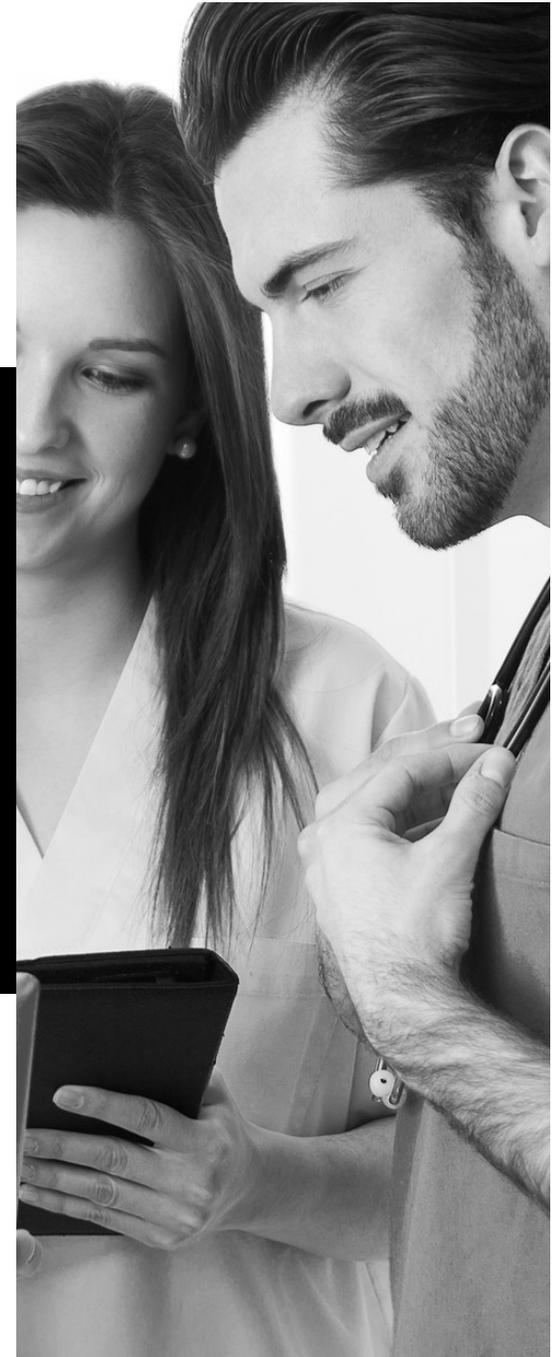


| THE WEBINAR INSPIRED EBOOK

THE BUSINESS OF MLS

| BRAD BACHMANN, DPM





MEET THE SPEAKER BRAD BACHMANN DPM

LOUETTA FOOT & ANKLE SPECIALISTS

Diplomate: American Board of Podiatric Surgery Podiatric Surgical

Residency: Harris County Podiatric Surgical Residency Program

DPM: Magna Cum Laude, New York College of Podiatric Medicine, New York, NY, 1987 (Pi Delta National Podiatric Honor Society)

JD: Summa Cum Laude, South Texas College of Law

BA: Philosophy, State University of New York at Binghamton

Licensure: State of Texas

Fellow: American College of Foot & Ankle Surgeons

Member: American Academy of Podiatric Sports Medicine, American Podiatric Medical Association, Texas Podiatric Medical Association

Staff Privileges: Tomball Regional Hospital, Medical Complex Surgery Center, Vanguard Surgical Center, Kindred Tomball Hospital, Lake Woodlands Surgical Center, Humble Surgical Hospital

Advanced Training: Peripheral Nerve Surgery, Johns Hopkins University; Foot & Ankle Reconstructive Surgery

AFFORDABLE CARE ACT (ACA)

REVENUE PRESSURE DUE TO REDUCED REIMBURSEMENT RATES AND CHANGING HEALTH INSURANCE MODELS

A recent survey by Medical Economics illustrates how widespread the impact of reduced reimbursement rates is across the healthcare profession:

- 72 PERCENT of survey respondents ranked reimbursement and payment pressures as the most critical challenges they faced.
- 37 PERCENT of respondents ranked higher deductibles and co-pays as the most significant issue they deal with.
- 20 PERCENT of those surveyed said that payer denials were also one of the three most critical issues they face.
- 16 PERCENT of respondents reported that payers shifting risk was a key reimbursement issue.

Given the growing pressure on profit margins from the Affordable Care Act and lower reimbursement levels from many insurance providers, it is important for podiatry practices to find new ways to optimize their income with technologies that also provide a higher level of care for patients.



RISING DRUG COSTS, CONCERNS ABOUT DRUG DEPENDENCIES

AND THE NEED FOR ALTERNATIVE, NON-DRUG PAIN RELIEF THERAPIES

Beyond the increase in drug costs, for medical practices the need to offer new non-pharmaceutical pain services is key to ensuring the best patient care. In fact, in many States this is now being mandated by law. Given the well-documented opioid crisis in the United States, medical practitioners are looking to decrease opioid usage while also reducing the use of alternative drugs, which may have their own unwanted side effects. This is where non-pharmaceutical alternatives such as medical laser therapy can fill the gap in treatment plans.

Over the past several decades the efficacy of MLS laser therapy, both in conjunction with pharmaceutical therapies and as a standalone modality, has been proven in scientific studies. Patient populations with knee pain, rheumatoid and other forms of arthritis, sports injuries, cancer and other painful conditions have been successfully treated with medical lasers, reducing their need for pharmaceutical pain relievers.



WHY I CHOSE MLS & HOW IT WORKS FOR ME

"I'M A PRETTY SKEPTICAL GUY..."

Dr. Brad Bachmann admits during the webinar that he had heard of MLS Laser Therapy from multiple different sources, including some close colleagues, yet still had a hard time believing the technology worked. Brad tells us that he was aware of Cutting Edge Laser Technologies for several years before considering the benefits of MLS Laser Therapy. "Approximately six or seven years ago, I preformed a bunionectomy surgery on a patient who was a vet tech. Post operatively she asked me why we didn't offer MLS Laser Therapy," to which Bachmann responded "I simply don't believe in the technology!"

As it turns out, Dr. Bachmann's patient had been using MLS Laser Therapy to treat her veterinary patients for pain and inflammation, as a therapy and also post-surgically. Brad tells us, "The clinic that she worked in had been employing the laser for several years and it was not uncommon for her clinic to watch dogs hobble in on three legs, then run out happily on all four after a laser treatment". His patient also points out to him that there is no placebo effect in a dog! "It just made sense to me" Brad explains.

"It made sense to me" Brad continues, "it peaked my curiosity and after returning home from San Fransisco, I decided to try it on my own very painful arthritic subtalar joint. I noticed tremendous quick relief and soon thereafter ordered the robotic laser system." Dr. Bachmann securely claims, "Frankly, it's been the greatest addition to our practice and one of the best investments I have ever made."



WHY I CHOSE MLS & HOW IT WORKS FOR ME

BRAD BACHMANN, DPM.

"MY PATIENTS
GENERALLY, LIKE
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WANT TO GET WELL
AS FAST AS THEY
CAN."

"I've been doing this for a very long time," Dr. Bachmann notes that he has been in business for 32 years and is currently in a 4 doctor practice located in Houston, Texas. Bachmann has been utilizing MLS Laser Therapy (the robotic unattended M6 laser system) for over 6 years now and has successfully integrated it into his practice as an added cash modality to his bottom line.

"We practice in a very very active community that is pretty receptive to new cutting edge technology. My patients generally, like all of your patients, really want to get well as fast as they can," Brad says during the webinar, "and most, not all - but most are willing to pay out of pocket for a service they believe offers them an advantage and quicker healing time."

Dr. Bachmann touches on reimbursements and the Affordable Care Act (ACA), "in general the medical climate that we all exist in, those of us in practice long enough are quick to realize that we are chasing our own tail, so to speak, from an economical standpoint." Brad explains, "We have been forced unwillingly into an environment where in order to survive, we have to see a higher volume of patients at a markedly lower reimbursement rate."

The ACA has created a medical climate that is difficult for doctors to be profitable in by increasing patient availability and lowering reimbursement rates, alongside of fewer services being covered. "We made an elective choice several years ago that we were going to start to move our practice, as much as conceivably possible, towards a cash-based fee-for-service, business." Dr. Bachmann also notes that his practice is doing this, "while still providing what we perceive to be the highest level of care available to our patients."

Brad says that essentially what he was able to accomplish is, "take advantage of the conduit of patients that come in through managed care plans, through PPO's... that we contract with, but at the same time we are able to offer services that are not covered by those plans."

WHY I CHOSE MLS & HOW IT WORKS FOR ME

BRAD BACHMANN, DPM.



Throughout the webinar, Dr. Bachmann tells us how important it is to look at implementing services that not only help your patients get better faster, but that will also free your practice from depending on falling health insurance reimbursements. "It's difficult to be a profitable enterprise today, rendering health care, and frankly it's difficult to enjoy being a practitioner," Bachmann admits.

"When I first started in practice, in 1988, our reimbursement for a bunionectomy was roughly \$2000," Brad points out. "There was no such thing at that time as a 'Global 90 day period'. In today's climate, in our market, we get reimbursed anywhere in-between \$500-\$800 for the same procedure". Brad also explains that with the 90 day global period you are now taking care of the patient, essentially, for free.

"Under these conditions, surgery is a money loss for a provider," Brad says. "We operate on patients, not because it is lucrative to do so, but because we care about our patients." Dr. Bachmann then explains that with the addition of the MLS Laser in his practice he is able to charge an additional \$800 for a series of post-operative laser treatments. This in addition to insurance reimbursements brings each surgery back up to around \$1300-\$1600.

"In turn, our patients generally experience less pain, less swelling, and we are able to add to our bottom line effectively." Bachmann also highlights how this cash modality makes the

global 90 day waiting period more palatable. He then goes on to disclose how he has integrated MLS Laser Therapy into his practice procedures.

"We opted several years ago to implement what I call an 'independent schedule' for our medical assistants" Brad notes. "Our M.A.'s, all of which are trained on the laser, are designated not only as a laser technician, but also as a post-operative care provider." Brad tells us that his medical assistants are responsible for bandage changes, suture removals and other patient care that you as a surgeon or doctor are not getting paid for.

Dr. Bachman points out that, "If your staff is trained to take care of your patients at least for your first, if not your second post-operative visit, it frees you up as a provider to be able to continue to generate income elsewhere." Brad also talks about how the MLS Robotic M6 Laser System makes a huge difference in the time being spent per patient. "The M.A.'s only have to go into the room and set the parameters for the laser care... then they are able to turn the machine on and leave and are freed up to help the physicians and other M.A.'s."

"THE MLS LASER HAS BEEN A
VERY, VERY GOOD
MECHANISM TO GENERATE
NON-INSURANCE REVENUE
WITHOUT A MAJOR EXPENSE
OR STAFF COMMITMENT"

THE MLS DIFFERENCE COMMON MISCONCEPTIONS

"WE HAVE TO BELIEVE IN THE SERVICE, WE HAVE TO FEEL LIKE WHAT WE'RE OFFERING IS BENEFICIAL TO OUR PATIENTS OR WE ARE NOT INTERESTED IN CAPITALIZING ON IT FINANCIALLY." -BRAD BACHMANN, DPM.

After doing some research into laser therapy and seeing the multiple different types of technologies available, you may have already made some assumptions. Common assumptions that are made about laser therapy technologies:

- **COLD LASER THERAPY**, or Low Level Laser Therapy (LLLT or Class 3B), is the only technology that has no risk of thermal heating or side effects.
- **MORE POWER** is more effective and penetrates deeper, in turn providing more pain relief in patients treated.
- **RESULTS** are only achieved at the end of a treatment cycle.

Sound familiar?

So, what exactly is the difference between Cold Laser Therapy, High Power Laser Therapy, and where exactly does MLS Laser Therapy fit into the equation?



Cold Laser Therapy (LLLT / Class IIIB)

These lasers use very low power, are limited to surface biostimulation, and often require many treatment sessions with longer treatment times. Results are usually only achieved at the end of a treatment cycle, if they are achieved at all due to the use of only one or two un-synchronized, lower power wavelengths. Most LLLT systems have little to no risk of thermal side effects.

High Power Laser Therapy (Class IV)

These lasers were developed with the expectation that greater power corresponds to better efficiency. On the contrary, unless suitably controlled, high power can thermally damage the treated tissue. For this reason, most of the very high power laser in the market today can't actually work to the maximum power declared by the manufacturer. The foundation of Class IV laser therapy is based on the delivery of a therapeutic dose of joules to a larger area of target tissue, reducing variability in outcomes.

THE MLS DIFFERENCE COMMON MISCONCEPTIONS



BRAD BACHMANN, DPM.



THE MLS DIFFERENCE COMMON MISCONCEPTIONS

BRAD BACHMANN, DPM.

MLS LASER THERAPY (MULTIWAVE LOCKED SYSTEM)

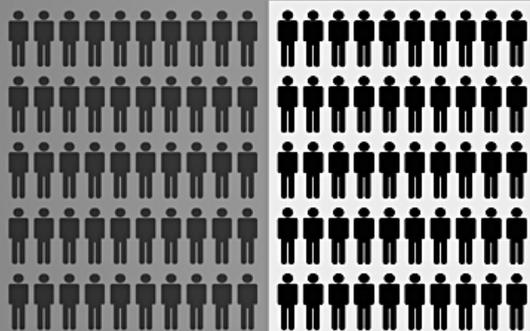
From power - to discipline, MLS Laser Therapy was born with the aim to treat aches & pains, inflammation, traumas and hematomas, obtaining a simultaneous action on pain that overcomes the limits of traditional Laser Therapy. Through a rigorous scientific path, MLS was created with a synchronized combination of both pulsed (905 nm) and continuous (808 nm) wavelengths.

The analgesic effect of the continuous 808 nm wavelength and the intense anti-inflammatory and anti-oedema effects of the MLS pulsed 905 nm wavelength simultaneously strengthen one another. The MLS Pulse is much more effective than the combined, but not synchronized emission found in other Class IV laser systems. Creating a perfect synergy, this patented technology provides notable reduction of symptoms right from the first sessions, reduced treatment times, long lasting results, and no need to worry about thermal tissue damage as a side effect!

The delivery method of laser light is another huge factor in achieving results. Unlike tradition laser therapy that delivers therapy to singular separated points within the tissue (a cluster), the MLS Laser Systems deliver light absorption to a target area homogeneously. Meaning all the photoreceptors of the area treated are promptly activated thanks to an optimal energy dose; a great tissue volume is activated at the same time.

How Much Revenue Can a Practice Generate With MLS Laser Therapy?

If a doctor sees **100** patients per week



Approximately **50%** of them may have musculoskeletal conditions indicated for treatment via laser therapy



If even **10%** of those patients opt in for treatment (5 patients per week at an average of \$500 per patient)

\$ 10K

The practice can generate
\$10,000 per month!

TREATMENT PACKAGES WILL PATIENTS PAY?

"A PATIENT OF MINE PRESENTED WITH SEVERE MID-FOOT ARTHRITIS.."

Doctor Bachmann speaks about a patient with severe mid-foot arthritis that had inquired about MLS Laser Therapy treatments. At the time, he had been charging \$800 for a 10 treatment package and hadn't yet explored the results of MLS on Arthritic pain. "I declined to offer her the laser and I explained to her that I did not feel good about taking \$800 from her for a condition I could not cure," Brad admits to his patient. After breaking down hysterically crying, his patient (who was a teacher who needed to be on her feet all day long and couldn't walk more than 4 steps currently without debilitating pain) decided to try laser therapy before submitting to an opioid prescription, or surgery.

"After 4-5 treatments I was extremely surprised and very happy to see that her pain had reduced by about 80%." Brad proclaims during the webinar. "She was ecstatic. She was able to continue to work as a teacher and since her test case - we have used the laser repeatedly with great success on osteoarthritis, many of whom were poor surgical candidates."

TREATMENT PACKAGES WILL PATIENTS PAY?

BRAD BACHMANN, DPM.

Dr. Brad goes on to explain how he positions the laser treatments to these arthritic patients, to be a treatment not a cure. Allowing them to understand that even after the initial treatment package, they will most likely need to figure out a schedule of regular treatments that keep up with their individual levels of pain.

In regards to laser treatments in Doctor Bachmann's practice he tells us, "the laser treatments can kick in very quickly, which can give the false sense that's all the treatment a patient will need." He continues, "we generally recommend a minimum of six treatments for acute conditions and in most cases we try to encourage a ten treatment package. For those folks who have bilateral issues, we recommend a 12 treatment package so they can receive at least six treatments per extremity." He also tells us that if patients need further treatments he allows them to purchase individual treatments.

Initially when Brad integrated MLS Laser Therapy into his practice he charged \$800 for a ten treatment package. He now prices his packages as follows:

- \$800 for 10 treatments + post operative care
- \$700 for 12 treatments
- \$600 for 10 treatments
- \$420 for 6 treatments

Your patients are looking for alternatives to painful injections, surgery, and opioid use - When you offer MLS Laser Therapy, you are providing them with an alternative option that not only relieves their pain, but has no side effects and isn't uncomfortable during delivery of treatment. Not to mention the benefits to your practice that we reviewed earlier in this book.

Keeping in mind the chronic pain and opioid crisis that our country is facing, the environment in which professional medical practitioners operate is growing increasingly complex. "Not only in my opinion, but in the opinion of many medical professionals, opioids not only increase patients pain sensitivity levels thereby worsening their sensation of pain when it returns, but they are very addictive and serve as a gateway to bigger problems." notes Bachman.

Given changes to reimbursement models and growing pressure on profit margins, it is important for practitioners to look at expanding their revenue streams with new technologies that satisfy patient needs while creating new sources of income.

MLS Laser Therapy meets both criteria by allowing medical practices to offer less invasive pain management alternatives that provide additional income opportunities.



\$560-\$635 billion spent annually by consumers on pain control in the United States.

THANK YOU FOR READING

WE HOPE YOU ENJOYED.

Thinking about integrating laser therapy into your practice?
Experience MLS Laser Therapy for yourself, schedule a
complimentary in-office demonstration today!

800.889.4184