

HAIR RESTORATION LEADER LAUNCHES ASSOCIATED CENTER PROGRAM

Nu/Hart Hair Clinics, a world leader in hair transplantation, has launched a new program for physicians, medical spas, hospitals and other clinics that offer cosmetic medical procedures.

(PRWEB) December 26, 2006 -- Nu/Hart Hair Clinics launched a new program called the Associated Center Program, which enables physicians, medical spas, hospitals and other cosmetic/elective centers to add hair transplants to their existing portfolio of procedures and services.

According to Kathy Smith, President of Nu/Hart, "The Associated Center program is a way for physicians to add a new, safe, exciting, low risk and minor hair restoration surgical procedure that would add significantly to their bottom line each month."

Nu/Hart operates 10 independently incorporated hair restoration clinics in Pittsburgh, New York, Chicago, Atlanta, King of Prussia as well as in international markets including Puerto Rico, Hong Kong, Dubai and the Philippines. Other hair loss treatment centers are under development.

Mac Fadra, a cosmetic medical entrepreneur, stated, "Since hair transplantation is a mature and competitive procedure in the U.S., it does not make a lot of sense to develop standalone hair restoration centers or practices. Hair restoration is a great add-on procedure to a medical spa or elective/cosmetic medical practice or center that has existing overhead, staffing, infrastructure and a licensed physician."

As part of this Associated Center program, Nu/Hart would train physicians and staff both at Nu/Hart centers and at the Associated Center site, and provide access to Nu/Hart's vast infrastructure including the web site, call center, marketing collateral, infomercials, know how, surgical techniques, lead management systems, database, and marketing processes and procedures among other things.

Although not a franchise, it is a program designed to take the learning curve out of the hair restoration business and clinical process.

According to Tim DeBacco, Director of Marketing and Information Services at Nu/Hart, "The Company offers a vast array of marketing support and infrastructure including a multi-lingual web site, call center, database support, forms, infomercials, TV spots, print ads, brochures, direct mail material, e-mail creatives, follow up protocols, etc."

"It would take a new doc or center years and dollars to develop a comparable infrastructure," DeBacco added.

Ongoing training and support is also provided as part of the Program through Nu/Hart's global network of centers as well as its 16 physicians and nearly 100 employees.

The fees and costs to become an Associated Center are very reasonable, yet the income potential from just performing a handful of hair restoration procedures each month is significant.

For example, a physician who can perform four or five hair restoration procedures each month as an Associated Center can add nearly \$200,000 each year to their net income after paying Associated Center affiliation fees.

Associated Centers can be located anywhere in the U.S. or around the world. To find out more about Nu/Hart's Associated Center program, contact Nu/Hart by e-mail and write Associated Center in the Subject Line or call 1-800-776-7775.

About Nu/Hart

Nu/Hart's physicians have performed over 25,000 individual hair restoration treatment procedures at centers in the US and overseas on clients from over 40 countries over the past 18 years. Nu/Hart's doctors are US-trained and board-certified. For further information, or to schedule a free consultation, call 1-800-776-7775 or visit Nu/Hart's multi-lingual web site, www.nuhart.com.