



March 2010

MARIO J. CONTALDI O.D.

Dear Mark,

GRADUATE;
Southern College of Optometry - 1984
Fairfield University - 1980

MEMBER:
American Optometric Association
Texas Optometric Association

LICENSED IN:
State of Texas
State of California
State of Tennessee

CERTIFIED AS A THERAPEUTIC
OPTOMETRIST & GLAUCOMA
SPECIALIST BY THE TEXAS
OPTOMETRY BOARD

REFRACTIVE SURGERY EVALUATION:
Consultations
Educational Seminars
Financing Options

MEDICAL MANAGEMENT OF
OCULAR DISEASE:
Red eyes
Glaucoma
Cataracts
Dry Eyes
Foreign Body Removal

COMPREHENSIVE DIGITAL
DIAGNOSTIC TECHNOLOGY
& EVALUATION:
Digital Visual Analysis
Digital Corneal Mapping
Digital Retinal Imaging
Laser Retinal Scanning
Digital Anterior Segment Imaging
Digital Video Imaging

SERVING
TARRANT COUNTY
SINCE 1987

I have owned my Veatch ReeSeeVit 5V Digital Imaging System since January, 2007. Our purchase was made based on three different factors.

First and foremost, the capability of photo-documentation to treat and follow anterior segment pathology makes me a much better practitioner. My patients' well-being is best served by this fact.

Secondly, the clear digital image benefits patients by affording them a far better understanding of their condition and therefore making them much more apt to remain compliant with their given treatment regimen. Although it is not a requirement, we obtained a large screen monitor to enlarge the image many times and accentuate this advantage as well as create a large "wow" factor.

Lastly, with the ability to bill for this procedure, one can increase office revenues significantly with no additional cost or materials involved.

Here's our actual numbers:

We billed 316 photos in 2007, 419 in 2008, and 423 in 2009. As the first quarter of 2010 comes to as close we have billed 117 images and we still have one week left. Being conservative with reimbursement figures, if I was paid \$39 for each photo, I generated \$12,324 in 2007, \$16,341 in 2008, \$16,497 in 2009, and so far in 2010, \$4563. That is a conservative total of \$49,275 since we accepted delivery of our imaging system. I don't know of any practice that can afford to miss out on such a large amount of revenues. My system has been paid for many times over.

Sincerely,

Mario J. Contaldi O.D.

