should pay them with a base salary and how to compensate them in other ways**; it shows you where your costs meet your profits. That is extremely important when hiring employees. APX has given us a great way to properly compensate our employees while benefiting the practice itself."

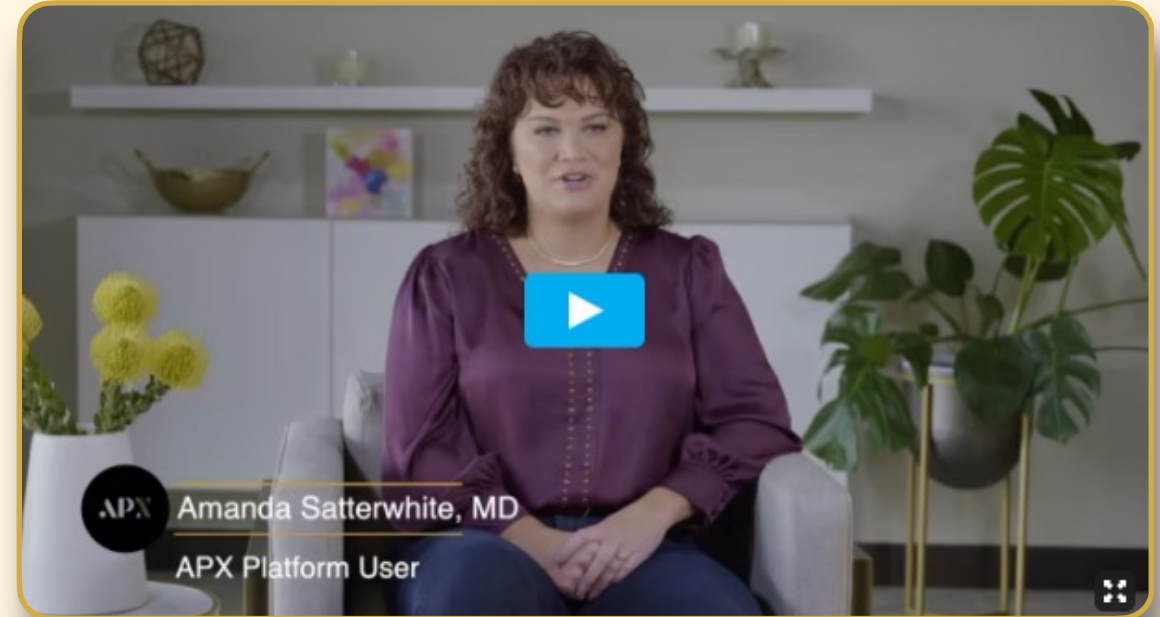
RAN STARK, MD | Founder | StarkMD Plastic Surgery & Aesthetic Center



[Click to play video]

Highwater Aesthetics

“After meeting Terri at an AmSpa conference, I knew almost immediately that APX was the right platform for our new aesthetic practice. APX gave us insight into the financial benchmarks and profit margins we should be aiming for in this industry. The platform includes a ton of reports and calculators that give you a grasp of knowing where your money goes and how to ensure you have a successful practice. The customer support has been amazing; the APX team always knows the right answer to any questions we have. Not only does APX provide us the value-add of understanding our financial data and what to do with it; but the on-demand staff training modules and videos have made it incredibly easy for us to onboard new employees and increase our web inquiries conversion rates. **Thanks to APX, we have generated almost \$1M within the first five months of operation.**”



[Click to play video]

AMANDA SATTERWHITE, MD | Founder | Highwater Aesthetics

Allura MedSpa & Wellness

“As a new medical spa in a highly-competitive market, we have been seeking a solution to provide us with a competitive edge. We originally engaged with TRC to help with sales training and organizational development, however, we have been pleasantly surprised as we have received much more. **APX is the first and only comprehensive practice development tool on the market.** Providing our team with ALL of the tools needed for us to better understand our business and better plan for success. With APX, Terri and her team have been able to address all the pertinent pain points that I have as a MedSpa owner by consolidating the tools that address those pain points. Everything from staff training to industry benchmarking, from analyzing metrics to “understanding the numbers”, **APX is our go-to strategic and tactical tool for our business.**”

MANNY RODRIGUEZ | CEO | Allura Aesthetics



Sonoran Skin Renewal MedSpa

“I wanted to take a minute to thank the APX team. I started with APX in November 2021 and have tripled, yes TRIPLED my income! Not only has my income grown, but my confidence and understanding of my business (knowing my numbers and how to set goals) have also GROWN EXPONENTIALLY! I was so hesitant to invest in APX and I can honestly tell you it has been well worth the investment. I love the community calls, the advice support, and the understanding the team has for a solo practice such as mine. I can’t wait to see what the next quarter looks like! It’s so exciting to see the growth happening so fast. I can’t thank you all enough for your assistance with my growing practice. You truly have been an integral part of Sonoran Skin Renewal’s growth.”

POLLY WEST, FNP-C, WCN-C, CSWD-C | Owner | Sonoran Skin Renewal



WardMD Facial Plastic Surgery

“I don’t know what we paid for **Terris Training** but it has been worth every penny!”

JARED LONGHURST | Director of Marketing | WardMD Facial Plastic Surgery

TERRI'S TRAINING helped me convert a competitor’s patient into a **\$32,269 surgery for us!** I asked the patient lots of questions and dug deep. Even though her surgery was scheduled in 2 weeks at another office, I got her to come in for a consult with Dr. Ward this past Friday. Long story short, she booked \$32,269 worth of surgery with us, and I was able to fill in a last-minute opening we had on the books. It was a combined effort of the whole office, but by using your techniques I was able to bring in a patient who was already scheduled with someone else, and book multiple procedures!”

RECHELE BROOKE, LME | Aesthetician | WardMD Facial Plastic Surgery



Steven Camp MD Plastic Surgery

“Loving the courses. They have been INCREDIBLY helpful...like, insane!! We have cleaned up all of our financial books. So happy with what this has brought us :). I finally know my numbers.”



SARA CAMP, NP | Business & Marketing Director | Steven Camp MD Plastic Surgery

Renew MedSpa

“I am speechless when it comes to what APX has done for my practice. **Our business has just completely taken off** despite being in the Texas ice storm and the COVID-19 issues from last year. After breaking down our operations, **we discovered we were way underpriced**. That was a huge shock. Naturally, we were nervous to increase pricing, but our patients appreciate our practice, and we did not receive any negative feedback.

The APX sales videos helped build our providers’ confidence in selling our services and products, without being pushy. After ironing out the kinks, we saw exponential growth. **We increased our revenue 60%, changed our prices and increased our conversions from her sales course to 90%**. I strongly recommend using her services and the resources in APX without any hesitation!”

ALEXIS GORDON, MD, FACS | Founder | Renew MedSpa



B+A Medical Aesthetics

“As a successful surgical practice business owner for over 14 years, I thought I knew what it took to start up a new business in aesthetics. I was so wrong! I had the fortune to meet Terri and I have been able to tap into how to set up an aesthetics business from nuts to bolts. I went backwards in my business approach in aesthetics by spending hundreds of thousands of dollars on cutting edge equipment and now I am left trying to figure out “how” to set up the business. Fortunately, I can tap into Terri’s experience by watching her training modules in her Practice Foundational Elements online course as well as her financial program in the APX Platform. The APX sales and financial calculators are exactly what I need to build my business! They are easy to use and cut down on years of myself trying to figure out a profitable algorithm. With APX, success is finally within our reach!”

NICOLE BASA, MD + ALAN ABANDO, MD | Founders | B+A Medical Aesthetics



Advanced Image MedSpa & Elite Wellness Center

“Before APX, all we knew was that **we didn’t ‘know what we should know’** to make decisions on how to run our business. APX is guiding us to grow into a very profitable and sustainable business. Without industry standards, breakdowns on the actual profitability of the procedures, and ongoing professional training, all we could do is base the success of our business on total numbers which can be very misleading and don’t help you understand where you can improve and what you should really expect from the staff. Terri, Dana, Robbi and the whole APX team have held our hands and are **guiding us to an understanding of where we really are, and what we can do to take what we already have to grow into a very profitable and sustainable business.** Thank you APX Platform!”



JENNESSA IANNITELLI, DO | Owner | Advanced Image MedSpa & Elite Wellness Center

Eleve Plastic Surgery

“APX is hands down the most helpful platform connected to the most passionate team I have ever worked with!

In the past 15 years I have had the opportunity to use several other solutions that, quite frankly, do not live up their sales hype. The APX Platform Team have exceeded expectations. Period!”

ELLIE REINECK | Office Manager | Eleve Plastic Surgery



Naya Spa

“Terri Ross and the APX team have laid out **the process to profitability for aesthetic practices**. This is the process I wanted to create for the last 15 years in business, but I never had the time. APX Platform guides you step-by-step through the staff training and the complicated, but necessary, parts of designing your accounting system, managing your service offerings, forecasting, budgeting, and compensating your employees.”

ERIK PAMPALONE | Managing Director | Naya Spa



Plastic Surgery Associates of Valdosta

“Immediately after our training with Terri, **two of our providers were already starting to use the tips Terri taught us to sell additional services.** They were SO pumped!!!! We needed this training, and I can’t freaking wait to see where we go from here! Thank you for everything!!! **You challenged us, pushed us out of our comfort zone, and we will be better for it!** Enjoy the rest of your week and just know, we are #TerriRoss/APXfans!”



RENEE DRIVER | Practice Administrator | Plastic Surgery Associates of Valdosta

Catara Medical Spa

“Thank you for creating APX! It is one of the most comprehensive, robust programs I have seen and **essential for anyone running an aesthetic practice.**”



JEANNE FOOTE | Director of Operations | Catara Medical Spa

Pretty Please Aesthetics

“Love love LOVE APX! I’ve only been using it for 6 days and I’m obsessed. So much additional information/training and growth strategies.”



KATE CUNNINGHAM, PA-C | Founder | Pretty Please Aesthetics

St. George MedSpa

“I only had about 30 minutes to start exploring APX and I am unbelievably surprised and excited. It is so well done and has so much information. **Easy to navigate and I was able to connect all my accounts in a few minutes.** I am struggling with my team, and I can’t wait to put these training courses to the task. It’s really well done... I didn't expect anything else. Just wow.”

CYNDI SCHUMACHER | Owner | St. George MedSpa





Medical Spa Startup Client Testimonials

MedSpa Start-Up - Hi,Finch MedSpa

“My husband and I (a nurse practitioner) have been working with Robbi Grayson and APX throughout the beginning stages of setting up and opening our new medical aesthetics practice. We knew immediately that working with the APX team would be **the best business decision we could make**. We are starting from the bottom and working our way up and we really feel that with her assistance, we are being set up to have a successful practice from the start and across the finish line in the long run. It is very impressive how thorough Robbi has been throughout our **market analysis and into setting up our financials using all the financial calculators they developed in APX**. Although we are nervous about starting a business, Chad and I feel like they are doing everything in their power, with integrity and pride, to set us up for success! We look forward to continuing to work with the APX team.”

CHAD & KAYLI KRASNOW, NP | Owners | Hi,Finch MedSpa



MedSpa Start-Up - Alivana Aesthetics

“I first started working with Terri and the APX team at the inception of my business idea to create a comprehensive, total body aesthetic and wellness practice. I’m very glad that I did. Their connections within the industry as well as their wonderful knowledge of what it takes to start a practice and be successful in the industry **helped me avoid a lot of common mistakes and pitfalls early on in my planning**. These assets as well as their ongoing support have continued to drive me forward to the point of opening my practice where we are already very pleased with our success. We continue to work with them for ongoing training both in sales and practice management. **I have watched my staff grow and develop** under their tutelage. I will always be grateful for what they have done to help us in building the foundation of my practice and I am excited to continue to work with them as we grow!”

JENNIFER BALDWIN, MSN, FNP-BC | Founder | Alivana Aesthetics



MedSpa Start-Up - Cinch Body Sculpting Studio

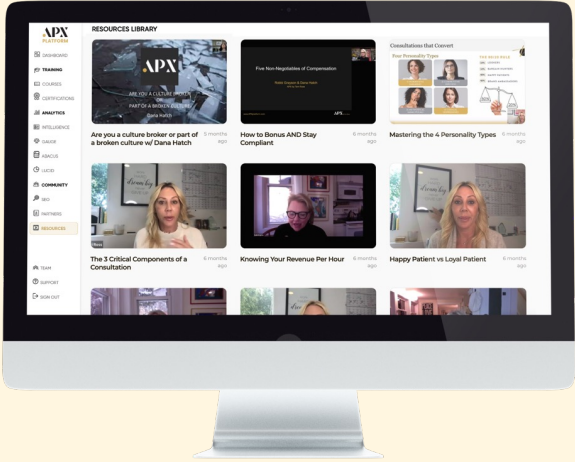
“Terri's guidance the past few months was game changing and has made a massive difference in our Cinch Body Sculpting Studio business planning. We are targeting a September launch and finally have enough of a game plan that we are ready. So excited!

Just had an amazing first APX weekly coaching call. *I have to pinch myself that this incredibly helpful community exists!*”

CATHARINE SANDERS | Founder | Cinch Body Sculpting Studio

THE APX PLATFORM = THE PATH TO PROFITABILITY

The APX Platform consists of 3 powerful components packed into 1 user-friendly cloud software suite that optimizes employee productivity and increases practice profitability.



TRAINING

On-demand courses:
Sales, Finance, and Operations by
Terri Ross, Robbi Grayson,
and Dana Hatch



ANALYTICS

Analytics Dashboard,
Financial Calculators,
Marketing BI, and
Benchmarking



COMMUNITY

Exclusive weekly access to
LIVE online coaching
sessions moderated by the
APX team



TRAINING • ANALYTICS • COMMUNITY

THOUSANDS OF USERS WORLDWIDE

SCHEDULE YOUR APX DISCOVERY CALL