



M•R Eye Pillow™ *unpackaged (above)*
and *packaged in clear poly packaging (right)*

The cost of an eye pillow, even at the introductory quantity price, is quite modest when you consider the savings it can provide in easier patient management and reduction in uncompleted or failed scans. (It is not unusual, for example, for facilities to reduce the number of patients who could not make it through their closed unit by as much as 76% by using our eye pillows.) Add to these savings increased referrals and patient loyalty, and the investment in eye pillows can quickly pay significant dividends.



Introductory orders. For small quantities, we offer our standard M•R Eye Pillows™ individually packaged in crystal-clear wrapper with instructions.

Minimum order: 24

Price: \$6.50 each for 100% silk version

\$5.50 each for microfiber polyester version

Quantity/Custom Order program. *Minimum order: 150.* This approach is ideal—and the most economical—for facilities that make the gift of the eye pillow to patients an ongoing practice. M•R Eye Pillows™ can be customized for your facility in a number of ways to maximize their promotional value:

- **Customize the label** that's permanently sewn into the eye pillow with your facility's name, logo, address, phone number, etc. This is the most popular option.

and/or

- **Select special fabric colors** that most closely match your facility's colors or logo.

Please refer to our **Quantity/Custom Eye Pillows for MRI Facilities information sheet** for details and pricing, or contact us with any questions.

- Terms:**
- All prices F.O.B. Medical Relaxation Institute, San Francisco Bay Area, CA and are subject to change without notice.
 - Payment for all *Introductory Orders*: COD or prepayment, or net 30 with established credit. See *Quantity/Custom Eye Pillows for MRI Facilities* information sheet about terms for this program.
 - Phased delivery and standing orders accepted. Some facilities prefer shipments of a specified number of eye pillows every so many months. This simplifies management of inventory and cash flow. Please inquire.
 - We guarantee our craftsmanship and will repair or replace any defective product at our expense.

M•R Eye Pillows™: Suggestions for Cost/Benefit Analysis

Our facility has both an Open and a Highfield MRI. Since we began using M•R Eye Pillows™ several years ago, the number of patients who could complete their scan has been reduced by 76%. To say that the eye pillow has been a good investment for us would be putting it mildly.

Thorin Lindsey, Director of Operations
Suncoast MRI Center, Sarasota, FL



We've been using M•R Eye Pillows™ at our open/closed MRI center since the beginning of 2000, and our patients really love them. They help patients relax and successfully complete their scans. Patients also really appreciate it when we give them the eye pillow to take home. The eye pillows have saved many a patient for us, so they've been well worth the modest expense!

Gayle D. Kleck, Administrative Director
Chicago Northside MRI Center

The Medical Relaxation Institute understands that keeping expenses under control is an imperative for any business, and MR centers are certainly no exception. Because the *M•R Eye Pillow™* is a patient management tool used with many, if not all, of a center's patients and often given to the patient as an amenity and promotional item, it can represent what might appear to be a significant outlay when purchased in quantity. We suggest here some cost/benefit factors that centers might consider when deciding whether to adopt *M•R Eye Pillows™* for their own operations. These suggestions are based on feedback from MR centers over the past several years.

Cost of patient prep and management. The time allotted for any given scan will depend on a number of factors such as the equipment used, the area of study, and condition of the patient; but in general, the eye pillow can significantly reduce the time required to shepherd many patients successfully through the scanning process. This is especially true for patients who are feeling anxious about the procedure or claustrophobic. One center puts it this way: *We use the eye pillow routinely so that patients don't even have the opportunity to 'freak out.'* If we try to put the eye pillow on when they're already upset—it sometimes is too late.

Cost of sedation. Many centers report that using eye pillows avoids the need to sedate particularly nervous patients. One center estimates that about 15% of their patients would not be able to get through the exam or would need sedation if they did not use eye pillows.

Cost of failure to complete scans. In some instances, eye pillows have been credited with getting patients successfully through their exams who otherwise would have completely balked.

Cost of re-doing scans. On occasion, even when patients make it through an exam, scans need to be re-done because patient restlessness compromised the quality of the images. Eye pillows, by keeping patients calm and quiet, reduce the incidence of such failures and the costs associated with re-do's.

Intangible benefits of improved exam experience. Even many patients who make it successfully through an exam without an eye pillow or other stress-reducing strategies find the experience to be very uncomfortable and unpleasant. By using eye pillows, patients generally have a better exam experience and consequently, leave with a more positive feeling about the MR center itself. This can have unquantifiable benefits—improving patient loyalty and, indirectly, referrals as well as the attitudes and cooperativeness of patients who have to return for multiple exams.

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