

Lasers Are Not One Size Fits All

By David Zuckerman, DPM

Helping to ensure you have a laser that best fits the goals of your patient care and practice success.

Over the last decade, practices have basically been forced to create more cash-driven services. Much of this is attributed to the following benefits of cash services:

- Get paid based on the actual worth of a service (vs. what insurance companies believes its worth)
- Eliminate time wasted on mountains of documentation and paperwork—time you could be spending generating revenue for your practice
- Provide options that patients are genuinely seeking out and that provide real results.
- No longer be wasting time in documentation and paperwork that could be used to be making.

Class IV Laser is not the only cash-based service a practice can offer, but it may certainly be at or near the top of the most effective and profitable.

Therapeutic lasers have been in existence for nearly 20 years and now there are several options available to the podiatric physician. So how can one choose? Well, there are a few key criteria every podiatrist should take into serious consideration:

- Effectiveness—does it actually provide desired patient results?
- Cost—can I afford the technology and/or does the company have reasonable payment plans?
- ROI—is the cost of the technology reasonable so that I can cover my cost quickly and begin making profit from the investment?
- Credibility—are the laser treatments FDA-cleared AND 510K cleared (evidence-based classification)?
- Functionality—can the technology offer treatment for pain/inflammation, fungus, and surgery for warts and can it do it all in one machine?
- Support—is the company I choose to purchase from going to offer me quality training, ongoing support, and marketing tools?

Over the last three years, one laser has provided ideal answers to all of these questions, and that laser is The **Remy Class IV Laser**. Additionally, throughout the last three years, The Remy has been placed in over 300 private practices across the U.S. Physicians are achieving such great success that they are often purchasing multiple machines to offer the services in various locations.

When you think Remy, think P.P.M.A. Powerful. Portable. Multi-function. Affordable.

While The Remy is only 4 lbs, it is extremely powerful at 30 watts—an ideal power level for conditions

of the foot and ankle. It is also the only 510K cleared, dual-wavelength, 30w laser available to podiatry. Zuckerman Future Technologies has released a second Class IV laser, however, for any physician that prefers a higher power level. The NEW RemyFX is the only laser where you can run full power at 45w comfortably. It is a light-weight option for 45w (can customize up to 60w) and less than 10lbs. The RemyFX also boasts three wavelengths: 980 | 810 | 1064 (three of the top wavelengths needed for fungal nail).



There are sometimes misconceptions about a light-weight laser like The Remy being low-power, and that is simply not the case. Additionally, its weight makes it ideal for portability. Never before has technology been able to make a 30-watt laser so compact and manageable for the practice. This lightweight feature makes it easier to transport the laser to and from multiple practice locations and/or to off-site locations (i.e.,

nursing homes and/or independent living facilities, etc.). The handpieces, as well, are lightweight, which helps physicians work with less labor strain. 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; takes no more than 10 seconds to switch procedures.

The multi-functionality of The Remy continues to make it one of the most practical lasers for any practice. Given the cost of these types of technology, if a physician is unable to perform several treatments, the ROI simply isn't there.

The Remy is 510K, FDA-cleared for:

- Pain
- Onychomycosis
- Surgery (incision, excision, coagulation, evaporation)
- Warts/Mosaic warts (with no local anesthetic needed)

The Remy can be utilized to treat the following patient foot/ankle conditions:

- Achilles Tendonitis
- Arthritis & Gout
- Bone Spurs
- Bunions
- Fungus
- Inflammation & Pain Relief
- Plantar Fasciitis
- Post-Surgical Care
- PTTD/Adult-Acquired Flatfoot
- Metatarsalgia
- Neuroma
- Shin Splints
- Sprains & Tears
- Warts (Plantar & Mosaic)
- Wounds

There are also several advantages of laser therapy over physical therapy for patients with foot and ankle conditions. First, physical therapy often costs the patient three times the expense of laser therapy treatments. Laser therapy is cost-effective; patients typically have little out-of-pocket expense to cover. **BONUS:** Your practice will see revenue increases when you no longer refer out physical therapy!

Second, time is saved for the patient. Physical therapy usually requires three, one-hour sessions for six to eight weeks. Laser therapy is quick with one ten-minute session for six to eight weeks.

Finally, the effects of laser therapy are felt immediately. Physical therapy often leaves patients with some aches and additional soreness immediately after treatment. Patients who undergo laser therapy often feel no pain immediately after the first treatment and no negative side effects.

Regardless of the patient conditions, The Remy has been priced to a point where the physician can afford it, which trickles down to patient affordability. 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. David 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.

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.

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 quotas 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.

Dr. Zuckerman 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 15 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 ongoing training and consultation(s) with Dr. Zuckerman, which includes:

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

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 verbiage and images
- Customized/branded collateral including:
 - Trifold brochure
 - Office posters
 - Postcards and/or handouts
 - 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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<http://www.remylaser.com> or [click here for more information.](#)