

# Shannon Kenitz

## Nuts and bolts of implementing hyperbaric oxygen therapy into practice

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### **About the lecture:**

Implementing Hyperbaric Oxygen Therapy (HBOT) into your practice is a decision that should be looked at in various ways. This lecture will discuss the ways in which a physician and health care provider can add HBOT to his or her practice as an adjunct therapy to what they are already providing to their patients. In this lecture you will learn about the various different types of Hyperbaric Chambers and the cost analysis for each of the different chambers discussed. This lecture will also provide marketing and business models for the health care provider that is pursuing implementing HBOT into their practice.

There are many different ways to implement HBOT into a practice but in years of research we have found that when it is not done in a financially sound way that many decide that it is not cost benefit to them. Throughout the lecture you will be walked through the process of starting a HBOT practice from top to bottom and learn how to navigate the implementation of a HBOT practice with profitability. I will discuss the various pricing of HBOT and how that will impact your practice from a business stand point.

### **About Shannon:**

Shannon Kenitz is the Executive Director of the International Hyperbarics Association. The IHA is a non-profit organization that promotes the use of Hyperbaric Oxygen Therapy (HBOT) for Neurological Conditions through education, research and funding of treatments for families in need of Hyperbaric Oxygen Therapy.

Ms. Kenitz has been working in the field of Hyperbaric Medicine Since 2003 and has been a strong advocate for Hyperbaric Therapy for children with special needs. Ms. Kenitz's work has engaged the interest of people from all walks of life and led her to our nation's capital to present how the future of Hyperbaric Medicine can improve the quality of life for thousands of people living with various neurological conditions.

Ms. Kenitz has been instrumental in the education of primary physicians on the benefits of HBOT and is highly recognized in the Hyperbaric Medical Community as an authority on Hyperbaric Medicine for Neurological Conditions.

The IHA is the leading Hyperbaric Organization that offers support for medical professionals that are interested in implementing HBOT into their practices. Ms. Kenitz has helped hundreds of medical professional set up hyperbaric practices and offers support to them from the beginning to end.

Ms. Kenitz is a well known speaker and has been the Key note speaker at many national conferences such as United States Autism and Asperger Association, National Autism Association, Autism One, Talk about Curing Autism (TACA) and has received many rewards and honors for her work in the field of Hyperbaric Medicine. Ms. Kenitz received national attention after she appeared on the Montel Williams show to talk about how Hyperbaric Oxygen Therapy saved her own daughters life.

Ms. Kenitz resides in Madison, Wisconsin with her two daughters Lily and Grace.

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### **Learning Objectives:**

*At the conclusion of this lecture, attendees should be able to*

1. Assess a business model for implementing HBOT into their existing practice.
2. Identify the various hyperbaric oxygen chambers available on the market.
3. Implement a pricing structure for their HBOT practice.

### **Contacting Shannon:**

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