

Foundational Therapy Program Revenue Model

Estimated numbers of Dry Eye patients/Annum	
Average number of patients visits per day	15
Number of days per year practice open	270
Average number of patients visits per year	4,050
% of Dry Eye patients (of total patients)	25%
Number of Dry Eye Patients	1012.5
% of Dry Eye Patients accepting treatment	50%
Total Purchasing Dry Eye Patients	506
% of Specific Dry Eye Classification:	
Mild	60%
Moderate	30%
Severe	10%
Number of Dry Eye Patients by category:	
Mild	304
Moderate	152
Severe	51
Total Purchasing Dry Eye Patients	506

Dosage Assumptions/ patient							Revenue calculation		
Patient Type	Product type	Product	Frequency	Units /Year	Compliance factor	Adjusted Units/ Year	Revenue for one Patient	Number Patients	Total Revenue
Mild	Lid Warming	Bruder mask	BID (1 Mask/Year)	1.0	20%	0.2			
Mild	Essential Nutrients	PRN 270	Daily dose (3 pills/day)	4.0	20%	0.8			
							\$ 91	304	\$ 27,641
Moderate	Lid Warming	Bruder mask	BID (1 Mask/day)	1.0	50%	0.5			
Moderate	Essential Nutrients	PRN 270	Daily dose (3 pills/day)	4.0	50%	2.0			
							\$ 228	152	\$ 34,552
Severe	Lid Warming	Bruder mask	BID (1 Mask/day)	1.0	70%	0.7			
Severe	Essential Nutrients	PRN 270	Daily dose (3 pills/day)	4.0	70%	2.8			
							\$ 319	51	\$ 16,124
TOTAL ANNUAL REVENUE OPORTUNITY									\$ 78,317