

# **PRN Show Special**

Dry Eye Omega Benefits® Special Offer

### **Show Special: 96 and 48 Patient Pack**

Product	Minimum Advertised Price	Case Count	Price Per Bottle	Price Per Case
Dry Eye Omega Benefits® 240 Count - 96 Patient Pack	\$98.00	96	\$35.00	\$3,360.00
Dry Eye Omega Benefits® 240 Count - 48 Patient Pack	\$98.00	48	\$37.00	\$1,776.00



# Order TODAY and lock this price in for the remainder of 2016.

If you order the show special today, you'll **LOCK IN** that price for the remainder of 2016.

#### **Place Your PRN Order TODAY!**

For more information or to place an order after the show, contact PRN Wholesale Manager, Bonnie Small.

Bonnie Small bsmall@prnomegahealth.com (610) 862-0182 ext. 125



AN ALPHAEON COMPANY

#### **Optimal Patient Outcomes**

We suggest the following Practice Protocol:

#### Day 1

- Patient exam
- Recommend and sell PRN Dry Eye Omega
- Immediately schedule 60-day follow up exam

#### Day 61

- Patient exam
- Note improvement in signs and symptoms
- Request to see patient back in 4, 6 or 10 months
- Direct patient to purchase
  2, 3, or 5 more bottles to last until their next visit

## **Maximum Practice Profitability**

Recommend PRN to just one patient per week and impact your practice's profitability.

# **52 Patient Purchases**

You sell 1 Bottle of PRN per week for 1 year

#### 312 Bottles Sold

Patient buys 5 more bottles until next annual exam

# Revenue: \$28,704

312 Bottles x \$ 98 MSRP = \$ 30,576

#### 64% Margin

312 Bottles x \$35.00 Cost = \$10,920

#### Profit: \$19,656

Profit to your practice



# Take Advantage of the PRN Show Special Today!