



GENERAL PRODUCT INFORMATION

WHAT: Heating & Cooling Therapy

WHERE: Warehouse

ThermaZone™ is a powerful, compact, thermo-electric pain relieving device providing heating and cooling therapy without the use of ice. Features include a broad temperature range (38° - 125° F), 5 timer options and our exclusive Motion Advantage™ relief pads that deliver a constant temperature for as long as you need it. Maintenance free, ThermaZone allows professionals complete control of treatment duration and temperatures for maximum results.

ATTRIBUTES & ADVANTAGES

FEATURES	BENEFITS
Broad Temperature Range 38°-125°F	Heats and cools in one; contrast therapy capable.
Consistent Temperature Delivery	Maintains a consistent temperature as long as you need it for maximum therapeutic effectiveness. Operates at a constant temperature for up to 500 continuous hours.
No ice required	Operates on 2 oz. of distilled water and is virtually maintenance free.
Smaller by design	SIZE: 11" L x 4.5" W x 4.5" H WEIGHT: 3 lbs. 7 oz. Lighter and smaller for easy portability
20 Comfort Level Temperature Settings; five preset timer options	Versatile for a broad range of patients' needs. Timers include 10, 20 and 30 minute shut-off therapy and 30 or 60 minute continuous therapy modes.
Motion Advantage Pads	Pads feature Motion Advantage Technology - leveraging precise fluid movement and delivering uniform temperature distribution across the surface of the relief pad. Head to toe relief pads work in conjunction with the ThermaZone Continuous Thermal Therapy device and are all interchangeable.

INSURANCE CODING:

ICD-9 Payer Reimbursement:

E0217 - Water circulating heat pad with pump

E0236 - Pump for water circulating pad

E0218 - Water circulating cold pad with pump

E0249 - Pad for water circulating heat unit

CPT Provider Services Reimbursement:

97010 - The application of a hot / cold pack for therapy by a physician, nurse, PT, etc.

97535 - Self-care/home management training (instructions in use of assistive technology devices/adaptive equipment) direct one-on-one contact by provider, each 15 minutes.

PK4U
PRODUCT KNOWLEDGE FOR YOU



GENERAL MARKET:

SURGERY CENTERS:

Opportunity

- ♦ Ice in the office immediately following surgery for an hour
- ♦ Ice post-operatively for 3 weeks
- ♦ Heat post-operatively for 3 weeks

Model

- ♦ Direct purchase units for in office use following surgery (one per recovery rm)
- ♦ Re-sell devices for at-home patient use, insurance or cash pay
- ♦ Direct purchase to rent to patients for several week period

PAIN CLINICS:

Opportunity

- ♦ Heat / Cool for back aches
- ♦ Heat / Cool for neck aches
- ♦ Heat / Cool for headache pain

Model

- ♦ Direct purchase units for use in clinic
- ♦ Re-sell devices for at-home patient use
- ♦ Direct purchase to rent to patients for several week period

SENIOR LIVING / CARE CENTER:

Opportunity

- ♦ Burns are a major problem with ice and heat packs. ThermaZone is safe, controlled temperature and is customizable to sensitive skin.

Model

- ♦ Direct purchase units for use in center

PRODUCT INTRODUCTION: Traditional ice-water circulating devices as well as ice and heat gel packs do not maintain consistent temperature over time. These therapies can start off too cold or too hot, causing injury or discomfort and will quickly lose their therapeutic effectiveness as they adjust to room temperature. ThermaZone outperforms ice and heat gel packs with safer, more effective results.

COMPETITION: There is no real direct competition at the ThermaZone price point that is thermoelectric technology delivering heating and cooling therapy in one unit. Most cold therapy (only) devices are useful in the immediate post-operative period which is typically 14 days. ThermaZone is useful post-operative, through active rehabilitation period (2-16 weeks), and through passive rehabilitation (17 weeks and beyond) because it delivers heat and cold. Other competitors that have mechanical ice / water recirculating device are: Breg, DJO, DeRoyal, Vital Wear and GameReady.