



July 27, 2007

Dear HydroMassage [AquaMED],

The HydroMassage [AquaMED] has been a great addition to my practice. In fact, I've been a happy customer since 2004. My patients really love the HydroMassage [AquaMED] and are always asking how they can get one- they even try to buy it off me. I tell them that if they can carry it out themselves, they can have it. Luckily, none of them have succeeded.

Prior to purchasing the HydroMassage [AquaMED], I had a couple of massage therapists. It was immediately evident that my patients preferred the HydroMassage [AquaMED] over hands-on massage so I removed my two therapists and the HydroMassage [AquaMED] took over their work load. I attribute the HydroMassage [AquaMED]'s success to its ability to provide different treatment protocols to different patients. Plus, no massage therapist provides the uniformity that the HydroMassage [AquaMED] does; it gives the same massage every time which is much more therapeutic. I also think that the combination of the water massage and heat together really provides the most benefit for the patient. Not only was it great for my patients, but it alleviated a lot of staffing issues I had.

We do a lot of exercise and rehabilitative therapies and the HydroMassage [AquaMED] is a big part of the programs we provide. I use it a lot for acute injuries, disc problems, and strains and sprains. I find that it really helps to reduce inflammation and muscle spasms. I've also had really good results with our elderly populations as it provides relief to those with tight muscles and myofascial conditions, helping them relax prior to a manipulation.

I see about 30 patients per day at my practice and I put at least 20 of them on the bed. Right now, I'm charging \$20 for a 15 minute session for cash and insurance patients. I would estimate that the HydroMassage [AquaMED] brings in about \$2000 per week into my practice. As you can imagine, it paid for itself pretty quickly and now, it just generates revenue.

The HydroMassage [AquaMED] has also been a great referral generator. I average about 1-2 new patient referrals per month directly from the HydroMassage [AquaMED] with each of these new patients being worth about \$1200 to my practice. I have people come in to try the bed because they heard great things about it and end up becoming patients as well. The bed provides me with a great opportunity to get potential patients into my office so that I can talk to them about chiropractic and the other therapies we have available. I think my patients come in for the HydroMassage [AquaMED] and just tolerate me—I make them see me anyway!

There is no doubt that my patients are more willing to follow through with their treatment plans because of the HydroMassage [AquaMED]. I would say that, on average, the HydroMassage [AquaMED] promotes 5 additional appointments per patient that would not have continued if not for the bed.

We have found that the HydroMassage [AquaMED] has been very beneficial to our patients, saved us time and money not having to hire more staff, it's very durable and works as good now as it did when we bought it. I would definitely recommend the HydroMassage [AquaMED] to anyone. In fact, I always tell people that the only problem with the HydroMassage [AquaMED] is that I wish I had two of them.

Thank you,

Dr. William Denman