

# Case Study



## Evaluating Return on Investment of EksoNR

Invest in your patients, staff, and facility by implementing EksoNR®, the industry's first and only exoskeleton technology available through a monthly subscription.

### Overview

With Ekso Bionics' subscription option, a return on investment is strong and immediate. Improve revenue by attracting incremental patients from a larger catchment area and higher reimbursing diagnoses. Improve operational indicators such as length of stay (LOS) and cost per patient day by getting patients walking sooner. The below ROI calculation is based on a customer case study and illustrates how an investment in EksoNR can generate a positive financial return. This customer is a 60 bed Inpatient Rehabilitation Hospital that added 4 incremental stroke admissions per month (average) resulting in 48 new patients annually by aggressively marketing EksoNR and establishing themselves as a destination of care.

### Increased Revenue

|                                |               |
|--------------------------------|---------------|
| Avg. Revenue per Patient Case  | \$18,500      |
| Avg. Admits per Month*         | x102          |
| Avg. Patient Revenue per Month | = \$1,887,000 |

|                                 |                      |
|---------------------------------|----------------------|
| Additional Admissions per Month | 4                    |
| Additional Revenue per Month    | \$74,000 x 12 months |
| Additional Revenue per Annum    | = \$880,000          |

\* Numbers are calculated based on 60 bed Inpatient Rehabilitation Facility at 80% capacity, 48 Average Daily Census, 14 day Length Of Stay

### Improved Operational Indicators

Customer was able to reduce LOS while simultaneously seeing improvements in functional outcomes. A decrease in cost per patient day can be seen by discharging patients prior to the geometric LOS or by mitigating the use of additional patient days.

|                               |           |
|-------------------------------|-----------|
| Stroke ALOS                   | 14.8 days |
| Decrease in LOS               | -2 days   |
| Cost per patient day          | x \$1,200 |
| Decrease cost per stroke case | = \$2,400 |

### Ekso Program Adoption

|                                      |                      |
|--------------------------------------|----------------------|
| Incremental Ekso Revenue (per annum) | \$880,000            |
| Incremental cost*                    | -\$806,400           |
| Incremental cost savings**           | +\$52,800            |
|                                      | = \$126,400 (year 1) |

\* (Number of admissions x Average Length of Stay) x cost per patient day  
\*\* -2 day @ \$2,400

### Year 1 Ekso Program Adoption \$69,600\* (Subscription model of \$5,800 per month)

|                                | YEAR 1                             | YEAR 2    | YEAR 3    | YEAR 4    |
|--------------------------------|------------------------------------|-----------|-----------|-----------|
| Incremental Ekso Net Revenue   | \$126,400                          | \$126,400 | \$126,400 | \$126,400 |
| Ekso Program Expense           | \$69,600<br>\$10,240 (PT Training) | \$69,600  | \$69,600  | \$69,600  |
| Contribution from Ekso Program | \$46,560                           | \$56,800  | \$56,800  | \$56,800  |

\* \$10,240 cost in year one is associated with PT training for EksoNR

### Marketing Through Strategic Partnership

Ekso Bionics provides resources to successfully market EksoNR within your health system, to referral sources, and to the community. Internal education with physicians, clinical liaisons, and business development teams drives utilization and supports clinical conversations with referring partners and patients. Ekso co-markets using our Find A Center website page, educational webinars, and social media channels. Additionally, Ekso offers best practices for media relations, open house events, SEO strategy, and can even provide individualized video content. With continuous marketing of the technology, incremental revenue from an Ekso program will grow over time and will provide a positive return on investment.

### Conclusion

Ekso's monthly subscription has made acquiring advanced technology accessible and affordable. It is a short-term commitment requiring no upfront capital. Included obsolescence protection ensures you're always on the cutting-edge of rehabilitation technology, and EksoCare eliminates the risk of unpredictable maintenance costs. Contact a Ekso representative to learn more about this program and walk through your Ekso ROI using our custom calculator.