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Ellie Mental Health

Contact Information - Who Gets Lead Referrals

Date Last Updated: April 05, 2024
 Referral Agreement Date: April 25, 2022
 Name: Emmanuelle Hardy
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 Email to send leads to: candidatereferral@elliementalhealth.com
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 Website: www.elliementalhealth.com
 FranNet Referral Fee: Single unit: \$30,000
 Multiple units: 40% of fees collected

Business Basics

Industry	Mental Health Services	Year started franchising	2021
Year business started	2015	Franchise units open	200
Number of Company units open	21	Investment Range \$	\$278,500.00 - \$480,350.00
Franchise fee \$	*Multi-Units Required (2-6)* 1: \$60k 2: \$55k each 3, 4, and 5: \$45k each 6, 7, 8, and 9: \$40k each 10+: \$35k each	Required liquid capital \$	\$200,000

Required net worth \$	\$1,000,000	Royalty	\$1,000 per Clinician per month or 7.5% collected revenue, whichever is less
Industry size \$	\$19.2 Billion in 2021	Available in Canada/ Internationally	No/No
SBA Registry?	Yes	Discount Program Offers	Veteran Fran
Offer Group Health Insurance?	No	Buyer Motives	S/A
In House Financing?	No	Item 19	Yes
Semi Absentee/Absentee	Maybe	Semi Absentee/Absentee Ramp-up Timeframe	No absentee - Semi-absentee after 18 mo.

State Registrations

Registration States

Currently not approved and not available in:
CA, HI, MN, VA, WA

Non-Registration States

Currently not available in:
FL, LA, OK, TN

US Territories

Currently not available in:
GU, PR

Canadian Provinces

Currently not available in:
NB, NL, AB, NT, NS, PE, QC, SK, ON, YK, MB, BC, NU

Sold out: Fayetteville, AL., Birmingham, AL., Dothan, AL., Phoenix, AZ., Tucson, AZ., Peoria, AZ., Colorado Springs, CO., Ft. Collins, CO., Greater Denver, CO., Hartford, CT., Orlando, FLORIDA, Athens, GA., Atlanta, GA., Augusta, GA., Savannah/ Hilton Head, Boise, ID., Coeur d'Alene, ID., Indianapolis, IN., Des Moines, IA., Kansas City, KS., Lexington, KY., Louisville, KY., Maine., Maryland., Greater Detroit, MI., Grand Rapids, MI., Lansing, MI., Kansas City, MO., St Louis, MO., Charlotte, NC., Greensboro, NC., Raleigh, NC., Wilmington, NC., Winston-Salem, NC., Omaha, NE., New Hampshire, Newark-Trenton, NJ., Las Vegas, NV., Cincinnati, OH., Columbus, OH., Bend, OR., Eugene, OR., Portland, OR., Salem, OR., Pittsburgh, PA., State College, PA., Charleston, SC., Ft. Mill, SC., Hilton Head. Bluffton, SC., Mt. Pleasant, SC., Summerville, SC., Tennessee sold out, Greater Austin, TX., Dallas, TX., Houston, TX., DFW, TX., Katy, TX., League City, TX., Lubbock, TX., New Braunfels, TX., San Antonio, TX., Waca, TX., Greater Salt Lake City, UT., Washington, DC., Fairfax, DC., Northern VA., Appleton, WI., Madison, WI., Milwaukee, WI., Green Bay, WI.

Business Features

Ellie Mental Health offers outpatient mental health services, both in-office and virtual, in a group practice setting.

Multiple revenue streams:

- Therapy services
- Medication management
- Embedded therapy services

Semi-absentee, Executive business model (Owner/Operator available and will work alongside licensed therapists). Franchisee does **NOT** need to be a licensed therapist.

The Ellie corporate team provides ongoing support to enable therapists to focus on patient care.

1. Call Center: Our in-house call center team will connect prospective clients to the clinic's therapists to find a perfect match and schedule their first appointment.
2. Credentialing & Contracting: Our credentialing partner panels the licensed therapists with insurances to receive the best in-network rates for services.
3. Medical Records & Billing: Our Electronic Health Record System with integrated billing ensures all of client records remain compliant and insurance claims get processed.
4. Brand Development: Franchisees receive brand standard guidelines and digital and print material templates to personalize their own unique ELLIE.

Ellie provides pre-opening support in:

1. Real estate: Our dedicated staff will help in the site selection and lease negotiations to find the ideal site.
2. Site Build Support: We walk franchisees through the entire build-out process from corporate-approved layout and general construction to interior design and on-site technology.
3. Marketing: Once the lease agreement is signed, the marketing of the location begins with personalized support to set up social media and marketing materials to generate business.
4. Recruitment: We'll support franchisees in training and guidance in hiring the most qualified clinic directors and therapists.
5. Training: Franchisees attend a comprehensive training course, an annual franchise convention, and opportunities to connect with subject matter experts.

Recession Resistant

Recession Resistant due to Insurance providing the coverage. Most Insurance Providers are required to cover both mental health and substance abuse therapy.

Issues and Ambushes

- Recruiting the right Clinical Director will be vital for success
- Credentialing Therapist can take 6 months on average. This means it will take 6-9 months on average to open an Ellie.

Failures

N/A

Hooks and Hangers

How do I find good Therapists & how do I retain them?

- Owner will heavily lean on Ellie corporate to provide recruitment support for employee #1, the Clinical Director, (job descriptions, resume review, interview techniques, onboarding support)

- Once the Clinical Director is identified, that person will tap into their Therapist network for recruiting the 3-4 Therapists required to open.
- Therapists are only required to bill a minimum of 25 hours per week. Due to the heavy nature of their line of work, part time hours allow for a healthy work/life balance. This reduces burn out. They have autonomy on creating their own weekly schedule.
- Uncapped earning potential. Therapist earn a base hourly rate plus commission on all reimbursed insurance claims. The more hours they bill the more they can earn.
- Ellie corporate is taking all billing and scheduling off of the Therapist's plate to allow them to 100% focus on patient care and see more patients if they are looking to earn more.
- Culture, peer support, low turnover, beautiful office environment

Discovery Day Process

Franchise Awarding Process (4-8 Weeks)

- 6-8 Week Sales Process
- Introductory Webinar
- Unit Economics Spreadsheet
- Marketing & Operations Webinar
- Executive & Therapist Validation Calls
- Discovery Day in St. Paul, MN

Consultant Payment Terms

n/a

VetFran/Minority Discounts

\$5,000 discount on the initial franchise fee for veterans

E2 Visa/EB-5 Program Status

No

State Deferments

N/A

Candidate Sales Process

Franchise Awarding Process (4-8 Weeks)

- 6-8 Week Sales Process
- Introductory Webinar
- Unit Economics Spreadsheet
- Marketing & Operations Webinar
- Executive & Therapist Validation Calls
- Discovery Day in St. Paul, MN

Owner Roles

What will be the role of the owner?

Passive Ownership:

- Managing Clinic Director
- Community Outreach
- Managing business through KPIs
- Staffing Therapists

What will be the role of the multi-unit operators?

Same as above, along with a focus of getting additional units up and running on a rapid development schedule.

What will be the role of the single unit operators?

Same. Single unit operators will be approved for small markets where multi-unit may not be viable.

FranNet Comments/Validation Summary

Not Available

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