

# PROBLEM



**49 million Americans** are suffering from Dry Eye Disease (DE).<sup>2</sup>



**45%** of **patient visits** are to Eye Care Practices (ECP) are by DE patients.<sup>3</sup>



**E-commerce** is taking revenue and patients from ECPs.



**\$1,300** is spent annually by DE patients on mostly **ineffective treatments**.<sup>1</sup>

## Unmet Need



**82%** of patients, wish a more **effective** treatment for DE was available to them.<sup>4</sup>



**3.2 ECPs** are visited by DE patients before finding relief.<sup>5</sup>



Current treatment devices require **expensive** disposables or **multiple** costly treatments for symptom relief.<sup>5</sup>

### References:

1. USA General Population 2018 Cross Sectional Study and Census.gov Population Clock-accessed August 2<sup>nd</sup> 2020
2. Adler R. Dry eye syndrome: Symptoms and causes. All About Vision, 2017.
3. <https://www.reviewofoptometry.com/article/dry-eye-in-optometry-trends-habits-and-hangups>
4. <https://theophthslmologist.com/subspecialties/the-burden-of-dry-eye-disease>
5. McMurren et al., (2023), Open Ophthalmology Journal, MGrx - A Novel Multi-modal Thermal Device..., Oct. 20, 2023
6. USA General Population 2018 Cross Sectional Study and Census.gov Population Clock - accessed August 2<sup>nd</sup> 2020

# HAPPIER PATIENTS & A HEALTHIER BOTTOM LINE



**74 Patients** visit an ECP  
on average weekly.<sup>6</sup>



**33** of these are  
Dry Eye patients.<sup>3</sup>



**25%** choose an MGRx Treatment  
& DE homeware products



**8 Delighted Patients**  
per week



ROI for the MGRx after  
**32 patients** (1-2 months)



= **\$160,000 1st yr. income\***  
= **\$171,000 2nd yr. income\***  
= **\$183,000 3rd yr. income\***



\*\$350 x 416 MGRx treatments annually

+ \$14,560 1st yr. DE home care, \$26,208 2nd yr., \$37,856 3rd yr.

# THE OPPORTUNITY



An **effective dry eye treatment** in your practice – reduces your **reliance on retail sales** and enhances your medical ECP – diversifying revenue, differentiating your practice, and **delighting** your patients.



The MGrx is clinically proven to **relieve DE symptoms** after just one **15-minute treatment** – without expensive disposables.

## Triple Modality – One Device



- Efficiency, simplicity
- Three treatments – in one 15 minute session



## One Treatment = Happy Patients

- **342%** improvement in Meibomian Gland Scores
- **140%** improvement in TBUT
- **40%** improvement in SPEED Scores

### The MGrx



## No Disposables = Better Care



- Treat the patient according to their **clinical needs** – without worrying about expensive disposables



## Reliable = Piece of Mind

- **4 Year** Replacement Warranty
- Made in the **USA**

# THE SOLUTION



## Cost Effective and Great Results

The MGrx System works great- easy to use, very efficient, cost effective and gets great results. I use it often to address pre and post op dry eyes from all types of refractive surgery.

**Dr. Mihir Parikh, MD**

Nvision Eye Centers, La Jolla, CA



## I'm So Happy I can Wear my Contacts Again!

A college aged patient could no longer tolerate wearing her contacts due to Dry Eye. After one treatment with the MGrx – the patient reported that she was immediately able to wear her contacts for 4 hours per day.

**Brittany McMurren, OD**

Werner Optometry, El Cajon, CA



## Flexibility, No Disposables

I've had excellent results with the MGrx, I like that I can customize the treatment per patient by pressure, targeted expression and duration. Also having no disposables to buy enables us to be flexible with the pricing.

**Dr. Jason Hooton, MD**

Premier Eye Care of Eastern Idaho, Idaho Falls, ID





# NE TREATMENT = HAPPY PATIENTS



## The Open Ophthalmology Journal

Content list available at: <https://openophthalmologyjournal.com>



### RESEARCH ARTICLE

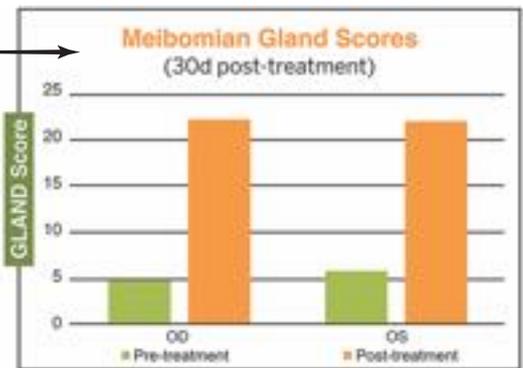
## MGrx - A Novel Multi-modal Thermal Device for Treating Moderate to Severe Meibomian Gland Dysfunction and Dry Eye

Brittany J. McMurren<sup>1</sup>, Michael A. Kling<sup>2</sup>, Andrew Fasciani<sup>1</sup> and M. Henrietta Nymark-McMahon<sup>4\*</sup>



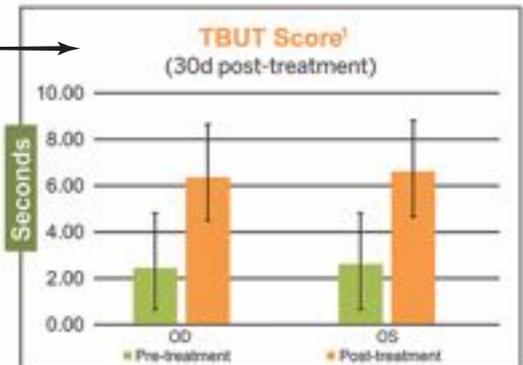
Thermal Debridement

342%  
Improvement



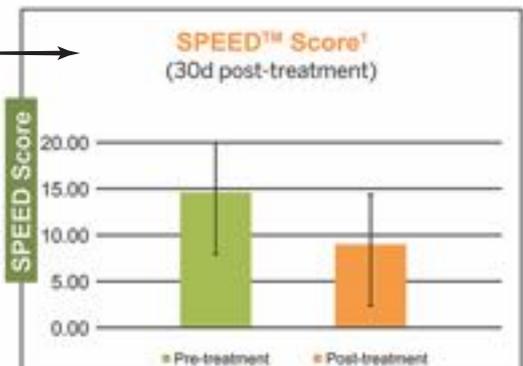
Thermal Massage

145%  
Improvement



Thermal Expression

40%  
Improvement



# DRY EYE. SOLVED

## Get a FREE MGrx System!

### FREE MGrx System

- Buy \$1,254/mo. home care products for 24 months

### \$4,500 Off Any Package

- Buy \$627/mo. home care products for 24 months



## MGrx PACKAGES

### Premium Vision Package

- MGrx System (\$12,995)
- Optivision 4K, 3x Mag. Mini-Video System (\$2,695)
- 3.5x Loupes, LED Light (\$595)
- Extra MGrx Instrument Set (\$1,195)
- Flexx Meibomian Gland Expressor (\$295)
- Total Value: \$17,775

**Package Price: \$13,495 (Save \$4,280)**



Micro-video System!

- Foot Pedal Control
- 4k video, HD images

### Classic Treatment Package

- MGrx System (\$12,995)
- 3.5x Loupes, LED Light (\$595)
- Extra MGrx Instrument Set (\$1,195)
- Flexx Meibomian Gland Expressor (\$295)
- Total Value: \$15,080

**Package Price: \$11,995 (Save \$3,085)**

