



October 24, 2006

Dear AquaMED,

Your product has been great for my patients and my practice! I put almost every patient on the bed and 95% of them love it! The AquaMED is so relaxing that it actually puts some of my patients to sleep. I can't tell you how many times I hear "I want one of these for my home".

I use the bed for loosening up muscles prior to adjusting my patients. I find that this helps my patients to have a more comfortable experience and it makes it easier for me to adjust them.

Out of the 15-20 patients I see per day, I put at least 90% of them on the bed on a regular basis. However, all new patients get one free session on the bed. I do bill some insurance for the AquaMED and get reimbursed; however, I have several patients who pay cash for this treatment. I charge \$10 for an 8 minute session on the bed and patients never have a problem paying this amount!

Financially speaking, my revenue has increased substantially with the AquaMED. I am seeing an average of \$5000 increase in revenue directly from the bed per month! My patient retention has also increased because of the AquaMED as it is a reminder for them to come in for appointments and gives them something to look forward to!

As far as marketing goes, I recently ran a program that offered a free session on the AquaMED if they brought in a receipt from a purchase made in town. This was great for referrals; even one year later, I got two new patients who remembered me because of the bed! I also sell gift certificates for sessions on the bed. My patients purchase these to give to friends and family members as a unique gift; this also helps to get potential patients into my practice!

The AquaMED has definitely enhanced my practice and my patients are happier as a result! Thanks for such a great product!

Dr. Zia Khorrani

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