

# Neurolens®: a game-changer for your patients and your bottom line

Rick Guinotte (CEO, Acquios Advisors/Acquios Alliance)

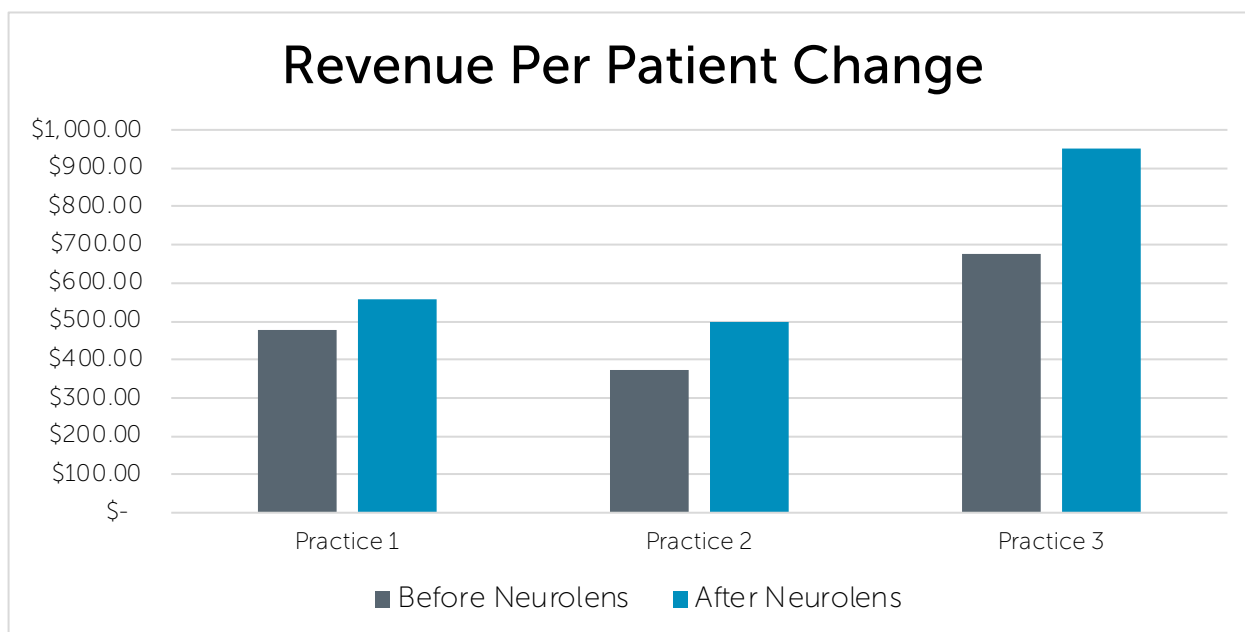
## Background

Over the past few years at Acquios Advisors, we have seen a new technology enter the industry and quickly become a game changer for patients' quality of life. We have seen firsthand what a change this technology has brought to many offices around the country. That technology comes from Neurolens, an organization that has proven that it is—and will continue to be—an effective driver of success for practices seeking new technology and products to offer their patients.

I have worked with many clients who have invested in Neurolens; and when a client asks me if Neurolens is a good investment, the answer is easy. To drive the point home, I always advise them to begin surveying their existing patients to help them grasp the opportunity, i.e., the number of people that will benefit from this technology. Unquestionably, success with Neurolens technology ultimately rests on the doctor. In my opinion, this is the primary reason that the technology has been—and will continue to be—a sure-fire path to success for a doctor-driven practice. When I speak with clients about how Neurolens technology has impacted their practice, we review their statistics regularly. Over and over, from Connecticut to Texas and everywhere in between, we see one of every 4-5 first pairs of glasses ordered in these practices is a Neurolens. That's 20-25% of total spectacle lens sales.

To better understand the specific financial impact that Neurolens has on eyecare practices, we took a closer look at a few locations that have adopted the technology in recent years. One has had the technology since March 2018, another since December of 2019 and another invested in October 2020.

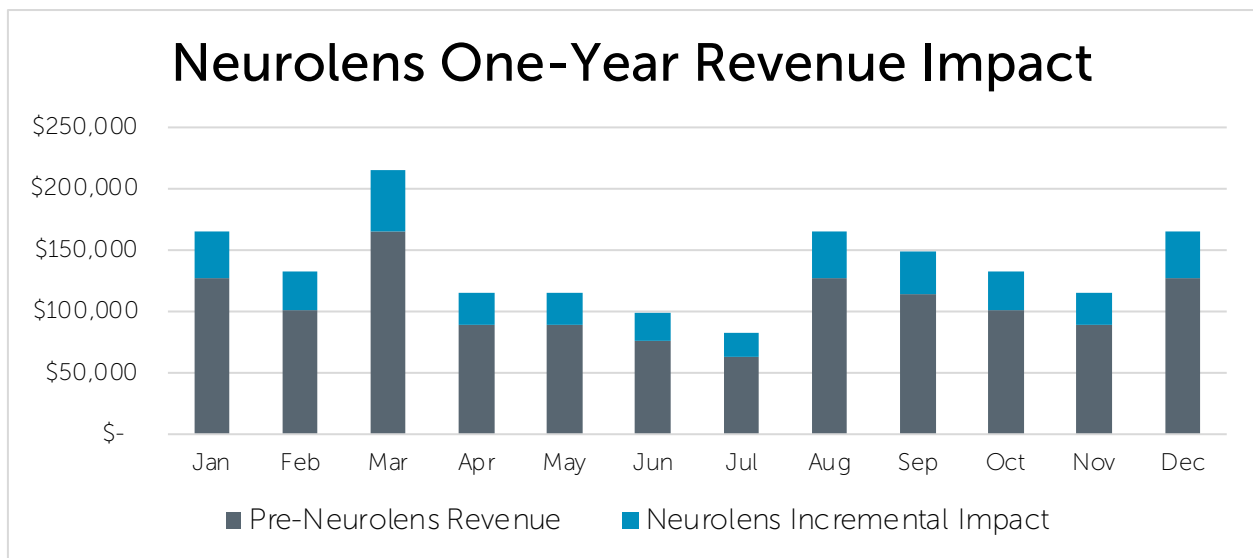
Fundamentally, there are two ways to increase your top line: see more patients or increase your revenue per patient. Our investigation has shown that this technology increases top line as well as bottom line in the most efficient manner possible. Neurolens makes it easy for a practitioner to increase their receipts by seeing the same or fewer patients per day while still increasing their bottom line. Specifically, the practices studied saw their revenue per patient (revenue collected divided by the number of comprehensive patients seen) improve from \$476.00, \$372.00 and \$675.00 to \$559.00, \$500.00 and \$950.00, respectively. Next, we'll take a deeper look at how this change impacted the practices from a financial standpoint.



## Financial Impact Investigation

One of the many impacts of the pandemic is that it has forced eyecare providers to reduce the number of patients seen per hour and per day. As such, we directed many practices to measure their ROI on the number of vision plans they accepted, and the overall penetration of third party payers in their total book of business. Many optometrists were understandably hesitant to drop less profitable vision care plans for fear that their business would slide backwards. As a non-covered lens option, Neurolens has proven to many practice owners that patients will go outside their third-party plans for a life changing product when educated about the benefits. In fact, the price per transaction for a pair of Neurolenses in these three offices ranged from \$650 to \$1,000, with an average of \$800.

This has an obvious accelerating impact on overall per-patient revenue. As alluded to above, the offices studied had average revenue per patient of \$507.88 prior to adopting Neurolens technology. After implementing Neurolens, their average receipts per patient grew to \$661.26, an increase of \$153.38. To contextualize, a practice servicing 2,500 patients per year—or about 48 per week—while seeing patients four days per week (12/day), will experience revenue growth of \$383,425.



Looking at the costs side of the equation, the list price for the neurolens Measurement Device, Gen 2 (nMD2) is \$34,900. To put this in perspective, a practice generating \$700,000 per year, with a pretax net percentage of 30%, (pretax net being money remaining after paying your Cost of Goods and all operating expenses minus Owner's compensation), the contribution margin will be about 70%, bringing the breakeven point to about \$50,000. Contribution margin, simply put, is the money you need to generate to pay for the device, coupled with the costs of operating the device day-to-day. For example, staff time will need to be allocated to confirming appointments, conducting screenings and measurements, running the optical and so on. Of course, space and utilities used within the practice are part of the equation as well.

Based on the aforementioned average Neurolens transaction of \$800, and a breakeven point of \$50,000, this equates to 62.5 pair of Neurolenses sold. Conservatively assume one of every five first pairs of glasses sold is a Neurolens; to achieve the breakeven you only need to see 312.5 patients.

Neurolenses are also financially risk-free for patients, as the company extends a guarantee on their technology that providers are empowered to extend to their patients. If a patient is unhappy and/or dissatisfied with the product, the patient and practice are out zero dollars. This satisfaction guarantee not only protects the practice and patient from financial risk, it also demonstrates the level of confidence Neurolens has in the effectiveness of the technology.

Of note, the number of refunds reported by the offices reviewed in this study were minimal and did not negatively impact the results or the ROI realized with this technology. In fact, several of the few patients who did elect to be refunded and refitted in traditional lenses later reported that they, in fact, did experience better visual clarity and comfort with Neurolenses than with the traditional lenses they were subsequently dispensed.

The practices studied also found that marketing Neurolens technology was simple and cost-effective. While marketing costs obviously vary by market, the offices studied reported that their marketing/advertising budgets were in the 2-4.5% range. Networking with medical professionals in the area is obviously a key opportunity for Neurolens providers. From headache clinics to neurologists to general practice MDs, building effective referral networks is especially important when you are implementing technology in your practice that provides an optical solution to a medical problem. Practices also found that direct-to-patient outreach through email, direct mail, social media, radio and newspapers effectively helped drive patients' interest in the Neurolens solution. This stands to reason given the high prevalence of related symptomology among the general population. By far the most successful marketing tactic employed is leveraging platforms such as social media to share testimonials from patients who explained how their overall quality of life has improved; not only through better vision, but also through the reduction—or even elimination—of frequent symptoms such as headaches.

## Conclusion

**Bottom line:** Neurolens is a game changer. It's a rare thing when an investment can have a dramatic impact on your top and bottom line while also delivering proven patient outcomes and bringing new awareness and appreciation for the optometric profession. I have seen many practices—old and new, big and small—invest in Neurolens technology with great success. This technology is not only for the million-dollar businesses, but for all optometry practices. Your patients want to feel better, and they will invest in you and your practice if you provide solutions that help them do so.