

A Sound Investment

Shock Wave Treatments for Equine Patients

ProPulse

VersaTron®

ProPulse Benefits Patients and Practices

Sample return on investment calculations for ProPulse:

Revenue per treatment – Cost per treatment (trode cost + device payment) = Profit

	5 Treatments /month (average 1000 shocks/tx)	10 Treatments / month (average 1000 shocks/tx)	20 Treatments /month (average 1000 shocks/tx)
Average Revenue (charge \$350/tx)	\$1,750	\$3,500	\$7,000
Trode Cost (.039 cents/shock)	\$195	\$390	\$780
Average Monthly Lease (Based on 60-month)*	\$670	\$670	\$670
Total monthly cost	\$865	\$1,060	\$1,450
Profit per month	\$885	\$2,440	\$5,550
Annual Profit	\$10,620	\$29,280	\$66,600

*Device with four 50K pulse trodes



Maximize return on investment
through utilization

PulseVet
PulseVet.com

Versatile, Focused Penetration = Extensive Indications

Sample prices for common indications:

Indication	Average # shocks	Cost to clinic (~0.039/shock)*based on trode cost only	Charge to Client per treatment (suggested range estimate)
Proximal Suspensory (Palmar Dorsal)	500	\$19.50	\$250-300
Proximal Suspensory (medial/lateral)	1000	\$39	\$300-350
Tendonitis	1000	\$39	\$300-350
Stable Stress Fractures	1000-3000	\$39 -\$117	\$350-550
Tendon Avulsion/Avulsion Fractures	800-1500	\$31.20-\$58.50	\$250-550
Periostitis	1000	\$39	\$300-350
Proximal Splint Bone Fractures	800-1200	\$31.20-\$46.80	\$250-450
Hock Degenerative Joint Disease	1500-2000	\$58.50-\$78	\$450-550
Sacroiliac	2000	\$78	\$450-550
Lumbosacral	2000	\$78	\$450-550
Sesamoiditis	500	\$19.50	\$250-300
Kissing Spines	2000-3000	\$78-\$117	\$500-550
Interosseus Ligament Tears	500-1000	\$19.50-\$39	\$250-350
Navicular	2000	\$78	\$500-550
Ringbone	800-2000	\$31.20-\$78	\$250-550
Plantar Tarsal Desmitis	800-1500	\$31.20-\$58.50	\$250-550
Muscle Strains	1000-4000	\$39-\$156	\$300-600
Bone Cysts	2000	\$78	\$450-550
Carpitis	500-1000	\$19.50-\$39	\$250-350

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