

Diabetes & Endocrinology Specialists

I. Patients

10 Patients per Week	40 Patients per Month
3 Sensors per Patient	120 Sensors per Month
(Protocol: 2 Peroneals, 1 Median M/S)	

II. Sensors Required

12 boxes (84 sensors) Peroneal @ \$192.00 per box	\$1,152.00
6 boxes (42 sensors) Median M/S @ \$258.00	<u>\$1,548.00</u>
Total Cost:	\$3,852.00

III. Revenue and Profit

50% Medicare, 50% Private	
1 DPN Study (3 of 95903 + 1 of 95904)	\$204.06
3 Sensors	<u>+\$107.00</u>
Net Profit per Patient	\$97.06
Net Profit per Month	\$3,882.40
Net Profit per Year	\$46,588.80

IV. Volume Incentives

A. <u>Cost</u>	
2 boxes Free-Median M/S @ \$258	\$516.00
Discount on Purchase:	13.4%
B. <u>Economic Value</u>	
2 boxes = 12 tests @ \$96.53 (Profit)	\$1158.36
Discount on Purchase:	30.1%

V. Business Opportunity

A. Offer	
Buy 18 Boxes; Receive 2 Boxes Free	
Buy 12 Boxes Peroneal	\$2,304.00
Buy 6 Boxes Median M/S	<u>+\$1,548.00</u>
	\$3,852.00
B. Value	
Receive 2 Boxes Median M/S FREE	

Discount on Purchase

Cost	\$516.00	13.4%
Economic Value	\$1,158.36	30.1%

CONFIDENTIAL OPPORTUNITY