



**H** HORMONAL  
**HEALTH**  
**H** INSTITUTE  
Executive Instruction for Medical Professionals



## Expand Your Practice With Hormone Therapy & Pellet Therapy Solutions

Have you been considering incorporating bio-identical hormone pellet therapy solutions into your practice, but cannot find a program that doesn't require multi-year contracts or the purchase of medications and supplies? You now have the option to receive one-on-one training from the nation's leading hormonal health expert, Dr. Angela DeRosa and her highly trained team of experts.

### Options to Meet Your Unique Needs

With her passion for patient care, clinical skill, and business acumen, Dr. DeRosa built a very successful multi-location private primary care practice specializing in hormonal health based in Scottsdale, Arizona. For years she was approached by colleagues asking for clinical and practice development advice, guidance, and concierge-level training on hormone pellet therapy which was not available from a single source. In 2017, a large medical corporation approached Dr. DeRosa about selling her practice. She accepted and moved onto her next challenge; taking her twenty years of proven clinical methods and practice development strategies to help change the face of women's health care by working with clinicians. The new endeavor is called The Hormonal Health Institute (HHI), and training focuses on bio-identical hormone replacement therapy (BHRT), with an emphasis on pellet training and is based on Dr. DeRosa's extensive experience caring for over 12,000 patients and training scores of clinicians on BHRT and pellet insertions.

### Training Comes To You

Program options include one-on-one training either in person, via live stream or self-paced modules.

You will learn proven methods to provide safe, effective BHRT therapy for your patients without having to rely on proprietary software for dosing. No other BHRT or pellet therapy training program offers:

- Initial and ongoing training and support support from Dr. DeRosa or one of her experienced trainers.
- Training options in your office not in a classroom
- No commitment to purchase any nutritional supplements, BHRT pellets, or ongoing fees as is common in other bio-identical hormone therapy training programs



## Executive Instruction Options

Concierge Level Coaching provides one-on-one training and support from Dr. DeRosa or her team for six months with options for extended in-office or remote consultations. If you need a refresher or expanded knowledge, we offer a Self-Study program and resources. Most options include:



- ▣ Live didactic training and pellet insertion training on your patients in *your* office including direct patient care consultation and follow up
- ▣ Ongoing support via phone, text, and email for six months to guide you as you manage patients on your own
- ▣ On-demand self-paced webinars
- ▣ Informal peer support
- ▣ Access to Dr. DeRosa's reference library

All providers are welcome to use our "on-demand" clinical consultation options for complex patient cases or every day dosing questions. Custom programs and group discounts are also available. For full details see our options chart on the next page.

## Return on Your Investment

It's essential to determine the projected revenue from introducing BHRT pellet therapy into your practice. Here are some guidelines when making your calculations:



- ▣ A typical pellet insertion for a female patient averages \$350 per office visit four (4) times a year.\*
- ▣ A typical pellet insertion\*for a male patient averages \$750, and he will require three (3) pellet insertions a year.\*

The investment you make in your training will yield a return on investment for years to come.



## Registration

To register for Executive Education training email [HHI@drhotflash.com](mailto:HHI@drhotflash.com). In order to secure the training dates of your choice, we encourage you to apply as early as possible.



*\*based on nationwide data*

# Additional Services

## Medical Weight Loss Program

MiraVita Metamorphosis is a proprietary medical weight loss program developed by Dr. DeRosa. Program options include:

- **Pharmaceutical stimulant/appetite suppressant**
- **hCG**
- **Herbal**

Each comes with pharmaceutical grade supplements, fat burning shots, and dietary instruction/program. MiraVita Medical Weight Loss is an excellent revenue generator for your practice.



## Clinical Oversight

Inquire about clinical management and oversight of your staff or medical directorship programs.

## Group Talks

Allow us to customize workshops for your practice or organization. You may also choose from any of the following topics presented by Dr. DeRosa:

### **Treating to Optimal Health:**

Top ten treatments to slow aging and prevent chronic illness.

### **Conventional Hormonophobia to Reasonable HormonoTherapies:**

Separating fact from fiction.

### **Become a Chef and Not a Cook:**

How to learn from conventional medicine while advancing and innovating medical therapies.

### **How Modern Medicine is Slowing Killing Women:**

Becoming part of the solution and not the problem.

### **From Maxed Out Credit Cards to SOLD!!**

A professional journey toward building a platform company in medicine.

### **The Art of Choosing Hormonal Therapies for Men and Women:**

A beginners guide to treating with estrogen, testosterone and thyroid.

### **You Took a Hormone Course, Now What?**

The nuts and bolts of building a hormonal practice from operations, marketing and legal aspects.

### **Is Your Thyroid Making You Fat?**

Cellular Hypothyroidism and Metabolism.

### **Lovin' Libido Loca: Celebrating Gender Differences and Sexuality.**

### **I Was In Menopause At 35**

A medical professional mission to change the paradigm of hormonal health in America.



# Executive Instruction Services

*(Prices are per provider. Inquire about multiple practitioner discounts)*

## Didactic Training

- Live, remote didactic training via Zoom or Skype
- 6 month clinical support
- Practice support includes operational implementation of consents, ABN, EMR templates/documentation, inventory logs, and more
- Access to webinars, replays, customizable forms, manuals, and videos on subjects including pellet insertion instruction
- Bonus: 50% off MiraVita Metamorphosis Weight Loss Program (\$500 value)

Between \$3.5 - 5K per Provider

## In-Office Training

- Hands-on pellet insertion techniques, direct patient care consultations, clinical education, and demonstration of proper hormone patient history and physicals

\$1.5 - \$3K per day + travel

## Self-Guided Webinars

- On-demand webinars covering a variety of topics
- Lifetime access to purchased videos

Prices vary depending on topic

## On-Demand Consulting

- Clinical support/questions/interpretation of clinical findings via phone calls or Skype as needed.

\$200-\$300 per hour. Inquire about multi-hour packages.

## What Our Clients Are Saying...

“Dr. Angela DeRosa is the goddess of hormone therapy. She was vital in educating my staff on how to evaluate, administer, and manage hormone therapy including pellets for our patients. She spent many hours training my staff and was available 24/7 for questions. I highly recommend her consultation services for practitioners interested in offering hormone therapy to their patients.”

- **E. Connie Marlano, MD, FACP**

Founder and President -

*Center for Executive Medicine*

Former White House Physician

“Learning first hand from Dr. Angela DeRosa has been an exceptional experience. Dr. DeRosa’s training program provides a thorough overview of available bio-identical hormone replacement options, ideal testing and management, up-to-date research regarding bio-identical hormone therapies, and management of thyroid disorders. Her high energy, knowledge, and enthusiasm is contagious! Highly recommended!”

- **Lauren Siniscalchi, FNP-C**

*Center for Executive Medicine*

“Dr. DeRosa has been an exceptional mentor! The one-on-one approach was the best decision I made for my further training in bio-identical hormones. Those of you thinking that going to a weekend course is enough, please think again! You will have multiple questions along the way and Dr. DeRosa is readily available to answer them all. The information provided during the didactic portion of the training is priceless! I sincerely recommend her concierge service. You will NOT regret the investment.”

- **Lorena Conde, PA-C**

*Dr. C MedSpa*

## | About Dr. DeRosa

Dr. Angela DeRosa is an award winning physician, top-selling author, in-demand speaker, and an international authority on women's hormonal health. She has dedicated her life to educating physicians and patients about hormone imbalance and deficiencies plaguing American women. She is frequently called upon by the media to lend her expertise regarding women's hormonal health issues.

In 2016, Dr. Angela DeRosa wrote an important book with a controversial title, *"How Your Doctor is Slowly Killing You: A Woman's Health Survival Guide."* The public, media, and the medical community took notice. In fact, she received an avalanche of requests from physicians across the country wanting to learn more.

Dr. DeRosa decided to take her 20+ years of experience and help change the face of women's health care by working with physicians. In 2018 she founded a hormonal health consultancy for physicians seeking medical and practice development training on bio-identical hormone replacement therapy, with an emphasis on pellet therapy. The new endeavor is called *The Hormonal Health Institute: Executive Instruction for Medical Professionals*.

The Hormonal Health Institute offers clinicians a variety of training formats and programs including concierge-level one-on-one training, self-paced digital classes, group classes, phone/email/Skype follow up.

In order to reach the growing demand for Dr. DeRosa's training techniques she has hand-selected and personally trained a team of hormone specialists to help her train clinicians at the Hormonal Health Institute.

Dr. DeRosa's new endeavor has caught the attention of the world's largest gathering of anti-aging physicians, the American Academy of Anti-Aging (A4M) and has been a speaker at their prestigious World Summit, as well as national and international conferences including AMMG and others.

Currently, Dr. DeRosa splits her time between educating the general public on women's health and menopausal issues and educating physicians. The 2nd edition of her book will be released in the Fall of 2018 with the new title, *A Woman's Hormonal Health Survival Guide: How to prevent your doctor from slowly killing you.*



Websites: [drhotflash.com](http://drhotflash.com)  
[hormonalhealthinstitute.com](http://hormonalhealthinstitute.com)

Email: [HHI@drhotflash.com](mailto:HHI@drhotflash.com)