

The Salience of Lasers for Every Practice

Investing in Laser Technology is Crucial for Private Practice

By Sarah Breyemeier, MA, President, Ten Toes Marketing Communications

This narrative is not new. For over a decade now, practices have been learning more and more about how a shift to more cash-based services are going to be necessary to survive in private practice. While changing your paradigm to this model can seem intimidating, there are key benefits to doing so, including:

- No longer be paid by what insurance companies think you are worth.
- No longer be wasting time in documentation and paperwork that could be used to be making profits.
- Start saving time from the paperwork of insurance and spend more time with patients, resulting in higher patient satisfaction, resulting in higher referral rates, resulting in more profits.

So if you're one of the progressive physicians in our industry willing to make the shift—then a Class IV Laser is simply a “must-have” for your practice! Patients are seeking solutions to pain and other conditions that only Class IV Lasers can treat.

Think about the ways you currently treat our most common foot ailments (e.g., plantar fasciitis). Rarely do patients need surgery unless the condition is highly advanced, and rarely do patients seek out surgery. Patients are looking for solutions that work and that are non-invasive. Class IV Laser therapy meets both of these parameters.

For example, orthotics have traditionally been a “go-to” treatment. But it's become harder to earn from this podiatric staple due to regulations requiring OTC options first, not to mention the never-ending battle against pharmacies and their retail offers.

Additionally, patients have finally come to realize that onychomycosis is nearly impossible to eliminate. Topicals have done their best, but recurrence is high and oral medications come with the fear of liver damage.

So what are patient options? They are understanding that to get the results they desire requires technology they can receive only from a practice like yours.

Not All Lasers are Created Equal: Three “Must-Meet” Criteria You Should Know Before Investing in a Laser

1) The laser must produce desirable patient outcomes.

Obviously, any condition modality is not worth the investment if patients and physicians are not seeing results. It's not to say that it doesn't happen, however. There are several high-cost technologies on the market that claim to provide the best in pain management and/or other conditions. Unfortunately, they are not all proven like Class IV lasers.

The Remy is a Class IV Laser provided by David Zuckerman, DPM, CEO of Zuckerman Future Technologies.

The Remy is FDA-cleared for:

- Pain
- Onychomycosis
- Surgery (incision, excision, coagulation, evaporation)

Laser treatment for conditions that cause pain is highly effective given the cellular reproduction caused by laser light penetration. When the laser light is placed against the patient's skin, it is absorbed by the mitochondria of the cells. This is the energy-producing part of a cell. When the mitochondria absorbs the light, ATP (adenosine triphosphate)—the energy-carrying part of the cell—is rapidly reproduced.

The benefits of laser therapy and pain management include:

- Accelerated cellular reproduction and growth—which is key in repairing the cells of cartilage, bone, tendons, ligaments, and muscle tissue.
- Reduced scar tissue that typically develops from specific injuries. When patients have less scar tissue, the likelihood of chronic pain is also reduced.
- Decreased inflammation and increased blood circulation.



2) The laser technology must produce revenue and profit to the practice.

Regardless of how much a practice charges patients for laser treatment, the rate at which the laser will “pay for itself” and the practice begins seeing profit is exponentially increased with The Remy in comparison to other lasers on the market.

This is due to the fact that Zuckerman Future Technologies is a direct importer of The Remy technology. Dr. Zuckerman has created a business model to keep the price point of this cutting-edge technology at an incredibly competitive rate.

In addition to directly importing, Dr. Zuckerman has opted out of maintaining an expensive facility for inventory and upholds a limited staff. This helps to keep physicians' costs down by roughly 40%!

A final key regarding the low cost of The Remy does not indicate low quality. In fact, The Remy performs as well, if not better, and has more features than other Class IV lasers priced over \$50K.

3) The laser treatment must be affordable to the patient.

This concept is simply a domino effect of the criterion above. If a physician's price point is reasonable, then he/she is able to pass the cost-efficiency down to the patient.

When lasers are priced too high, physicians must increase the treatment price for their patients, resulting in fewer appointments and lack of care. By keeping The Remy cost down, podiatrists can keep their fees lower and real patient results can be obtained.

Lasers (continued)

Features that Make a Difference: Providing True Physician Benefits

Not only does The Remy Class IV Laser check off each one of the three criteria listed above, there are several additional features that have just now become packaged into one laser.

First, it's a 30-Watt Laser that weighs only FOUR POUNDS. Never before has technology been able to make a 30-watt laser so compact and manageable for the practice. In fact, The Remy name was inspired by Dr. Zuckerman's Yorkshire Terrier—Remy—who is only four pounds himself. This lightweight feature makes it easier to transport the laser to and from multiple practice locations and/or to off-site locations (e.g., nursing homes and/or independent living facilities, etc.)

Second, The Remy has the most customizable wavelength options than any other laser available in podiatry! The dual wavelengths include 810nm and 980nm. However, there is also an option for a customizable four-wavelength laser which includes wavelengths of 910nm, 980nm, 810nm, and 650nm.

Third, The Remy comes fully equipped with the ergonomic, user-friendly handpieces. The handpiece for pain/therapy is lightweight at 8 ounces. The therapy handpiece has a zoom lens that quickly and easily locks in place from 15, 20, 25, and 30mm. Other lasers sometimes cause pain when shifting from smaller zoom spot sizes. This pain is alleviated with The Remy ergonomic handpiece. Plus, you can switch from the therapy handpiece to the fungal nail handpiece in seconds! The 7mm fungal hand piece detaches with a finger switch. Take no more than 10 seconds to switch procedures!

Finally, the computer functions of The Remy are unmatched in user-friendliness. While the complete laser unit is small, the screens are not. The screens are 7" true-color touch screens that are easy to see and navigate. Patient body type, skin color and pain level selection couldn't get any easier!

Once patient variables are entered, the laser will automatically select a certified protocol for treatment. However, customizing your own protocols is just as easy! These are saved as "proposals" in the software, and can be utilized over



Remy and Remy

and over again as patient care/treatment "templates." For example, power levels for onychomycosis can be programmed higher or lower depending on a patient's condition and severity level.

Additionally, the Remy is only getting stronger! Soon, the following additional features will be a part of The Remy:

- Unattended robotics treatment for toenail fungus
- Toenail micro-drilling attachment (to learn more about micro-drilling visit www.zuckermanft.com/pathformer)

Choosing a Laser Partner Matters: Partner with an Expert

Often companies with large sales forces and representatives who are simply trying to reach their sales quotes and earn their commissions either (a) don't have the expertise to adequately train a podiatric staff to use the technology to its maximum potential and/or (b) simply don't have the time to worry it.

When a physician invests in laser technology, it's critical that the investment performs; and much of that success is dependent on how well the practice is trained by the laser company/consultant.

David Zuckerman, DPM has been at the forefront of podiatric technology for over 30 years. He is a recognized leader in emerging technologies for the podiatric physician.

For 12 years, Dr. Zuckerman has been involved in Class IV laser therapy and high-energy systems, becoming a pioneer in developing and training advanced new treatment techniques and protocols for toenail fungus, surgery, and therapy.

When physicians purchase technology like The Remy Class IV Laser from Zuckerman Future Technologies, they can expect a complete training session with Dr. Zuckerman, which includes:

- Understanding indications and contraindications
- Navigating the technology
 - o Selecting power levels
 - o Selecting wavelengths
 - o Entering patient information
 - o Utilizing handpieces and switching handpieces (from pain to fungus)
 - o Treatment frequency and patient scheduling procedures

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Complete Laser Specifications: Quick Facts

The Remy Laser Type:	GaAIs Diode Laser
Wavelength:	810nm 980 nm 910nm 650nm
Maximum Power:	15W/15W
Operation Mode:	CW, Single or Repeat Pulse
Pulse Duration:	10us- 3s
Repetition Rate:	0.0Hz- 50KHz
Pilot Beam:	Red Diode Laser of 650 nm, Power<5mW
Control Mode:	True Color Touch Screen
Transmission System:	Medical Fibers 400nm with SMA905 Connector
Dimensions:	160(w) 180(l) 235 (h) mm
Weight:	2.1Kg



Lasers *(continued)*

It's Not Just About Purchasing the Laser: Your Patients Have to Know About it Too

Just because a practice has invested in new technology does not mean that patients will automatically be beating down the doors to get an appointment. They have to be made aware of:

- 1) The fact that the practice provides laser services
- 2) The reasons why laser technology is a good choice for their given condition(s)
- 3) How laser technology is different than any other type of treatment for their condition(s)

Fortunately, Zuckerman Future Technologies provides each practice with The Remy Laser a FREE MARKETING TOOL KIT. The tool kit is created and designed by a marketing agency that is podiatric-specific and truly understands the foot and ankle market—Ten Toes Marketing Communications.

The tool kit is fully equipped with the following integrated marketing materials, allowing physician practices to jumpstart their laser practice:

- Educational videos (for waiting room and/or exam room monitors; or practice website)
- Website landing pages; one focused on lasers for pain management and the other focused on lasers for onychomycosis
- Customized/branded collateral including:
 - o Trifold brochure
 - o Office posters
 - o Postcards and/or handouts
 - o Appointment cards
- Customized/branded print and/or online advertisements

Learn More Now About the Remy Class IV Laser

Contact David Zuckerman, DPM
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The first ten physicians who purchase The Remy (either dual wavelength or quad wavelength) will receive a free STAR (stationary therapeutic application of radiance) feature; which allows for future unattended laser treatment. This is a \$1,000 value-add!
