

# SLT Return on Investment Calculator Guidelines

## Instructions for using the Ellex SLT ROI Calculator Worksheet:

**1.** When using the ROI calculator worksheet for the first time, set the Macro security in Excel to medium, as follows:

- a. Start up Excel
- b. Go to Tools, then Macro and select 'Security'
- c. In 'Security Level' settings select Medium, then 'OK'

**2.** Start up the worksheet and click 'Enable Macros'.

**3.** The document is broken up into four separate spreadsheets:

<b>a.</b>	<b>Your practice:</b> this is where you gather the information about the practice. This is also meant to be left behind with the doctor.
<b>b.</b>	<b>Financing:</b> here you calculate the financing details in order to determine the overall financing cost.
<b>c.</b>	<b>Business Impact Tango:</b> shows the financial impact over the system's lifetime in the event that the customer purchases a Tango system.
<b>d.</b>	<b>Business Impact Solo:</b> shows the financial impact over the system's lifetime in the event that the customer purchases a Solo system.

Note that when you open the system, some fields, though they are yellow, already contain a value. This is an example based on what the average value would be in a regular clinic. You can change or delete them.

**4.** Go to the first spreadsheet titled "Your practice" and, working with the doctor, fill in all fields that are highlighted in yellow. When something does not apply (e.g. there is no private reimbursement), leave that field blank. Fill out all fields up to B29.

**5.** Go to the second spreadsheet titled: 'Financing'. Enter all information regarding the financing model, including the financing time frame and the lease factor. The monthly lease payment will now be calculated automatically.

**6.** Go back to the spreadsheet 'Your practice'. At the bottom you will find 'SLT ROI' summary. All fields under the system that you have chosen should now be filled. In line 35 you can see the total revenue that will be generated over the system's lifetime; in line 36 you will find the total accumulated profit over that time; and in line 37 the net profit per eye.

**7.** For further details you can refer to spreadsheets #3 and #4, which show the business impact. Here you can read the actual impact, revenue and profit return per year.

**8.** Note that this calculation is VERY conservative. Hence, it only considers one patient cohort (the one you enter in C5 in the 'Your Practice' worksheet) and does not include any potential growth in patient numbers.

**9.** When looking at the Tango system, please note that the calculator does not take into consideration that you can use the Tango for YAG applications also. It merely calculates new on-top revenue. This is something else that should be pointed out to the doctor.

**10.** In order to determine the break-even point (point at which the doctor has generated profit equal to the cost of the laser) refer to the 'Business Impact' spreadsheets, line 20. When the value of a field in line 20 is for the first time larger than the cost of the laser, the customer has reached the break-even point.

**11.** You can leave the document behind with the customer or simply print out spreadsheet #1 (Your practice) and #2 (Financing). This will provide a good overview as to the business case the customer can expect.