



PRN & BRUDER

The Foundation of Dry Eye Therapy

OFFICE ASSETS – 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	1,012.5
% 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						
Patient Type	Product Type	Product	Frequency	Units/Year	Compliance Factor	Adjusted Units/Year
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
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
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

Revenue Calculation		
Revenue for One Patient	Number Patients	Total Revenue
\$ 91	304	\$ 27,641
\$ 228	152	\$ 34,552
\$ 319	51	\$ 16,124
Total Annual Revenue Opportunity		\$ 78,317

