

Discover how building a cash laser medicine practice with High Power Laser Therapy-HPLT technology will increase medical and financial outcomes in today's world of declining insurance reimbursements.

As a whole, physicians are a dedicated group of professionals, yet we face many unique financial and clinical challenges. Addressing the issues of declining insurance reimbursements and finding better outcomes for patient's has become a main concern in these challenging economic times.

Properly integrating a laser medicine program into your practice using HPLT on a cash basis can not only help to deliver better medical outcomes, it may dramatically enhance your bottom line. The emerging field of high power laser medicine now offers physicians the ability to transform their facility into a specialty practice that treats medical failures. HPLT offers your profession the ability to treat medical conditions that have failed all forms of medicine, such as peripheral neuropathy, failed surgical back, disc pathology, spinal stenosis, severe degenerative joint disease and even non-healing wounds just to name a few. In order to reap the benefits of a cash practice and prosper for years to come, you need to deliver results commensurate with the remuneration you are seeking.

Basic Scientific Principals of Laser Therapy

Unlike all other treatments available to physicians, HPLT is the only "actinotherapy" outside of ultraviolet light that results in both chemical and metabolic changes at the cellular level. This unique modality enables the physicians to actually accelerate the healing of human tissue¹. Best of all, HPLT can be virtually side effect free as long as the laser beam is delivered in a safe and precise manner. The majority of high power output lasers be they surgical or therapeutic have collimated beams. Collimated beams have the potential to burn tissue because of the high concentration of the energy they put out at the skin surface. In order to prevent this phenomena that type of laser is typically pulsed. That means the laser diode is turning on and off at a given rate or frequency. There is another reason for pulsing laser energy and that is that it is considerably cheaper to manufacture that type of laser vs. one that puts laser energy out on a continuous non-stop output method. Conversely when the laser beam is diverged, the use of higher power without the increased risk of superficial burns to the skin and subcutaneous tissue can be initiated with minimal risk factors. Another factor besides collimation and divergence, and continuous vs. pulsed energy that is very important is the wavelength of the energy emitted.

A scientific study out of the University of Toledo Medical School has documented using a wavelength of energy-980nm what concentration of energy is best suited to stimulate tissue regeneration and proliferation². They also determined using sophisticated computer models how laser energy penetrated through human tissue. From this and many other studies we know that up to 60 -70% of all laser energy is absorbed in the skin and subcutaneous tissue. This is due to the large amounts of melanin, water, and hemoglobin in the body, which have a high affinity for light energy. Because every layer of tissue absorbs more and more laser energy, it is important to start a treatment with a high enough dosage of energy so there will always be a bio-stimulatory dosage available at every level of tissue you are trying to heal. This statement cannot be overemphasized when treating conditions like disc pathology and spinal stenosis.

Clinical Laser Experiences - One Physician's Story

My initial exposure to laser therapy began in 1988 when I was introduced to Low Level Laser Therapy-LLLT. Over the subsequent years I toyed with several low power laser devices like many other practitioners have dabbled into. It wasn't until 2005 when I decided to transition my traditional insurance based practice into all cash, did I begin to give serious consideration to using Low Level Laser Therapy. Although some superficial conditions showed symptomatic response to treatment, I quickly found that the results were temporary at best. When treating deeper conditions like acute and chronic disc pathology I just couldn't get the results necessary to help that patient population. Because it was that demographic that

I recognized I could build my practice around, I set out to find a more powerful laser with the hope that delivering more energy to greater depths of penetration would ultimately deliver better outcomes. It only took one demonstration on my patients where I replaced my LLLT device with an HPLT device in the summer of 2005 to conclude that HPLT would be the key to the success of my new cash laser practice. I purchased at the time the first and only FDA cleared HPLT device with the following parameters (7.5w – 980nm – CW-Continuous Output). I was soon able to deliver results quickly in both acute and chronic refractive conditions. Given an optimal healing environment, the results I have been able to achieve have ranged from long term if not at times even permanent.

Fundamentals of a Successful Cash Laser medicine Practice

Nationwide, slightly more than 21 percent of chiropractors operated cash-only practices in 2006, up 230% from 2004, according to Chiropractic Economics magazine. Reimbursement for chiropractors fell 2.2 percent in 2006 and 5.4 percent in 2005³. I am sure similar scenarios exist within other medical disciplines and may even be more severe.

The foundation of a successful cash laser practice needs to be built around technology which can function as a “stand alone” modality, which at the end of the day must also consistently deliver results. The greatest secret in modern pain medicine today is that patient’s who have failed traditional insurance based treatments will pay out of pocket to get results. This is a concept which most chiropractors are afraid to actually embrace and make there own, yet if they do so they can control their financial future, especially in today’s world of declining insurance reimbursements.

Most physicians who decide to ultimately move in this direction soon learn that the cash paying patients which they are attracting have failed all forms of traditional healthcare. Because patients are responsible for payment, they expect results almost immediately. In order to meet this expectation the physician not only needs to have the appropriate laser to deliver the appropriate dosage of laser energy to the target tissue, they also need the training to learn how to achieve and consistently deliver the outcomes necessary to perpetuate the cash model. When choosing a laser and laser manufacturer I cannot express the importance of the need to have the training necessary to deliver when these medical failures show up at your door step.

With HPLT, I have found there is absolutely no apprehension on the part of the patient in receiving the treatment. Other than a warm sensation, the treatment is painless. Once a patient sees even the slightest improvement, they will stick with the duration of the treatment plan simply because they have failed everything else and have no other form of treatment to turn to. As a result, patients are eager to refer friends and family for this revolutionary treatment which can be administered from head to toe.

Economic Factors of a Cash Laser Medicine Practice

Revenues generated by laser patients can be substantial and typically exceed those which are generated by traditional insurance practices. The national per minute average for laser specialty practices ranges between \$5.00 and \$10.00 per minute. This fee range appears to be more heavily influenced by the level of confidence the doctor has as opposed to their geographic location. Treatment times range from 10-20 minutes for the majority of conditions, but can be as high as 30 minutes for peripheral neuropathy. Typical treatment plans range from 6-15 visits and generate between \$750 for wound healing cases, up to \$5,000 for a complicated case of failed surgical back syndrome or peripheral diabetic neuropathy. Despite our best attempts, some patients do ultimately require maintenance doses periodically in order to keep chronic intractable pain manageable. Maintenance doses range from 1 visit/month to 4 visits/year. It is not uncommon for a good laser patient to exceed \$10k in patient fees in a year as once you successfully treat one problem they look for you to help them with other conditions. Remember, in order to keep them coming back and continuing to pay, you must be able to deliver the result.

A laser capable of delivering these types of financial outcomes will cost around \$50 per working day on a lease basis. Many leasing companies offer deferred lease payment programs which allow the lessee to

generate cash flow before having to make their first payment. Doing the math one can see you can be cash flow positive in a matter of minutes. One important thing to remember is the most expensive laser you can buy is the one that doesn't deliver results.

Because of HPLT's effectiveness with both acute and chronic pathologies, it's safety, and the fact that it can be used to treat a wide array of conditions from head to toe, most physicians are discovering success in treating and marketing solely to medical failures. This is truly an untapped market where there will always be an abundance of patients desperately needing help. These conditions include post op pain syndromes, peripheral neuropathy, disc pathologies, stenosis, chronic foot and ankle pain, and degenerative joint disease. Another positive feature of a cash only practice is your patient referrals will already know before hand that they must pay out of pocket.

Effectively marketing your laser medicine specialty practice requires strategic planning including a high return on investment advertising campaign. Also as good as HPLT is - it's only as good as the knowledge base of the operator using it. That is why it's highly recommended that the practitioner and his/her staff attend continuing laser medicine educational seminars, and seek out a total laser practice management solution to move forward successfully.

Because cash practices are not at the mercy of the insurance companies 100% of services billed will be collected. Your time will now be better spent in practicing medicine and getting the results you and your patients expect and not those controlled by third party reimbursement.

In closing, if you're looking for a program which will definitely change the way you practice medicine, the outcomes which you can achieve, as well as your financial freedom and success, then you should definitely consider implementing an HPLT cash laser medicine into your practice today.

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