Revolutionizing Pain Management
With High Power Laser Therapy

www.avicennalaser.com
Message from the Co-founder, Chairman and CEO

The science and field of therapeutic laser medicine has been around for approximately 30 years. Although it has widespread prevalence in Europe, it wasn’t until several years ago that the technology arrived in the US as the FDA started to clear low-level laser devices. Unfortunately, the technological development and even more important clinical advancements to date have been minimal.

Avicenna Laser Technology, Inc., established in 2003, was founded on the principle to develop a therapeutic laser that could deliver outcomes for conditions previously refractive to traditional medicine including LLLT – Low Level Laser Therapy. This effort led to the FDA clearance of the first Class IV – High Powered Therapeutic Laser in the US market.

Avicenna’s laser modality is utilized by orthopedic and pain management physicians, physiatrist and physical medicine and rehabilitation physicians, family practice MD’s and DO’s, chiropractors, podiatrists, physical therapists, doctors of oriental medicine, cosmetic & plastic surgeons and wound care facilities. The laser is also found in the sports medicine departments of numerous NFL, NBA, MLB, and NCAA teams.

High Power Laser Therapy-HPLT now offers physicians a painless, non-surgical and side effect free treatment for conditions such as head, neck and back pain, arthritis, hard and soft tissues injuries, tendon and ligament strains, foot and heel pain, non-healing wounds, and even neuropathic pain, just to name a few, all respond well to HPLT. HPLT also accelerates wound healing and is an excellent adjunct to accelerating healing post surgically as it can significantly reduce recovery time over traditional therapies available today.

Results come from the laser’s ability to “bio-stimulate” tissue growth and repair. This results in accelerated wound healing as well as a dramatic decrease in pain, inflammation, and scar tissue formation. Unlike all other treatment modalities, laser therapy actually “heals” tissue as well as providing a powerful non-addictive form of pain management. Avicenna’s superior results come from its ability to deliver healing laser energy to the target tissues at any depth. Because of the results of HPLT delivers the need for dangerous and costly medications can also be reduced and on many occasions even eliminated.

We invite you to read further and become educated on this revolutionary technology that will soon become the gold standard of care for pain management and wound healing in the 21st century.

Dr. Bruce R. Coren, Co-founder, Chairman and CEO
Avicenna Laser Technology, Inc.

Understanding the Biological Effects of Laser Therapy is the Key to Better Patient Outcomes

Laser therapy aims to bio-stimulate injured and dysfunctional tissues. Clinical studies and trials of therapeutic lasers indicate the following beneficial effects on tissues and cells:

- Accelerated Soft & Hard Tissue Repair
- Decreased Inflammation
- Suppression of Nociceptive Afferents
- Improved Vascular Activity
- Reduced Fibrotic Scar Tissue Formation
- Increased Cellular Metabolic Activity
- Improved Nerve Function
- Increase Immune System Response
- Erasure of Trigger Points
- Non-invasive Stimulation of Acupuncture Points
- Faster Wound Healing
Message from the Co-founder and Chief Technology Officer

In order to achieve positive clinical outcomes with laser therapy, it is paramount to use a laser that can deliver the right amount of energy at the proper wavelength to cause bio-stimulation of diseased and damaged tissues. Therefore, an effective therapeutic laser must properly balance power output, wavelength, treatment area and appropriate safety features before it can be considered for use in patient care.

Rather than randomly select a laser for therapy because it was convenient, Avicenna instead chose to study the wavelengths and power levels that were the most biologically relevant and best suited for the most effective therapy. Our wavelength and power parameters were carefully considered and thoroughly and independently tested on a cellular level, in a cadaver model and in approved clinical trials here in the United States. We have used this data, collected with our own device, to create meaningful and successful treatment protocols. Further, we tightly integrate our product research and development activities with our clinical findings to ensure our current and future products perform well for their intended purpose.

This strategy has led to the introduction of the first patent pending High Power Laser Therapy system for pain management. It is this system that has set the standard for laser therapy as it allows the energy to safely penetrate and reach deeper tissue structures.

Once one understands the physics behind laser therapy, it becomes clear why "low power" therapeutic lasers are ineffective. With that said, I invite you to read on as Dr. Joseph Costello, Chief of Clinical services talks about the clinical applications of laser therapy.

James Ohneck, Co-founder and Chief Technology Officer

Message from the Chief of Clinical Services

Laser energy has the ability to "bio-stimulate" tissue on a cellular basis leading to a cascade of physiological events such as, accelerated cell metabolism, tissue repair, wound healing, increased vascularity, reduction of scar tissue formation, profound anti-inflammatory, and analgesic effects. These events ultimately lead to pain relief through acceleration of the bodies natural healing of damaged tissues.

Power and penetration are the key to better outcomes.

I have to say, without the Avicenna HPLT’s ability to deliver large amounts of energy at the appropriate depth of penetration for the necessary amount of time, outcomes in tougher clinical conditions will fall short of the desired outcome. I look forward to training and assisting in any way possible to help you achieve better outcomes.

Joseph Costello, DC, DABCO, Chief of Clinical Services

The Avicenna Advantage

Superior Clinical, Technical and Marketing Support

Avicenna is built on a foundation of best-in-class clinical, technical and customer support. When you purchase the AVI HP-7.5 therapeutic laser that is just the beginning. Attending one of our clinical training seminars will give you the tools necessary to start achieving better outcomes for your patients as soon as you return to your practice. You will be trained on using High Power Laser Therapy to treat every neuromusculoskeletal condition you will encounter, using proprietary protocols that are only efficacious when using the Avicenna laser. Once you leave training our expert physicians are only a phone call away to help you with the diagnosis and treatment of difficult cases. Better yet, when you subscribe to our telemedicine service it will be like having the expert right on staff, as on a real-time basis we will guide you through the diagnosis process and then help customize an individualized treatment plan for your patient. We also offer complimentary ongoing basic and advanced clinical training.

Avicenna is built on a foundation of best-in-class clinical, technical and customer support.

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Should the unfortunate situation arise where you are having difficulties with your laser unit, technical service experts are available 7 days a week to assist in troubleshooting the problem.

If the problem cannot be resolved via telephone support a loaner laser will be shipped over night to get you back in action as soon as possible.

Finally, Avicenna recognizes that as good as its technology is, having an effective marketing plan is also vital to assure the success of your practice. That is why we created a turnkey marketing support package that will give you all of the tools necessary to effectively market the laser and your practice no matter what your budget is. The marketing package is updated several times a year and all of our users receive complimentary upgrades.
The Avicenna AVI HP-7.5 Class IV High Power Laser Is The Benchmark That All Other Therapeutic Lasers Are Compared To.

Introducing a Revolutionary Advancement in Neuromusculoskeletal Pain Management

Avicenna Laser Technology's high power therapeutic laser provides a non-surgical and painless treatment solution for even the most difficult neuromusculoskeletal, soft tissue and orthopedic injuries plaguing today’s care providers. Medical outcomes come from the laser’s ability to “bio-stimulate” tissue growth and repair. This results in accelerated wound healing as well as a dramatic decrease in pain, inflammation, and scar tissue formation. Unlike all other treatment modalities, laser therapy actually “heals” tissue as well as providing a powerful non-addictive and side-effect free form of pain management.

For More Information 1-888-AVI-LASER
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Applications of High Power Laser Therapy

A recent review of over 2500 articles in the medical literature indicated that many acute and chronic conditions may be improved or eliminated with therapeutic lasers. Some of these conditions include:

- Arthritis
- Neck & Back Injuries
- Herniated Discs
- Spinal Stenosis
- Sciatica (Leg Pain)
- Shoulder Pain
- Rotator Cuff Tear
- Tennis Elbow
- Carpal Tunnel Syndrome
- Muscle & Ligament Tears
- Hip & Knee Pain
- Trigger Points & Muscle Spasms
- Sprains/Strains
- Pain Following Surgery
- Nerve Associated Pain
- Foot & Heel Pain
- Plantar Fasciitis
- Ankle Sprain
- Achilles Tendonitis
- Morton’s Neuroma
- Bunions
- Non-healing Wounds

AVI HP-7.5® Technical Specifications

- Wavelength (Treatment Beam): 980 nm Continuous Wave
- Diode: 7.5 Watts (7500 mW)
- Classification: Class IV Laser Product
- Treatment spot size: 2 - 7 cm
- Wavelength (Aiming Beam): 650 nm visible red
- Diode (Aiming Beam): Variable
- Programmable Presets: 3
- Warrant: 1 yr.
- Approved Testing: EN 60825-1
- Compliance: 21 CFR 1040.10 and 1040.11
- Accessories Included: Two Safety Glasses
- Patent: Pending
TESTIMONIALS

Alvin Stein, MD, FACS

“As a practicing orthopedic surgeon and now pain medicine specialist with over 40 years of practice experience, the Avicenna Laser gives me the opportunity to reach and treat pain generators, from superficial to deep, without resorting to surgical intervention.”

David J. Zeiger, D.O., Medical Director of HealthWorks – Integrative Medical Clinic

“As a practicing clinician with over 20 years of experience and director of an integrative medical clinic in Chicago, Illinois, the Avicenna High Powered Therapeutic Laser has changed the way I practice chronic pain management. It is by far the most significant technological advancement to date to enter the physical medicine and rehabilitation field for non-surgical pain management.”

Michael Sheps, DC, All Back and Joint Care Medical Group - Los Angeles, CA

“I have been practicing medicine for over 20 years, the majority as the director of a multi-disciplinary clinic in West Los Angeles, CA. The Avicenna High Powered Therapeutic Laser has changed the way I practice chiropractic and physiotherapy. Because of the rapid results the laser produces, I have built a reputation as a go-to center for elite professional and Olympic athletes training in the LA area who are not only looking to accelerate their return to the playing field, but also on a prophylactic basis to prevent future and past injuries from taking place.”

Edward S. Rubin, MD, Assistant Professor, Weill Cornell Medical College

“I have been using the Avicenna Laser in my office for over a year. The success rate of the laser rivals any interventional technique at my disposal for the treatment of neuropathic pain. My patients are satisfied that they are receiving state of the art treatment and appreciate that the experience is always painless and available to them right in the office. I believe that through ongoing clinical trials the safety and efficacy of the Avicenna laser can be established.”

Dr. Robert Sing, D.O., and Dr. Christopher Davis, D.O., - Springfield Sports Science Center

“As practicing clinicians treating neuromusculoskeletal injuries, the Avicenna High Powered Therapeutic Laser has changed the way we approach patients with difficult problems. Because of the rapid results the laser produces, our reputation in the Philadelphia area most notably for the treatment of sports and workers comp-related injuries continues to grow.”

Dr. Tong Lee, DC, Los Angeles, CA

“I recently acquired the Avicenna laser and I truly believe that because of the addition of the laser my practice will experience considerable growth in the near future. I have to say the Avicenna laser is the best thing that happened to my practice since I opened my office and I really have to thank Avicenna for that.”

Gordon Korby, DC, DO, Spinal & Orthopedic Medicine Associates - Columbus, OH

“My network of referral doctors has replied back that I am getting people out of pain and back to work faster than ever. As a result, I am seeing 10-15 new patients a day. During my 20+ years in practice, I have never obtained the type of consistent results with complicated spine cases as I am now, since incorporating the Avicenna Laser into my practice.”

Jase Powell, Head Athletic Trainer, NBA Los Angeles Clippers

“I’ve been very pleased with the results of the laser. We now have players requesting the laser treatment day in and day out. I highly recommend the Avicenna laser as part of any treatment regime as its ability to enhance injury recovery is second to none.”