

MIDDLEBORO CHIROPRACTIC

D.B.A.

**GUDMUNDSSON  
CHIROPRACTIC**

**Rober Rashid, D.C.**

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Dear [HydroMassage [AquaMED]],

The [HydroMassage [AquaMED]] is a wonderful piece of equipment. Right now, it's being used 100% as a replacement for a massage therapist. We chose to replace the multiple massage therapists in my office with [HydroMassage [AquaMED]] for numerous reasons; it never calls in sick and it never talks back. Plus, my patients prefer the [HydroMassage [AquaMED]] because it is 100% consistent (they get the same treatment every time), they can control the therapy themselves, they don't have to disrobe and they can have a great therapeutic massage in just 15 minute increments.

I currently see 55-60 patients per day and as long as I can get my wife off the bed, I put 15-20 people on the [HydroMassage [AquaMED]] per day. The results are remarkable. For example, I'll take my personal injury patients, check them out before I put them on the [HydroMassage [AquaMED]] to locate the edema and inflammation and then put them immediately on the [HydroMassage [AquaMED]]. In just 15 minutes, the edema and inflammation is significantly reduced and my patients are more comfortable and less stiff...and this is consistent. In fact, patients definitely stay with their treatment plan longer because of the [HydroMassage [AquaMED]]- it just makes them feel better.

I get an average of 30 new patient referrals per month in my practice and I know that a percentage of those are directly from the [HydroMassage [AquaMED]]. Each one of these new patients is worth about \$2000 to my practice. So, even at the very least, I would say that [HydroMassage [AquaMED]] brings in about \$6000 in revenue every month just from new patients alone. But, the marketing impact is much greater because people come into my practice to use the [HydroMassage [AquaMED]] even if they are not chiropractic patients; and of these, I would estimate that half eventually become chiropractic patients too.

This is the best investment I've ever made. Not only does it make my patients happier, but it makes my bottom line happier. As a doctor, you can't ask for more than that.



Dr. Rober Rashid  
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