

Preliminary Business Analytics for the Office of Dr. XXXXXXX NY MD including purchase of 3 Scopes

Assumptions:
 Estimated New Patients/year ~500 Already performing Simple CMG
 Current practice/trends for New Patients: E/M 45 min (99204) Potential to Add Cystoscopy to more preliminary diagnostic visits
 Due to need to sterilize scopes at hospital, for now with investment of 3 scopes, the maximum number of increased cystos/day would be 3 or 9/week based on 3 clinical office days.
 Patient Mix = 40% Medicare, 60% Private

Patients/day	Patients/wk	Patients/yr	Yearly Medicare Patients	Yearly Private Patients
3	9	432	173	259

Value Analysis of 432 new cystos with CystoSure® Plus/year (9/wk*48 weeks)	Medicare Rates	Private Rates*		Medicare Total	Private Range Total	
		Low	High	173	259	259
					Low	High

Simple CMG	\$315.39	\$461.21	\$810.37	<i>Assumption is you do this anyway</i>		
Cysto with Simple CMG Incremental Revenue per patient	\$96.00	\$140.05	\$267.68	\$ 16,608.00	\$36,272.95	to \$69,329.12
Cysto Only (52000) (no Simple CMG)	\$182.00	\$280.10	\$535.36	\$ 31,486.00	\$72,545.90	to \$138,658.24
Incremental Reimbursement dollars with additional procedure/time E/M 60 min (99205)*	\$46.74	\$68.61	\$111.45	\$ 8,086.02	\$17,769.99	to \$28,865.55

*based on MA/ Boston Area rates which appear to be slightly lower than NY

GROSS Potential Upside by adding 6 CystoSure®Plus patients/week:			Medicare Total	Private Range	
				Low	High
If adding Cysto to patients already receiving simple CMG			\$ 24,694.02	\$54,042.94	to \$98,194.67
If adding Cysto Only for DX purposes			\$ 39,572.02	\$90,315.89	to \$167,523.79
(Cost of Materials)		Price EA	Extended Cost of Materials		
Catheters (\$475 / box of 5 or \$95/ea) MSRP		\$95.00	\$ 16,435.00	\$24,605.00	to \$24,605.00
Scopes (\$2800/ea x3) MSRP		\$2,800.00	\$8,400.00		

NET Incremental Revenue Opportunity by adding 9 CystoSure Cases/Week to the Practice: ~ \$29,000 - \$158,000					
Cysto with Simple CMG Incremental Revenue Annualized				\$29,297	to \$73,449
Cysto Only (52000) (no Simple CMG)				\$80,448	to \$157,656