

# Financial Benefits of Alpha-Stim® in a Clinical Practice

## Alpha-Stim® By The Numbers

Any decision to use Alpha-Stim® should be based on the benefit conveyed to the patient in addressing their symptoms. We feel confident that the research confirms the efficacy and safety of the technology. Let's evaluate how Alpha-Stim® can benefit the financial aspects of a practice.

The following section suggests a scenario for practitioners wishing to both use the device in their office, as well as make units available to patients for home use, whenever that would prove beneficial for a given patient who has a chronic condition. So let's look at an example of using the Alpha-Stim® in a typical clinical environment.

Assume that an Alpha-Stim® 100 is used about half the day in a practice, using probes to treat pain. Each probe treatment takes about 2 to 5 minutes to perform. A similar scenario can be conceived using CES and ear clips to treat anxiety, depression and insomnia.

In this example, suppose each treatment is billed at \$45 (this can be higher, of course) and the practitioner treats 10 patients per day (less than half a day's usage), and practices 5 days per week. We would calculate  $\$45/\text{treatment} \times 10 \text{ treatments}/\text{day} \times 5 \text{ days per week} = \$2,250/\text{week}$  which is \$9,750 a month or more than \$100,000 annually from an \$895.00 investment. Of course, a nurse or assistant can do most or all of this.

You may also choose to dispense Alpha-Stims® to your patients who want their own Alpha-Stim® after they experience results in your office. We have a tiered discount purchasing schedule which provides a substantial profit margin of 100% when the practice purchases just 25 units at a

time. Alpha-Stim® pricing depends on the volume purchased. With an order for just 25 units you pay half the retail price. It does not even have to be the same model. If 10 patients buy an Alpha-Stim® SCS, and 15 buy Alpha-Stim® 100's, the combined purchase equals 25 units so that order would qualify for the 25 unit price category and your earnings for that month would be derived from the following table:

	<i>Purchase Price</i>	<i>Retail Price</i>
10 Alpha-Stim SCS	\$250 at 25 units	\$495
15 Alpha-Stim 100	\$450 at 25 units	\$895
25 Units Total	\$9,250 total	\$18,375

Profit to practice = \$9,125 for 25 units with this specific mix of models.

While many practices do more than this per month (some do over 200 Alpha-Stims®/month), it could take anywhere from a month to a calendar quarter to dispense the 25 units. So the resultant profit in this example would range from \$36,500 annually for 25 units/quarter to \$109,500 annually for only 25 units/month.

Combining the in-office procedures with units dispensed results in a total of over \$200,000 annually for a practice that introduces Alpha-Stim® technology to about one or two patients a day.

Some practices have more than doubled these numbers.

Most importantly, all this adds up to a win-win situation for the practitioner and patient. The patient profits because they receive a safe, efficacious and cost effective intervention that not only controls pain and may initiate or accelerate healing, but also normalizes numerous physiological control systems in the brain as evidenced by electroencephalographic (EEG) research, resulting in a much less anxious or depressed, more enthusiastic approach to a better quality of life.