

The MyPetLaser 2.0 for Continuum of Care

Key Benefits:

- 1.) Laser therapy is now well recognized for efficacy in treatments for pain management, inflammation and wound healing. However, Class IV and IIIB Lasers' safety hazards make them wholly inappropriate for use by non-professionals and illegal for home use rentals for safety concerns.
- 2.) Elder pets, often with chronic conditions such as osteoarthritis or post-operative wounds and many other conditions often times did not receive their prescribed full course of Laser therapy treatments at the practice. This was often due to client scheduling, re-scheduling issues, additional pet stress caused by extra office visits or both. Cancelled appointments often caused loss of revenue to practices.
- 3.) Multi Radiance Medical solves this problem with therapeutic Lasers that all are Super Pulsed with multiple synergistic wavelengths, FDA cleared Class 1, equivalent to OTC. Their efficacy and safety is well demonstrated in numerous peer reviewed publications (see attachments). The company's veterinary division, established in 2010, features the ACTIVet PRO, Pro LaserShower, ACTIVet and MyPetLasers. These lasers operate globally and are well-recognized for great outcomes, extreme versatility and portability. Multi Radiance is official Laser of USEF, ISELP, DVG, USDAA and a gold sponsor of VMX's VetFolio, formerly NAVC/AAHA.
- 4.) The MyPetLaser program features a 25 Watt Super Pulsed multi wavelength 5-setting Laser specifically designed for veterinary prescribed rentals to clients for at home Laser therapy in a no stress highly convenient environment. Hundreds of companion and equine vets are now offering this service to their clients at \$100-\$400 per week 'unlimited use' rental rates, always set by the vet, and often covered by pet insurance. The lithium polymer battery typically lasts up to two weeks on a single charge with heavy use.
- 5.) Multi Radiance has designed a complete client education and Veterinarian to Client marketing program featuring the full complement of market tested elements necessary to quickly integrate and implement the program.
- 6.) Vets are finding multiple MyPetLasers are required to keep up with demand and some Veterinarians now have 10+ MyPetLasers in their "fleet" generating thousands in additional monthly practice income. This has been a highly valued replacement for revenues lost to internet sellers, big box retailers selling meds, spay and neuter clinics, etc.
- 7.) There are little to no operating overhead costs as the MyPetLasers do not require calibrations and there are no consumables costs other than ordering additional collaterals for client education and additional trifolds to document treatments for chart integration.
- 8.) MyPetLaser is truly a Win-Win-Win program that only needs more Veterinarians to be aware that it exists as a very viable solution for increased compassionate care and an alternative to side effect producing drugs. Clients love the convenience and are encouraged to come back periodically for maintenance check-up as the vet determines are needed for pain management or quality of life treatments in their pet's latter life stages.