

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

Any decision to use Alpha-Stim® should be based on the benefit conveyed to the client, supported by your clinical evaluation of their animal's condition. 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 suggests a modest scenario for doctors wishing to both use the device in their hospitals, as well as to dispense Alpha-Stims® to clients for home use. This works equally well in acute situations and chronic conditions. The numbers in the following chart are based on gross income for rates in Midwest USA. Sales will easily be generated for chronic conditions where the client wants to continue to improve the overall health and vitality of their animal.

In-Clinic Treatment	Price Per Treatment	5 Treatments per Day	21 Days per Month	Annual
Probes & CES	\$35.00	\$175.00	\$3850	\$46,200
CES Alone	\$20.00	\$100.00	\$2200	\$26,400
<b>Total</b>		\$265.00	\$5300	\$72,600

Leased Devices	Revenue per Day	5 Leases per Day	21 days per Month	Annual
AS-100, 10 units	\$10.00	\$100.00	\$2100	\$25,200
SCS, 5 units	\$5.00	\$25.00	\$525	\$6,300
<b>Total</b>		\$125.00	\$2625	\$31,500

\* Based on charging fees only for days prescribed to treat with an average "RX: daily for 2 weeks then every other day for 2 weeks" followed by a recheck evaluation. The exception being anxiety cases where initial CES treatment is daily for 30 days.

## Total Potential Annual Income In-Clinic and Leased Devices \$104,100

We have a tiered discount purchasing schedule which provides a substantial profit margin of 100% to retail price when the practice purchases 25 devices at time. Different models may be combined.

Device	Purchase Price at 25 Units	Retail Price
10 Alpha-Stim SCS	\$250	\$495.00 each
15 Alpha-Stim 100	\$450	\$895.00
25 Units Total	\$9250 total cost	\$18,375 gross income

By selling just 25 devices per year (that's just 2 per month), and the in-clinic treatments outline above, your practice could gross an additional \$122,475!

Most importantly, this approach adds up to a win-win situation for your patients as well as for the clinic owner. The animals are receiving a safe, efficacious and cost effective intervention that not only reduces pain and may initiate or accelerate healing, but also normalized numerous physiological control systems in the brain, as evidenced by electroencephalographic (EEG) research, which results in a much less anxious or depressed, more enthusiastic attitude and a better quality of life.