

# PODIATRY MANAGEMENT

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# Growing Laser Therapy Services Through Patient-Centered Marketing

By Lauren Suter

Nicole Freels, DPM, FACPM, C.Ped discovered her passion for podiatric care at a young age while working at her grandfather's clinic. From cleaning toenails to creating custom ointments, she learned the foundations of foot and ankle care, inspiring her to pursue a career in podiatry.

After 17 years in practice, Dr. Freels has become a nationally recognized, award-winning podiatrist. She is the founder and CEO of Lexington Podiatry, where "modern medicine meets southern hospitality," and Modern Podiatrist, a foot-focused skincare line inspired by her grandfather's handcrafted remedies.

Along with co-owner Dr. Jamie Carter, Lexington Podiatry offers comprehensive, patient-centered treatment



Dr. Freels

Understanding patient goals is central to her patient education and marketing efforts. Dr. Freels emphasizes the importance of listening carefully and using patients' own language when explaining the benefits of treatment options.

"It's all about the delivery and repeating what patients have said back to them," Dr. Freels explains. "That shows them that you're listening."

Patients today are more educated than ever before. With increasing competition in the medical field, they have access to more healthcare options, making personal connections even more important.

"Because we live in the horse capital of the world, Lexington, I equate it to the lasers that they use on the horses to get them back on the track. That is an immediate connection," explains Dr. Freels. "I'm still selling, but I don't have to put as much effort into it because they grasp it in two seconds."

These types of associations make it easier for patients to understand and trust that the technology will help them on their healthcare journey.

In addition to in-clinic education, Lexington Podiatry shares educational content on social media. After teaching herself social media marketing best practices, she was able to eliminate the "middleman" of working with a marketing agency, enabling direct engagement with her audience while keeping costs low.

As demand for MLS Laser Therapy services grew, Lexington Podiatry launched the LexPod Laser Club. Designed for patients with chronic pain, members pay an annual fee for same-day scheduling and discounts on practice services

and products. Club members appreciate the convenience of priority scheduling, while the practice benefits from increasing patient loyalty and an additional revenue stream.

Building on this success, Dr. Freels continues to explore innovative treatment options to further elevate comprehensive conservative care at Lexington Podiatry.

Acknowledging the importance of unity in the field of foot and ankle care, Dr. Freels encourages more practitioners to explore these novel treatment approaches. As more podiatrists adopt these treatment methods, the field can grow its collective expertise, refine best practices, and improve patient outcomes across the specialty.

To learn more about MLS Laser Therapy, visit [CELasers.com](http://CELasers.com)

## As demand for MLS Laser Therapy services grew, Lexington Podiatry launched the LexPod Laser Club.

plans focusing on conservative care. Their approach combines traditional medicine with modern advancements, integrating regenerative techniques like PRP injections, peptide therapies, and AMUC therapy, along with innovative treatment technologies such as MLS<sup>®</sup> Laser Therapy.

Based on over 40 years of research and development, MLS Laser Therapy uses near-infrared light to stimulate biological processes at the cellular level, improve circulation, reduce pain and inflammation, and accelerate healing.

By combining these advanced treatments with traditional approaches, Lexington Podiatry builds effective treatment plans that enhance outcomes and boost patient satisfaction.

Since laser therapy isn't typically covered by insurance, Dr. Freels was initially skeptical about patient acceptance. However, she quickly discovered that success depends on presentation.

"Being able to sell as a physician can make or break the success of laser therapy, and I hate to use the word 'sell' but let's just be honest, that's what we're doing," she admits.



### Developing Robust Integration Plans for New Treatment Technologies

By Lauren Suter

In the rapidly evolving field of foot and ankle care, medical advancements and shifting patients' expectations drive the need for innovative treatment technologies. With their finger on the pulse, New Mexico Foot and Ankle Institute (NMFAI) is embracing advanced treatment technologies to offer comprehensive care to patients in the Albuquerque area.

Since its founding in 2002, this award-winning practice has prioritized giving patients a variety of treatment choices, allowing them to make informed decisions about their health. As a part of this mission, they continuously seek opportunities to expand services. One such advancement was the integration of MLS Laser Therapy, a non-invasive and drug-free option for managing pain and inflammation.

"We've always worked really hard to be an all-inclusive type of a practice that offered all of the latest and greatest treatment options for patients," shared Nathan Ivey, DPM, co-owner of NMFAI. "We're always striving to be the top of our field and perform to the highest level possible. When laser therapy became an option, that was something that just naturally fit into our practice"

MLS Laser Therapy uses near infrared light to stimulate cellular activity, accelerating the body's natural healing processes and reducing pain and inflammation.



Dr. Nathan Ivey

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**The M7 Laser's robotic delivery system  
autonomously scans the treatment area,  
ensuring even energy distribution  
and consistent results.**

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NMFAI initially introduced a manually operated MLS Laser device to the practice. However, with multiple medical assistants on staff administering the therapy, inconsistencies between treatment techniques ultimately lead to inconsistent results. This made it difficult for physicians and staff to set proper expectations with patients, which ultimately hindered growth of their laser program.

"Even though we were training staff, they were still not always doing it the same," Dr. Ivey admits. These variations in technique led to unpredictable patient outcomes, limiting staff confidence in recommending the therapy.

Knowing that laser therapy was underutilized in the practice, Dr. Ivey sought to address these challenges. On

a mission to improve treatment consistency and staff confidence, he began exploring different technologies and discovered the Robotic M7 MLS Therapy Laser.

"As someone who's been using a non-robotic laser for a number of years, our hope with the new M7 Laser was that we would be able to consistently get good results and

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**As staff confidence grew, so did patient  
adoption, creating a self-sustaining cycle  
of increased referrals and treatments.**

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be able to reproduce what was happening from treatment to treatment."

Unlike manual laser systems, the M7 Laser's robotic delivery system autonomously scans the treatment area, ensuring even energy distribution and consistent results.

To maximize the effectiveness of this transition, Dr. Ivey worked closely with NMFAI's Chief Operating Officer Karen Perez to develop a comprehensive integration plan focusing on staff training, protocol development, patient education, and marketing.

After identifying low staff confidence as a constraint on the growth of their laser program, training became a top priority, and the investment paid off.

"With some good training up front, we were able to launch our new laser successfully and saw an immediate response from both patients and staff on how well it was working," Dr. Ivey exclaims.

Through improved training efforts and the consistency of the robotic laser, NMFAI saw immediate improvements in patient outcomes. As staff confidence grew, so did patient adoption, creating a self-sustaining cycle of increased referrals and successful treatments.

"Our patients are seeing almost universally good results with the MLS Laser," Dr. Ivey acknowledges. His post-operative patients, in particular, have responded well. "They notice the swelling going down. They notice their pain going away. They comment about it regularly—more so than almost anything else that we do."

With the implementation of the robotic M7 Laser and a structured training program, NMFAI doubled their laser therapy revenue while steadily increasing patient volume. Expecting continued growth, Dr. Ivey and his team remain committed to refining protocols and providing ongoing staff education to sustain the program's success.

*To learn more about integrating MLS Laser Therapy into the private podiatry practice, call 800.889.4184 or visit [CELasers.com](http://CELasers.com).*

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# Transforming Patient Care and Practice Efficiency with MLS Laser Therapy

By Marléna Ahearn

Podiatrists face growing pressure to provide effective treatment options and manage the operational challenges of running a busy practice—all while battling decreasing insurance returns. As a result, podiatrists are struggling to balance patient care with profitability.

Joel Foster, DPM, recognized these challenges and sought a solution that would not only enhance patient outcomes but also streamline practice operations. By incorporating MLS Laser Therapy into his clinic, he discovered a way to offer advanced, non-invasive care while improving workflow and generating additional revenue.

At the core of Dr. Foster's philosophy is non-invasive treatments. "We're always looking at non-surgical solutions and ways to avoid injections or pills," Dr. Foster



higher-quality care. Patients appreciate this personalized approach and the best-in-class technology available to them, including MLS Laser Therapy.

Dr. Foster's practice is built on a highly efficient operational model, with MLS Laser Therapy playing a pivotal role in enhancing workflow. "I have a dedicated MLS Laser Therapy room where I have a staff member, and laser is all they do. That room generates revenue without my direct in-

volvement," Dr. Foster says. "Traditionally, as a healthcare provider, if you're not performing a service or treatment, you're not making any money. But the laser room can run even when you're out of town or performing surgery."

This setup has not only increased the practice's capacity but has also created a sustainable revenue stream independent of Dr. Foster's direct involvement. Having a dedicated staff member in charge of the laser therapy room adds another layer of continuity and personalized care, with patients returning to the same person for treatment adjustments and feedback.

In Dr. Foster's cash-based model, there's a strong emphasis on delivering high-quality, individualized care. By eliminating insurance constraints, he can focus more on understanding patients' needs. "When you're seeing 30 to 40 people a day, how good of care can you really give somebody? You can't. If your goal is patient care and patient education, you have to stop and say, 'There is a better way.'"

With this model, Dr. Foster can spend more time discussing treatment options and outcomes with his patients, tailoring care to their specific needs. "I'm able to see a patient that's been passed to three or four different providers, sit down, and talk about what they're experiencing. Then we can come up with a solution to see them get better," he says.

Dr. Joel Foster's journey with MLS Laser Therapy illustrates how advanced technology, combined with a patient-centric approach, can transform a podiatry practice. By embracing a cash-based model, improving workflow with advanced technology, and focusing on non-surgical solutions, Dr. Foster has created a practice that excels in both patient care and financial success.

Embracing technology and practice solutions that focus on high efficacy, streamlined integration, and operational benefits is key to evolving your practice, improving patient outcomes, enhancing your workflow, and driving significant financial returns.

*To learn more about the clinical and financial benefits of MLS Laser Therapy, visit [CELasers.com](http://CELasers.com).*

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**"With MLS Laser Therapy, we can avoid surgery and injections while maintaining high efficacy and patient satisfaction."—Dr. Foster**

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explains. "With MLS Laser Therapy, we can avoid surgery and injections while maintaining high efficacy and patient satisfaction. We tell patients, yes, this will cost a little, but we have an over 80% success rate."

This approach resonates with patients seeking alternatives to surgery, especially for chronic conditions like plantar fasciitis or tendonitis. Offering a non-invasive solution with high efficacy has improved patient outcomes and enhanced the patient experience, building trust and loyalty.

One of Dr. Foster's most transformative decisions was transitioning his practice to a cash-based model, freeing it from the constraints of insurance. "We are one of very few podiatrists in the country that has completely transitioned out of insurance altogether," Dr. Foster says. "Cash-based treatment lets us go back to what we started in: treating patients."

For Dr. Foster, this shift allows him to focus entirely on patient care without the administrative burdens of insurance-based care. Embracing a cash-based model has allowed him to provide more personalized attention, ensuring

### Dr. Michael J. Chin: Advancing Athletic Care with MLS Laser Therapy at The Running Institute

By Marléna Ahearn

With a focus on treating athletes, Dr. Michael J. Chin, DPM, FACFAS, has been serving Chicago's active community through his practice The Running Institute. Since its inception, Dr. Chin has integrated advanced treatment technologies and personalized care to help patients achieve optimal health and performance.

In practice for 23 years and in sports medicine for 15 years, Dr. Chin founded The Running Institute in 2008 to fulfill his passion of working with athletes in the Chicago-land area. His involvement with the Bank of America Chicago Marathon, local professional dance companies, local running clubs, and various other sports organizations underscores his commitment to the athletic community.

In 2018, Dr. Chin introduced robotic MLS Laser Therapy to his practice, highlighting his dedication to optimizing patient recovery and care.

"The outcomes in the treatment protocols work with my patient population and it frees up staff and time," says Dr. Chin, referring to the device's ability to treat patients autonomously. "I'm able to serve more patients and pro-

often don't have to stop training.

"Patients feel confident that it's working, and they're not coming back to the same condition over and over again. With laser therapy, we are able to minimize the use of narcotics or inflammatory—without causing any disruption of the healing process. My patients are now able to return to some of their daily activities on a quicker basis," says Dr. Chin.

Dr. Chin's extensive background, including residencies at VA—Palo Alto/Stanford University Medical Center and Advocate Illinois Masonic Medical Center, combined with affiliations with esteemed organizations like the American College of Foot and Ankle Surgeons, set the foundation for the high standard of care at The Running Institute. The clinic also offers orthobiologic injections, shockwave (EPAT®) treatments, x-ray, ultrasound, 3-D CT scans, custom foot orthotics, and biomechanical analysis, ensuring a comprehensive approach to foot and ankle health.

According to Dr. Chin, it is crucial for foot and ankle surgeons to find a niche to establish a successful practice and make a significant impact on patient care. Specializing in a specific area, whether it be sports medicine, diabetic foot care, or pediatric podiatry, allows practitioners to develop deep expertise, offer tailored treatments, invest in relevant technology, and build a reputation as an expert in that field. This focus not only enhances patient outcomes but also helps attract a dedicated patient base seeking specialized care, ultimately driving the growth and success of the practice. By diving into podiatric sports medicine, Dr. Chin found his passion and how to make a real difference for his patients and his community.

"I discovered my niche in working with people who are invested in getting better," says Dr. Chin. "I like developing relationships with patients and getting them back into the game. But you have to create your story."

By integrating advanced therapies, The Running Institute continues to be a leader in sports medicine and podiatry, offering a game plan for healing to the active Chicago community.

For more information on MLS Laser Therapy from Cutting Edge Laser Technologies, visit [celasers.com](http://celasers.com).



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**The effectiveness and lack of downtime have made MLS Laser Therapy a popular choice among his patients.**

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vide more consistent treatments, which builds their confidence in our service."

MLS Laser Therapy uses concentrated light energy to stimulate biological processes at the cellular level, accelerating healing, reducing pain, and minimizing inflammation. Adopting this advanced modality has allowed Dr. Chin's patients to return to their sport with no side effects or downtime.

At The Running Institute, Dr. Chin and his team treat a variety of conditions commonly affecting athletes and active individuals, including acute ankle sprains, bursitis, plantar fasciitis, Achilles tendinitis, and post-operative treatments. Approximately 40% of these patients receive MLS Laser Therapy as part of their treatment plan. The effectiveness and lack of downtime have made MLS Laser Therapy a popular choice among his patients.

The Running Institute frequently sees patients in the middle of training programs who cannot afford downtime. Dr. Chin can effectively treat those who prefer to avoid injections like cortisone or worry about medication side effects such as fatigue or GI upset. His patients recover faster and

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# Redefining Recovery: MLS Laser Therapy on Post-Op Patients

By Marléna Ahearn

Nolaska Souliotis, DPM operates at the forefront of postoperative podiatric care, where personalized attention and compassionate care are guiding principles that inform every aspect of patient interaction at her practice. With a keen understanding of the challenges faced by patients post-surgery, Dr. Souliotis has dedicated herself to revolutionizing the recovery process. With a focus on custom treatment plans tailored to each patient's unique needs, she ensures that no aspect of postoperative care is overlooked. This commitment to excellence extends beyond the operating room and into her community where she is known for her care, results, and for setting a new standard for recovery.

As part of her standard of care, Dr. Souliotis leverages adjunctive therapies to redefine the recovery process for patients. In her pursuit of optimizing postoperative outcomes, Dr. Souliotis recognized the potential of MLS Laser Therapy as a revolutionary tool in the recovery process. By utilizing a synchronized dual wavelength emission system, MLS Laser Therapy uses light energy to penetrate deep into tissue, naturally accelerating healing and reducing pain and inflammation. Its ability to precisely target specific tissue areas, coupled with quick treatment times and no side effects, makes it a groundbreaking option for addressing a wide range of podiatric conditions. By harnessing the power of this innovative technology, Dr. Souliotis aims to enhance outcomes for her patients. The integration of MLS Laser Therapy into her practice is not just a strategic move; it's a reflection of her unwavering commitment to providing the best possible care.

### Case #1

This case highlights the effectiveness of MLS Laser Therapy by comparing postoperative recovery with and without laser treatments on the same patient.

A 73-year-old female underwent a first metatarsal cuneiform arthrodesis for a right severe hallux abducto valgus deformity. The patient did not receive postoperative MLS Laser Therapy. The patient's recovery was complicated due to significant edema at the surgical site. The patient had dehiscence due to swelling and developed infection. The patient was treated with oral antibiotics and compressive wraps. After this, the patient experienced complications at the fusion site which required revisional surgery. There was concern for bone infection due to cellulitis. Biopsy was obtained and was negative for osteomyelitis. The patient underwent revisional surgery for fusion of the first metatarsal cuneiform joint. She then received MLS Laser Therapy as a part of their surgical care plan. The patient received 1 ses-



sion before surgery to prepare the tissue for operation, and 5 sessions post-operatively to assist in the recovery process. By adding MLS to the postoperative care plan, the patient's recovery was significantly improved in comparison to her prior surgery. She had significantly less edema and the incision healed within two weeks. Her edema was minimal throughout the entire recovery. Patient was transitioned to a supportive shoe after eight weeks of immobilization. She was impressed with her postoperative MLS Laser Therapy course and results.

### Case #2

A 44-year-old female underwent anterior talofibular repair with internal brace augmentation of her ankle. She agreed to MLS Laser Therapy including one session prior to her surgery. The patient's recovery was smooth without complication. She had very minimal edema, and did not take any pain medications aside from ibuprofen. She was transitioned into a brace within four weeks of immobilization with a boot.

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**These case studies demonstrate the pivotal role of MLS Laser Therapy in achieving superior patient outcomes.**

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### Case #3

A 37-year-old female underwent the same procedure as the patient in Case #2 (repair of the anterior fib ligament with internal brace augmentation of her ankle) but declined MLS treatment. Her recovery was much different from Case #2. Pain was not controlled by the standard narcotic protocol and pain medication was increased and refilled several times. Ankle edema was significant and recovery was slower with significant swelling and pain.

Dr. Souliotis was amazed at the comparison of these patients who underwent the same surgery with similar patient profiles. They were both healthy, young females with no significant comorbidities but yet their postoperative recovery was much different.

These case studies demonstrate the pivotal role of MLS Laser Therapy in revolutionizing podiatric care and achieving superior patient outcomes. Dr. Souliotis's findings underscore the importance of adopting advanced therapeutic modalities to optimize patient care and advance the field of podiatry towards achieving excellence in treatment outcomes.

*For more information on MLS Laser Therapy from Cutting Edge Laser Technologies, visit [celasers.com](http://celasers.com).*

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### Collaborative Treatment with MLS Laser Therapy at Northeast Foot and Ankle

By Marléna Ahearn

Northeast Foot and Ankle, a leading podiatry clinic with two locations in New Hampshire, has set a new standard of patient care by embracing complementary therapies, patient education, and customer service as the cornerstone of their treatment approach. Together, their team of dedicated physicians—Jennifer Sartori, DPM, Natasha Baczewski, DPM, and Cathrine Stark, DPM—have worked to redefine patient care—emphasizing personalized attention, comprehensive treatment plans, and a philosophy centered on empowering patients to lead active, healthy lives.

“Providing exceptional customer service in addition to effective treatment plans is key,” says Dr. Sartori, founder of Northeast Foot and Ankle. “We are committed to looking at the patient as a whole and then creating a comprehensive treatment and education plan that works for that patient and gets them better,”

Northeast Foot and Ankle sets itself apart by offering advanced, comprehensive care without sacrificing the essential elements of empathy and compassion. Each patient receives custom treatment plans tailored to individual lifestyles—showing true commitment to addressing the root causes of podiatric issues while considering the broader context of patients’ lives.

Recognizing the growing demand for non-invasive, non-medicinal treatments and the enhanced results of adjunctive therapies, the clinic adopted MLS Laser Therapy. The patented, FDA-cleared technology delivers concentrated light energy to stimulate biological processes at the cellular level to manage pain, reduce inflammation, and expedite the body’s natural healing processes. At Northeast Foot and Ankle, MLS Laser Therapy not only addresses a variety of podiatric conditions but also enhances the overall patient experience and the evolving preferences of patients seeking alternatives to surgical interventions.

To achieve success for their patients, Northeast Foot and Ankle tailors treatment protocols of various podiatric conditions using MLS Laser Therapy. Their standard protocols start with six treatments for acute conditions and post-operative support and 12 treatments for chronic conditions. The practice also developed a subscription model to treat various chronic conditions and maintain long-term results. Regular maintenance sessions of MLS Laser Therapy keep pain and inflammation associated with chronic conditions at bay—and patients respond well to the payment structure. Part of



Left to right: Dr. Cathrine Stark, Dr. Natasha Baczewski, and Dr. Jennifer Sartori.

their customer service-oriented approach is pricing transparency—the cost for their services is available on their website. Patients come prepared knowing what out-of-pocket procedures cost, reducing the friction off the “hard sell.” Neuropathy patients, for instance, undergo a prescribed subscription-based regimen of 24 laser therapy sessions across 3 weeks. According to their team, there aren’t many conditions they don’t find benefit from some regimen of MLS Laser Therapy

“MLS Laser Therapy speeds up recovery, quite frankly. Podiatric conditions and foot surgery

are notorious for swelling and laser therapy really helps bring the swelling down a lot quicker than if we were to just allow the body to heal unassisted. For swelling alone, I think it’s a great enhancement, but the pain relief is an added bonus for patients,” says Dr. Sartori.

Not only has MLS Laser Therapy helped their patients post-op, but it has helped patients avoid surgery all-together. Dr. Sartori highlights a compelling case of a patient with a longitudinal tendon tear, emphasizing how MLS Laser Therapy played a pivotal role in alleviating pain and aiding tendon repair—eliminating the need for surgery. Success stories like these underscore Northeast Foot and Ankle’s commitment to exploring non-invasive, drug-free alternatives that keep patient needs at the forefront.

One distinctive aspect of Northeast Foot and Ankle’s approach is the early incorporation of MLS Laser Therapy into treatment plans. Dr. Sartori recommends MLS to most patients and initiates laser therapy early in the process, followed by additional approaches such as physical therapy. This proactive strategy is aimed at optimizing patient outcomes and expediting the healing process.

“MLS fits in nicely, offering patients an effective option upfront—because a lot of times when people come in there at the point where they’re like, I will do anything to get rid of the pain,” says Sartori. “You don’t have to fail using injections before you attempt laser therapy. You can use it in conjunction with physical therapy and other adjunctive treatments.”

Northeast Foot and Ankle’s commitment to excellence in podiatry, coupled with the transformative impact of MLS Laser Therapy, exemplifies a forward-thinking approach to patient care. Their dedication to holistic treatment, early intervention, and patient education positions the clinic as a beacon of innovation in the field of podiatry, offering hope and healing through progressive and effective MLS Laser Therapy.

Visit [celasers.com](http://celasers.com).

### Building Patient Acceptance of Laser Therapy

By Marléna Ahearn

In the world of podiatry, where precision and innovation are paramount, Dr. Sherman Nagler stands out as a true leader with a passion for healing and a dedication to staying at the forefront of his field. In his 41-year career, Dr. Nagler has emerged as a beacon of excellence, transforming the lives of countless patients through remarkable treatment technologies.

Dr. Nagler's commitment to his patients led him to explore treatment options that could provide faster, more effective, and less invasive solutions for a wide range of foot and ankle ailments. During his pursuit, a colleague shared their experience with Multiwave Locked System® (MLS) Laser Therapy from Cutting Edge Laser Technologies and it changed his approach to podiatric care.

"MLS Laser Therapy is near and dear to my heart," says Nagler.

As a Class IV, synchronized laser, the MLS device is an innovative solution surpassing limitations of low-level laser therapy. This non-invasive, FDA-approved treatment uses dual wavelengths of laser light to stimulate cellular regeneration, reduce inflammation, and alleviate pain. Its precision and effectiveness have made it revolutionary in managing various podiatric conditions, including plantar fasciitis, Achilles tendonitis, neuropathy, and more.

"Not many DPMs in my area offer laser therapy. I want to educate fellow doctors and encourage them to take that leap of faith," says Nagler.

Patient education and presentation is key. He is enthusiastic about the laser and confident in its ability to help the patient. When he suggests and explains laser to patients, he believes that this enthusiasm comes through, which makes it easy for patients to trust that he's suggesting the best option.

"Patients are sometimes skeptical at first, but after their 3rd or 4th treatment they're believers," says Nagler.

With the assistance of Cutting Edge Laser Technologies, Dr. Nagler developed a 'talk track' to cover the basics with patients—explaining how MLS Laser Therapy is a painless therapy that is both regenerative and helps ease pain and inflammation. By offering MLS Laser Therapy, Dr. Nagler is able to keep more patients in his clinic—he no longer needs to turn patients away or refer them out because he doesn't have a solution for them.

Laser gives him that solution. "There are no limits to



where you can go with laser therapy as far as musculoskeletal and neuromuscular conditions," says Dr. Nagler.

According to Dr. Nagler, patients are hungry for more treatment options—they want to do more than just put ice on it. They want to get better faster and avoid surgery. Patients want conservative care and non-surgical options. Due to the success of MLS in his practice, there is minimal pushback from patients because they are willing to pay cash for effective and non-invasive options.

A patient with complex regional pain syndrome was referred to Dr. Nagler and received MLS Laser Therapy and she cried "happy tears" at the end of treatment.

"I had a lot of pain in my right foot and I went to eight doctors. No one could identify what was wrong with me," explained the patient. "It was Dr. Nagler who finally identi-

fied that I had complex regional pain syndrome. He actually saved my life."

Not only are MLS Laser Therapy treatments effective, but they are non-invasive, regenerative, and don't cause additional pain or discomfort.

"It was very simple," the patient explained. "There was no pain, no pinching like needles. I would lay down, they would position me, then they would position the laser, and I would be sitting there doing my thing on my phone and then I would leave."

With the M6 MLS Therapy Laser, Dr. Nagler's surgical patients can find relief leading up to their procedure as well as post-operatively during the recovery process. Some patients have even been able to avoid surgery all together.

"If more physicians offer laser therapy, then more patients will be able to receive treatments. The treatment will become bigger, more known, more accepted. This makes it easier to educate patients, get patients in the door," explained Dr. Nagler.

With MLS Laser Therapy, Nagler Foot Center was able to leverage technology to meet patient demands for risk-free, pain-free relief of post-operative pain while also minimizing their reliance on insurance companies with a cash-based modality.

*For information on how your practice can benefit from MLS Laser Therapy from Cutting Edge Laser Technologies, call 800.889.4184 or visit [www.celasers.com](http://www.celasers.com).*

### Forging a Comprehensive Care Path in Podiatric Medicine with Advanced Therapies

By Lauren Suter

Daniel L. Waldman, DPM, FACFAS is committed to advancing podiatric care with state-of-the-art therapies and a direct care model that eliminates interference from third parties. His approach focuses on health beyond the lower extremities and incorporates techniques that help the body heal itself.

As he celebrates his 30th year in practice at Blue Ridge Foot Centers in Asheville, North Carolina, Dr. Waldman reflects on the success of this practice model and the expanded care opportunities that it has brought to his patients. Without the burden and limitations of insurance, he is able to lower his patient volume and spend more time per patient. The additional freedom and flexibility to understand the patient's condition allows him to develop personalized care plans that address the underlying cause of their pain, instead of just suppressing the symptoms.

"My goal is to help the body heal itself. I don't want to cover up the problem. I want to do what I can to get



health and quality of life?" encourages Dr. Waldman. "It's not just the heel pain that they're having, or the achilles pain, or muscle strain, but now they can't play with their grandkids. They can't take their dog on a walk. There's emotion and psychological discomfort beyond the physical pain itself. There's the pain of losing contact with friends and family and not being able to do the activities they want."

Switching to a direct care model also enabled Dr. Waldman to explore a wide range of innovative treatment technologies to achieve the most advanced and highest quality care available, including Swift microwave therapy, MicroVas ionic impulse therapy, MLS® Laser Therapy, and others not typically covered by insurance.

"Out of all the treatments I do using those machines, the MLS Laser is probably the busiest," shared Dr. Waldman. "We perform around eight to twelve treatments per day." The MLS Therapy Laser delivers a concentrated beam of controlled light energy into the tissue to stimulate biological processes on a cellular level resulting in faster healing, reduced inflammation, and pain relief.

"I find it fascinating that these two wavelengths of light can work synergistically and, on a cellular level, increase metabolic activity that energizes and promotes healing," Dr. Waldman explained. "We've got these bodies that are made of atoms and they react to physical stimulation, like a leaf doing photosynthesis. It's really remarkable."

One of his favorite and most common treatments is for posterior heel pain. Many of these patients are seeking alternative solutions because they want to avoid or delay the potential risks and complications of surgery and don't want to be restricted during the recovery time. "After three MLS Laser treatments, the majority of these patients tell me that they're upwards of 50% to 80% improved with their pain level."

While many patients with insertional achilles tendinopathy may still require surgery to remove the bone spur, Blue Ridge Foot Centers offers MLS Laser Therapy to manage their inflammation and pain in the interim. "If I can buy them a few months of pain relief, that's a lot better than having to rush into surgery right away."

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**Dr. Waldman's approach focuses on health beyond the lower extremities and incorporates techniques that help the body heal itself.**

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the patient back into a healthy homeostasis where the body is functioning optimally—biomechanically and biochemically," explains Dr. Waldman.

The goal of this approach is to optimize health and advance wellbeing beyond the physical pain by taking into consideration the kinetic chain principles as well as lifestyle, diet and nutrition.

"Physicians need to take the extra time to understand we're not just treating the foot. We treat the full body. Ask yourself: how is their foot pain affecting their full body

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## PROFILES IN EXCELLENCE 2023

### MLS Laser Therapy *(continued)*

In addition to pain management, Dr. Waldman uses MLS Laser Therapy pre-surgery to stimulate the metabolic processes needed to heal, preparing them for a smoother recovery. Patients experiencing pain in their feet may become sedentary, sometimes up to several months before seeing a physician. This decrease in activity can result in poor circulation and atrophy. Dr. Waldman explains “we use MLS Laser Therapy to activate the tissue before they need to heal, bringing the tissues to an optimal level before surgery.”

MLS Laser Therapy can also be used post-surgically to control pain and edema, especially after procedures that involve hardware such as plates and screws.

Some of Dr. Waldman’s most common non-surgical patients include middle school, high school and college athletes who are looking for a faster way to heal from sprains, strains, stress fractures and other common athletic injuries. “I love treating athletes because they get back in the game fairly quickly,” shared Dr. Waldman. “I look at the MLS Laser as a way of jump-starting the metabolic process to heal. We’re really activating and energizing the tissues to heal.”

As an early adopter, Dr. Waldman has over 10 years of experience with the MLS Therapy Laser technology. In the beginning, his patients saw great results with an early stationary model, but treatments required a dedicated technician. Understanding the value of his and his staff’s time, Dr. Waldman later upgraded to a newer model with a robotic and unattended delivery system to improve produc-



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**“Patients are willing to pay out of pocket when they understand the services and outcomes are superior,” shares Dr. Waldman.**

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tivity. While laws and regulations vary by state, North Carolina allows staff at Blue Ridge Foot Centers to administer laser treatments, even if Dr. Waldman is out of the office with the condition that he is available by phone.

After treatment protocols are programmed into the machine by staff, the robotic emission system autonomously performs the 15-minute treatment by scanning the

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**“After three MLS Laser treatments, the majority of these posterior heel pain patients tell me that they’re upwards of 50% to 80% improved with their pain level.”**

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designated tissue area. This allows staff to dedicate their time to other practice services while patients are receiving laser therapy. “When you think about the unattended

aspect, you’re compounding your time and therefore compounding your revenue,” Dr. Waldman advises.

After shifting to a non-insurance model, Blue Ridge Foot Centers experienced minimal pushback from patients. “Patients are willing to pay out of pocket when they understand the services and outcomes are superior,” shares Dr. Waldman. “It’s about presentation and how you educate your patients.”

Dr. Waldman views patient education as a fundamental aspect of his career and ensures that all patients are given the necessary information to make the best possible decisions for their health. After sharing literature and resources to the patient, he provides ample time to review and ask questions before

leaving the clinic so they can feel confident in their understanding of their treatment options.

Many of Dr. Waldman’s patients have gone through traditional methods such as medications and steroid injections that simply suppress the symptoms. After exhausting these options with unsatisfactory results, these patients are actively seeking physicians who are able to treat the underlying cause with advanced solutions. Some driving up to two hours to receive treatments at his clinic. “They’re calling my office because word got out that I do this treatment. I get referrals from primary care physicians. I even get referrals from some of my colleague podiatrists who don’t have the laser.”

After seeing firsthand how the direct care model coupled with advanced treatment technologies has elevated patient care at his practice, Dr. Waldman has made it his personal and professional mission to advance the field of podiatry by educating his colleagues on alternatives solutions and the advantages of non-insurance practice models.

To learn more about the benefits that MLS Laser Therapy can offer podiatric practices and their patients, visit [CELasers.com](http://CELasers.com).

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### Meeting Patient Demands for Non-Surgical Foot and Ankle Care

By Lauren Suter

Laura Michetti, DPM, DABPM is an up-and-coming practice owner in Annapolis, MD with a focus on surgical avoidance and comprehensive conservative care.

Seeking autonomy and an opportunity to establish her own economy, Dr. Michetti opened her private practice at the height of the COVID-19 pandemic. Like many physicians, she faced pandemic-related challenges and noticed a general hesitancy among patients to seek care.

At the height of the pandemic, many patients deprioritized lower extremity care, putting them at risk of their condition progressing. As these patients return to their regular healthcare routines, patient acuity is on the rise.

Aware of this trend, Dr. Michetti began exploring advanced healthcare solutions to help patients recover faster while minimizing the need for surgical intervention.

Dr. Michetti had some experience with therapeutic lasers as a student and in her residency programs. When



Laura Michetti, DPM, DABPM

Knowing her colleagues around the country were having great success with the MLS Laser, she made the investment. Now, this technology plays an important role in her approach to comprehensive conservative care for a wide range of conditions.

“MLS Laser Therapy can be used for any ‘-itis.’ It’s great for most inflammatory conditions.”

Dr. Michetti is finding the most success with plantar fasciitis and intermetatarsal bursitis/neuroma. While the surgical procedures for these conditions can leave a patient non-weight bearing or in post-op footwear for up to several weeks, MLS Laser Therapy is nonrestrictive with no downtime and no known side effects.

Due to the inflammatory nature of these conditions, MLS Laser Therapy is able to relieve pain and improve function and mobility with its anti-inflammatory and anti-edema effects.

To achieve the best results, Dr. Michetti often combines laser therapy with other approaches, including anti-inflammatory medication, steroid injections, physical therapy, orthotics, as well as footwear and lifestyle changes.

While Dr. Michetti prefers to administer the therapy, her staff received training and are prepared to treat patients when needed. With the opportunity to be administered by staff, her practice has the flexibility to continue seeing laser therapy patients when she is out of the office. This minimizes disruptions to patient treatment plans and practice cash flow.

Dr. Michetti admits to having financial concerns when she first made the investment, but quickly realized it was the right decision for patients.

“Laser therapy is not hard to sell to patients, especially when you understand how it works and how it will help the patient.” While many aren’t familiar with the technology, they are excited to learn about a solution that is non-invasive and nonpharmacological.

Patient education has been her key to success. Dr. Michetti takes time to discuss the unique benefits of MLS Laser Therapy and how it differs from other noninvasive and light-based therapies. She also provides educational handouts and brochures to help inform and empower patients to make the best decision for their care.

“It will help you give the best options to your patients while helping your practice financially,” enthuses Dr. Michetti. “It’s a great adjunctive treatment for many things we do in foot and ankle care.”

In addition to improving patient outcomes, MLS Laser Therapy has helped Dr. Michetti differentiate her practice, attract new patients, and minimize reliance on insurance reimbursements.

*To learn more about MLS Laser Therapy, call Cutting Edge Laser Technologies at 800-889-4184 x125 or visit [celasers.com](http://celasers.com).*

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**While many patients aren’t familiar  
with the technology, they are excited to  
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opening her practice, she knew this technology would be a perfect fit to meet patient demands for effective conservative care while establishing a cash-based income stream.

“Patients are looking for new technologies and new treatment methods that aren’t invasive,” explained Dr. Michetti. Hoping to avoid downtime and the potential risks of surgery, patients are actively seeking physicians with advanced treatment technologies and patient-focused protocols.

Determined to offer the most advanced solutions available, Dr. Michetti began researching Class IV laser technologies and was referred to the Multiwave Locked System (MLS) by colleagues.

The MLS Therapy Laser is a unique type of Class IV laser that synchronizes two wavelengths of light energy to stimulate biological processes at the cellular level, reducing inflammation, relieving pain, and accelerating healing processes. When compared to traditional low level laser therapy, the MLS emission system was found to be more effective, achieving faster results with fewer applications.

### Keeping Dancers and Athletes Moving with MLS Laser Therapy

By Grace Huether

Dr. Elisa Kavanagh has been in private practice in the New York City Area since 2000, treating Radio City Rockettes, NYC Ballet dancers, and Broadway performers. Dr. Kavanagh began using MLS Laser Therapy when she opened her Westchester practice in 2014; subsequently her practice achieved exponential growth by offering a range of podiatric services to these niche markets.

Upon discovering MLS Laser Therapy Dr. Kavanagh says, “my experience with it [MLS laser therapy] was pretty overwhelming and positive.” Over time this positive experience continued: “I’ve been using it steadily every day for 8 years, and I’m at the point where a second laser is needed.”

MLS Laser Therapy delivers a concentrated beam of light energy into the tissue stimulating the biological processes at the cellular level to accelerate healing processes, resulting in pain relief and reduced inflammation. Dr. Kavanagh points out that laser therapy has “no downside, no side-effects, no pain.”

The Mphi5 Therapy Laser has had a large impact on Dr. Kavanagh’s practice. In addition to the medical benefits, she says laser therapy has helped to draw patients



sees success rates of 90 to 95% for patients with these treatment plans.

Traditional treatment methods are combined with innovative technologies to create comprehensive plans for patients at Dr. Kavanagh’s practice. “MLS Laser Therapy is just a piece of the practice.” Dr. Kavanagh also uses MLS in conjunction with other treatments, including amniotic stem cell injections and Leneva®. MLS Laser Therapy usually follows these injections by two or three weeks.

Patients at Dr. Elisa Kavanagh & Associates are optimistic about MLS Laser Therapy and are pleased

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**“Laser therapy  
has no downside, no side-effects,  
no pain.—Dr. Kavanagh**

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**“I’ve been using it steadily  
every day for 8 years, and I’m  
at the point where a second laser  
is needed.”—Dr. Kavanagh**

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in, helping her practice to grow exponentially. “It’s been a big win for my practice.”

Dr. Kavanagh and her staff treat a variety of conditions that commonly impact dancers, performers and athletes, including Achilles tendinitis, plantar fasciitis, neuromas, metatarsal phalangeal bursitis/capsulitis, and neuropathy. Most patients follow a 12-session treatment protocol, with the first 10 sessions completed consecutively, three days per week. Patients then take a three-week break before completing the remaining treatments. Chronic condition patients follow a maintenance plan after completing the initial 12-session regimen, receiving treatments anywhere from once per month to three or four times per year. Dr. Kavanagh



when they find out MLS is an active treatment protocol with no downtime. “Athletes and dancers make a living on their feet; therefore, they need options that keep them on the field and stage—this trickles down to all patients who want to continue with their active lifestyle.”

Dr. Kavanagh says, “I’m doing laser therapy to make people better [...] having MLS Laser Therapy as a treatment modality in my practice has been a win for everybody. I’m a huge believer; it works.”

To learn more about the benefits of MLS Laser Therapy, call Cutting Edge Laser Technologies at 800.889.4184 x125, visit [celasers.com](http://celasers.com) or [click here](#).

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### Innovative Technologies Play a Key Role in an Aggressive Approach to Restore Quality of Life

By Lauren Suter

With over 25 years of experience, Kelly L. Geoghan, DPM strives to restore patients' quality of life by offering the highest level of podiatric care with a wide range of treatment options. Her "aggressive but conservative" approach combines innovative technologies and advanced techniques to optimize treatments, reduce recovery time, and minimize the need for surgery. Among these technologies is the MLS® Therapy Laser from Cutting Edge Laser Technologies, a noninvasive and nonpharmacological option to manage pain.

When Dr. Geoghan first discovered laser therapy, she was skeptical that light could influence pain. However, after treating some patients, she quickly saw the value that MLS Laser Therapy could bring to her practice. "Patients would come in and they kept saying to me—even after one or two treatments—that they were feeling better."

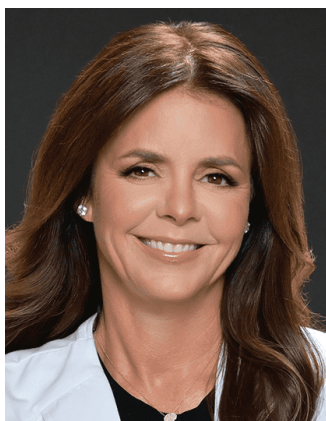
The MLS Therapy Laser delivers a concentrated beam of light energy into the tissue to stimulate biological processes at the cellular level resulting in faster healing, reduced inflammation, and pain relief.

After adding an MLS Laser to her practice, the service quickly grew in popularity. Admittedly, the unexpected spike in patient traffic caused some inefficiencies. "It was hard to manage the time in the office since there were a lot more patients circulating through," Dr. Geoghan admits. "We also were inundated with phone calls regarding the laser." She addressed these inefficiencies and improved patient flow by creating a designated space for laser treatments in her office. She also invested time into training staff to answer patient questions more effectively over the phone. Following the high demand and successful outcomes, she added a second laser to her practice; Both are in constant use throughout the day reducing painful symptoms associated with neuromas, bursitis, tenosynovitis, neuropathy, and many other conditions.

Plantar fasciitis and Achilles tendinitis are the most common conditions that she addresses with the laser. "Heel pain is unbearable," Dr. Geoghan comments. "Patients can't live with it. They're looking to get better."

Following her aggressive approach, Dr. Geoghan formulates care plans that combine treatments to address pain and its causative condition. Most patients are prescribed 10 sessions of laser therapy. These are typically administered twice per week and can range from 7 to 10 minutes.

In addition to laser therapy, patients are instructed to make lifestyle adjustments, such as icing, stretching, and footwear changes. Depending on the condition and sever-



Kelly L. Geoghan, DPM

ity, medication and injection therapy may also be administered.

Dr. Geoghan understands that these difficult-to-treat conditions can have a significant impact on the patient's physical and emotional well-being. Optimizing care by combining different treatments helps restore quality of life with exceptional results.

Many of the patients she sees have exhausted other treatment options. With a history of unsatisfactory results, they're ready to try something new and innovative despite the out-of-pocket expense. "Laser therapy is not a hard sell. Patients will even tell me 'gee, it really worked! I didn't think it would!'" Dr. Geoghan jokes that patients will admit they

had doubts, but they trusted her judgement and agreed to the treatment. With this in mind, she works hard to build trust and credibility by focusing on patient education.

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**In addition to improving outcomes,  
MLS Laser Therapy has helped  
Dr. Geoghan differentiate her practice  
and attract new patients.**

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"I believe in the laser. I think that's the most important part," she emphasized. "Patients know whether they can trust you."

Her practices offers a variety of resources including brochures, research articles, and videos that educate, set realistic expectations, and empower patients to make the best decision for their care.

In addition to improving outcomes, MLS Laser Therapy has helped Dr. Geoghan differentiate her practice and attract new patients. "The laser has had a huge impact on my business. Not only financially, but it has brought so many more patients in because these patients tell their uncle, their brother, their friend about this laser that helped them."

Dr. Geoghan understands that some physicians are cautious around cash-based services, but she has experienced firsthand that patients are willing to pay for superior results. Especially when they are working with a doctor who prioritizes honesty and building trust in practice.

*To learn more about the benefits that MLS Laser Therapy can offer your patients and your practice, call Cutting Edge Laser Technologies at 800.889.4184 x125 or visit [celasers.com](http://celasers.com).*

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### Elevating Podiatric Care with Personalized Laser Treatments

By Lauren Suter

At the forefront of groundbreaking podiatric techniques, Robin Carlucci, DPM was amongst the initial group of doctors to begin offering MLS Laser Therapy in the United States. Over ten years later, her practice in Port Chester, NY is achieving a 90% efficacy rate with this innovative therapeutic technology.

Her journey with laser therapy began while searching for conservative approaches for cases where surgery may not be the best option for the patient, or where she is unable to prescribe medications or therapies due to contraindications.

Laser therapy offers patients a noninvasive and non-pharmacological solution to painful conditions. Photons of light penetrate the tissue to expedite biological processes at the cellular level resulting in reduced pain, decreased inflammation, and faster healing.

Dr. Carlucci was attracted to the MLS Therapy Laser because it offers unique benefits and has no known side effects, and there is no risk of thermal damage to the tissue. This enhanced safety profile can be attributed to the unique MLS emission system that synchronizes continuous 808nm and pulsed 905nm wavelengths to deliver controlled laser energy to the tissue.

Dr. Carlucci is able to offer laser therapy to the majority of her patients. Most commonly, this includes neuropathy, neuromas, plantar fasciitis, bunions, gout, tears, fractures, and post-surgical healing.

"This laser can do anything; you just need to know how to use it," Dr. Carlucci exclaims.

MLS Laser Therapy allows Dr. Carlucci to uphold her commitment to individualized patient care. For each patient, she is able to assess their unique case and apply customized laser protocols often in conjunction with other therapies to address their unique symptomatology.

Most patients are initially prescribed three treatment sessions. From there, she assesses their progress, adjusts protocols if needed, and prescribes additional sessions as appropriate in order to give each of her patients the best possible outcomes.

Dr. Carlucci gives credit to her 11 years of experience with the MLS Laser for her ability to analyze and identify what is needed for each patient. Additionally, her connections to other early adopters of MLS Laser Therapy and the insights that they've exchanged built the foundation to her thorough understanding of the technology.



L to r: Dr. Lisa Shah, Suzanne Gillespie, Elizabeth O'rioidan, and Dr. Robin Carlucci.

With tailored approaches, Dr. Carlucci has helped neuropathy patients reduce or eliminate their use of drugs to manage pain by tackling symptoms at the source. MLS Laser Therapy can help improve the regeneration of injured peripheral nerves while decreasing the inflammation associated with the progression of neuropathy.

Furthermore, due to the laser's ability to promote tissue regeneration by stimulating fibroblast development, she has found great success in healing some of the most difficult cases of diabetic ulcers.

"I can confidently say that I've helped many neuropathy patients avoid amputations with the laser," enthuses Dr. Carlucci.

For some conditions, such as neuromas, plantar fasciitis, and tenosynovitis, laser therapy can significantly reduce the need for surgical intervention due to its lasting effect on inflammation. Since adopting MLS Laser Therapy, Dr. Carlucci reports doing far fewer surgical procedures for these conditions.

"I haven't needed to perform surgery for tenosynovitis since adding the laser," explains Dr. Carlucci. "Laser therapy combined with muscle stim reduces the inflamed tendon lining."

Dr. Carlucci has taken note of the increasing demand for conservative care options, especially among younger patients. The majority of her patients are openminded to laser therapy sessions, especially those with difficult-to-treat conditions that have not responded well to surgical approaches in the past.

"Overall, the response is positive. Some patients are skeptical, but by the third treatment they love the laser," explains Dr. Carlucci. "They see the difference it's making."

When surgery is necessary, Dr. Carlucci uses MLS Laser Therapy as a part of her post-surgical care plans to promote healing and tissue regeneration, diminish post-op swelling, improve mobility, and prevent the formation of scar tissue at the surgical site. With reduced post-surgical downtime, her patients benefit from a quicker return to normal activities.

Dr. Carlucci describes laser therapy as a win-win for podiatrists and their patients. As an advocate for the MLS Laser, she is dedicated to sharing her wealth of knowledge with her peers to help elevate podiatric care and improve patient outcomes.

For additional information on MLS Laser Therapy from Cutting Edge Laser Technologies, call 800-889-4184 x125 or visit [celasers.com](http://celasers.com).

### Helping Bunion Patients Get Back on Their Feet Faster

By Lauren Suter

Providers at the National Foot and Ankle Center are committed to helping patients enjoy pain-free and active lives by providing the most medically advanced foot and ankle care available.

With locations in Washington D.C. and Potomac, MD., their high-tech and award-winning clinics are equipped to treat a wide range of conditions with innovative techniques and technologies to help patients get back on their feet faster.

Franklin R. Polun, DPM, FACFAS, DABFAS discovered MLS® Laser Therapy when looking for solutions to overcome roadblocks in treating a variety of different pathologies. By



Dr. Polun

acting at the cellular level, MLS Laser Therapy has become a synergistic compliment to many of his existing approaches.

The M6 MLS Therapy Laser is a unique type of Class IV laser that delivers a concentrated beam of therapeutic light energy into the tissue to relieve pain, reduce inflammation, and accelerate the body's natural healing process.

**"Cutting Edge Lasers** has helped me implement different treatment plans and different treatment models on my patients to get the best outcomes for them," explains Dr. Polun. Among these different models is a new approach to bunion correction.

Specially trained in the Lapiplasty® 3D bunion correction procedure, Dr. Polun is one of few surgeons in the Washington D.C. area that have successfully completed over 200 procedures of its kind. By incorporating MLS Laser Therapy into his postoperative care, Dr. Polun further innovated this approach to reduce pain and shorten recovery time.

The Lapiplasty® procedure offers a three-dimensional solution to bunion correction by restoring the metatarsal alignment in all three planes. The joint is secured with titanium plates to reliably address the unstable foundation and reduce the risk of recurrence.

As a part of his postoperative care plan, patients receive 1 to 2 laser therapy sessions per week for a total of 6 treatment sessions.

MLS Laser Therapy is a non-invasive and pain-free experience with no known side effects. The therapeutic laser energy does not generate heat, allowing it to be safely administered over the titanium plates and screws used in the Lapiplasty® procedure.

"It's not just about what happens on the operating room



table, it's what you do afterward to help them recover," Dr. Polun shares his motto.

While the average Lapiplasty® patient is non-weight bearing for 2 weeks post-surgery, those who undergo post-operative MLS Laser Therapy treatments at the National Foot and Ankle Center cut that time in half.

By reducing pain and post-surgical swelling, MLS Laser Therapy helps improve function and mobility. This enables the patient to begin physical therapy sooner, excel at their rehabilitation plan, and return to normal activities faster.

"Physical therapy providers are always blown away," Dr. Polun exclaims. "They know it's because of the laser."

In addition to improving and accelerating post-surgical healing, providers at the National Foot and Ankle Center offer MLS Laser Therapy to help manage sprains and strains, musculoskeletal pain, degenerative joint conditions, ligament and tendon injuries, and some neurological issues, including neuropathy.

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**MLS Laser Therapy has become  
a synergistic compliment to many  
of Dr. Polun's existing approaches.**

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"Whether I'm treating an acute problem, chronic problem, a neuropathic problem, or a post-surgical problem—all of these problems that we treat on a day-to-day basis with our patients—laser therapy can help them get better outcomes and a faster recovery. And that's what patients want: a faster recovery!"

Dr. Polun takes time to educate his patients about laser therapy. Many are eager to add it to their comprehensive care plan despite knowing it is not covered by insurance. Others may need time to consider the option but ultimately decide that the out-of-pocket expense is worth a more comfortable and quicker recovery.

Patients are actively seeking providers with advanced and effective procedures. Dr. Polun finds that many of his patients do extensive research before stepping into his practice. Some are even traveling from out of town to seek the acclaimed care offered at the National Foot and Ankle Center.

*For more information on how MLS Laser Therapy from Cutting Edge Laser Technologies can improve patient care at your practice, call 800.889.4184 or visit [celasers.com/podiatrymanagement](http://celasers.com/podiatrymanagement).*

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## Exceeding Expectations for Patients with Peripheral Neuropathy

By Lauren Suter

**Paul Ross, DPM** is an award-winning podiatrist and Diplomate of the American Board of Podiatric Surgery. His practice, The Podiatry Center with locations in Bethesda, Maryland and Springfield, Virginia, has relieved foot and ankle pain in over 250,000 patients, and Dr. Ross credits his success rate to the leading technologies and techniques used at each location, particularly those applying non or minimally-invasive procedures.

Dr. Ross and his team are committed to staying at the



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**By addressing metabolic deficiencies associated with neuropathy, EB-N6DR works synergistically with MLS Laser Therapy to ease pain and inflammation.**

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forefront of podiatric innovation and technology. This commitment led to his decision to incorporate the **Multiwave Locked System® (MLS) Laser Therapy** into his practice to offer patients a drug-free, non-invasive solution for pain management.

MLS Laser Therapy uses a patented emission system to deliver a concentrated beam of light energy to the tissue. A continuous 808nm wavelength promotes blood flow and lymphatic drainage to reduce inflammation. At the same time, a pulsed 905nm wavelength induces analgesia through the production of painkilling chemicals, including endorphins and enkephalin.

When Dr. Ross first added MLS Laser Therapy to his practice, he began offering it to patients with chronic pain, including plantar fasciitis, Achilles' tendonitis, and arthritic pain, as well as some post-operative patients. As Dr. Ross and his staff grew more comfortable with the technology, they began offering it for a broader range of conditions. Since then, it has become his first option for various sorts of pain and inflammation.

Most recently, Dr. Ross began offering this service to treat more challenging conditions including peripheral neuropathy. With support and training from his Cutting Edge representative, Dr. Ross established a laser therapy protocol for his neuropathy cases. The typical treatment package offered to these patients includes 12 laser therapy sessions over a 6-week period, then 1 maintenance session per month for 12 months afterward.

Dr. Ross and his neuropathy patients saw exceptionally positive results with this laser therapy protocol. However, these results improved further when Dr. Ross started pairing MLS Laser Therapy treatments with the EB-N6<sup>DR</sup> medical food from EBM Medical.

EB-N6<sup>DR</sup> is specially formulated to meet the distinctive nutritional requirements to manage symptoms of neuropathy and help prevent further damage from occurring. With L-methylfolate calcium, alpha lipoic acid, and Vitamins B1, B6, and B12, the EB-N6<sup>DR</sup> medical food supports essential body functions, including:

- Improving blood flow
- Decreasing inflammation around the nerves
- Eliminating toxins that damage the nerve
- Improving peripheral nerve repair by protecting the myelin sheath

By addressing metabolic deficiencies associated with neuropathy, EB-N6<sup>DR</sup> works synergistically with MLS Laser Therapy to ease pain and inflammation. With cumulative treatments, MLS Laser Therapy has an immediate effect to reduce symptoms. On the other hand, EB-N6<sup>DR</sup> supports nervous system health overtime and may take 3 to 6 months to repair the myelin sheath.

Dr. Ross is confident that this approach can help his patients and, when offering it as a solution, often uses previous cases to explain the possible outcomes that each patient could experience. Neuropathy patients at The Podiatry Center have been openminded to this combination of approaches and eager to experience the benefits.

"MLS Laser Therapy is a game changer. It's led to a paradigm shift at my practice," explained Dr. Ross when discussing laser therapy as an adjunctive service.

In addition to medical foods, Dr. Ross and his team have found success in pairing MLS Laser Therapy with other methods and approaches at his practice, including platelet-rich plasma therapy, amniotic injections, and other therapeutic technologies. All these methods have unique benefits and complement one another to expedite results.

With a comprehensive suite of state-of-the-art equipment at his practice, Dr. Ross is able to offer personalized treatment plans for each patient to relieve them of their pain. MLS Laser Therapy is helping Dr. Ross continue to fulfill his mission of exceeding patient expectations with solutions that can help patients minimize their intake of pharmaceuticals and possibly avoid surgery.

*For more information on how your patients could benefit from MLS Laser Therapy from Cutting Edge Laser Technologies, call 800.889.4184 or visit [www.celasers.com/medical](http://www.celasers.com/medical).*

### Innovating Post-Operative Care with MLS® Laser Therapy

By Lauren Suter

With almost 30 years of experience, Dr. Daniel Shanahan, DPM, FACFAS is committed to providing comprehensive care to help his patients get back to a normal life as soon as possible. To accomplish this goal, Dr. Shanahan takes a tech-savvy approach to podiatry and leverages technology with innovative treatment methods to provide the highest standard of care.

Dr. Shanahan's initial impression of therapy lasers was less than stellar after hearing stories of low-level laser therapy (LLLT) patients experiencing limited results. However, his perception of lasers changed when a colleague introduced him to MLS® Laser Therapy from **Cutting Edge Laser Technologies**.

MLS is a unique type of Class 4 laser that utilizes a pat-



patients. "This procedure inherently may have a lot of pain and swelling. Since adding in the MLS therapy, this has absolutely squashed so much of that so patients are much more comfortable and their end healing results look incredible."

He has also seen fantastic results by pairing MLS with procedures to repair Achilles tendon ruptures. He cited one of his current patients who is returning to normal activities, such as riding a bike, within three months after his surgery for a major rupture.

To achieve these results, Lakes Foot and Ankle offers six 15 to 20-minute MLS sessions over a span of two weeks post-operation. After the sixth session, the patient's progress is evaluated to determine if additional treatments are necessary to achieve desired results.

Dr. Shanahan also offers MLS pre-operation so patients can live more comfortably with reduced symptoms until they undergo surgery.

For some conditions, such as plantar fasciitis, MLS has almost eliminated the need for surgery. Since adopting MLS in 2016, Dr. Shanahan reports doing far fewer endoscopic fasciotomies than before. "We have become very skilled at managing heel pain. I have a very effective protocol for managing heel pain and the MLS laser has been a phenomenal addition to that."

Overall, patients at Lakes Foot and Ankle Associates have been open-minded to MLS because they are looking for natural, safer, and faster ways to get better after surgery. When proposing this treatment option, Dr. Shanahan and his staff have a streamlined process to make sure each patient gets the education that they need to make an informed decision. Utilizing staff has become their key to success when educating patients and making them feel comfortable with engaging in the MLS process.

Due to its success rate, Lakes Foot and Ankle has seen an increase in new patients for MLS Laser Therapy. "People are referring new patients left and right for laser therapy because they are seeking safer, non-invasive treatments and want to avoid the toxicity and risks of drugs. They're hearing how effective this is and how comprehensive our services are."

With MLS Laser Therapy, Lakes Foot and Ankle Associates was able leverage technology to meet patient demands for risk-free, pain-free relief of post-operative pain while also minimizing their reliance on insurance companies with a cash-based modality. *For information on how your practice can benefit from MLS Laser Therapy from Cutting Edge Laser Technologies, call 800.889.4184 or visit [www.celasers.com/medical](http://www.celasers.com/medical).*

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**"People are referring new patients left and right for laser therapy because they are seeking safer, non-invasive treatments and want to avoid the toxicity and risks of drugs."**

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ented delivery system that synchronizes dual wavelengths as well as simultaneous continuous and pulsed emissions. By doing so, MLS takes advantage of each wavelength's benefits to more effectively manage pain and inflammation associated with a wide range of conditions.

Intrigued, Dr. Shanahan began his research and soon realized how his practice, Lakes Foot and Ankle Associates in Commerce Township, Michigan, could benefit from this technology. After purchasing his laser from Cutting Edge, he hit the ground running and the laser became a huge asset to his practice by improving patient care and benefiting their bottom line.

Dr. Shanahan offers MLS to virtually all his surgical patients. "We have a protocol here where it gets presented at the pre-op visit and out of those patients that it's presented to I would easily say 9 out of 10 undergo our post-op laser program and 100% are thrilled that they did it," explains Dr. Shanahan.

Dr. Shanahan has hundreds of MLS success stories, but he is most impressed with his Lapidus bunionectomy

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### Leveraging Technology to Overcome Podiatric Market Challenges and Support Practice Growth

By Alex Ormond

Creating and sustaining a profitable podiatry practice is a challenge, often requiring a considerable investment of time and financial resources. Knowing how to allocate resources to maximize financial return and analyzing effectiveness for patients is a continuous learning cycle in today's healthcare environment.

Dr. Robert Warkala, Managing Partner of Cornerstone Foot & Ankle, meets this challenge head on by continuously innovating in terms of services offered and increased patient care. His practice, which offers a full spectrum of services from preventative care to surgery, was in a significant growth period and decided to invest in technology solutions to address some of the challenges they were facing. **MLS Laser Therapy** is one of the technologies that his practice added. As an in-demand, cash-based modality, MLS Laser Therapy can help podiatrists combat declining reimbursements and generate revenue by providing:

- A drug free, non-surgical option for pain management
- A quicker return to normal activities for surgical patients

- A differentiated treatment offering
- Increased patient satisfaction and referrals

Cornerstone Foot & Ankle's existing patient base immediately saw impacts on treatment of debilitating, chronic pain. The team was able to adopt laser protocols and successfully treat patients so quickly that they purchased a second laser after just one month. This allowed them to treat new and existing patients at multiple locations for any of the key conditions treatable by laser therapy such as:

- Plantar fasciitis
- Achilles tendonitis
- Neuropathy
- Tendon and ligament injuries
- Arthritis
- Post-op pain and inflammation

"What has surprised me the most is the immediate post-operation results. People are seeing less swelling and quicker recovery time. We are also prescribing fewer pain killers—numbers have gone way down. An operation that may have previously required 3-4 weeks of narcotics may require 1 week followed by only over-the-counter, anti-inflammatory medications making the entire process safer for patients," said Dr. Warkala.

New patients began independently seeking out Cornerstone Foot & Ankle far more often. In most cases,



Dr. Robert Warkala

the new patient base is looking for treatment of chronic conditions after visiting several doctors with no improvement. In other cases, patients are looking for a solution that allows them to avoid surgery. Their goal is simple: get back to a baseline in their lives and achieve pain-free activity.

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. "It can be frustrating to feel that we are providing excellent care year

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**"This new offering allows us to offer a high quality of care that is predictable, while increasing our bottom line."—Dr. Warkala.**

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over year, yet reimbursements are getting slashed. This new offering allows us to offer a high quality of care that is predictable, while increasing our bottom line," said Dr. Warkala.

In considering laser therapy for your practice, Dr. Warkala suggests careful thought around building an infrastructure. Doctors should consider:

- Identifying candidates by creating standards for patient screening to minimize risk and improve patient outcomes.
- Understand staffing needs and how to maintain doctor's time with a growing patient base. Cornerstone Foot & Ankle hired two laser technicians who quickly adapted and supported their doctors.
- Determine the value proposition of the laser therapy service and how you will educate patients on benefits.

With a strategic adoption internally and an immediate demand for the service, Dr. Warkala has truly seen the impact of this technology on many aspects of the practice, with the effective treatment of patients in chronic pain being the key advantage. If you're interested in growing your practice with MLS laser therapy, contact *Cutting Edge Laser Technologies* by visiting [www.CELasers.com](http://www.CELasers.com) or calling 800-889-4184.



The MLS Laser

## PROFILES IN EXCELLENCE 2018

### Providing a Customer-Focused Treatment Protocol with MLS Laser Therapy

By N. Lindquist

For Dr. Ingie El-Khashab, owner of Active Ankle & Foot Care Specialist in Tucker, GA, educating patients about their conditions to help them come to an informed decision on their treatment plan has always been top of mind. It's this mindset that prompted her to open a solo practice so she could personally see each patient and give them the one-on-one attention they deserve. Her approach to podiatric medicine allows her to provide the best treatment available for each patient and really understand their needs and concerns. It also provided her a unique opportunity to

Dr. Ingie El-Khashab  
using MLS Laser Therapy



the technology without disrupting her workflow.

#### Innovative Cash-Based Modality

It's no secret: conventional treatment options that rely on insurance deductibles have become cost-prohibitive. Many patients are unwilling or incapable of paying for surgery due to the high insurance prices. For Dr. El-Khashab, laser therapy provided a cash-based solution that allowed her patients the freedom of choice for a fraction of the price of insurance co-pays. The laser brings more cash flow to the table, without being tied up with insurance companies. The patients are willing to pay

for something that works and are happy to tell others how well laser therapy has worked for them.

#### Providing New and Innovative Treatments Is Key

Being able to offer an alternative to her patients was what initially drew Dr. El-Khashab to laser therapy. It also enabled her to take advantage of the additional benefits that came with offering a solution that was new and exciting—like garnering more interest in the treatments and

*"I chose MLS Laser Therapy because it seemed to be a good fit—something new on the horizon of technology. I researched treatment options that offered less downtime and didn't rely on insurance authorization—MLS Laser Therapy ticked all the boxes."—Dr. El-Khashab*

bring technology to the forefront of patient care with MLS Laser Therapy.

#### Laser Therapy Becoming the New Norm

It was over five years ago that Dr. El-Khashab had first looked into therapy lasers for her practice. She started her research by following industry magazines that featured lasers and attended tradeshow to see them in action. The more she looked into laser therapy, the more she realized the opportunities for application in podiatry.

But she had reservations... how was this device going to work within the practice? How would she be able to offer the laser treatments and maintain her normal schedule of patients?

That's where the Robotic M6 laser from **Cutting Edge Laser Technologies** came in—with the robotized head, she could use the preset protocols and set the laser up for her patients, go see another patient and circle back. This created an opportunity that meant she could incorporate

*"Two and half years ago I started to feel sharp pain at the bottom of my right foot around the area of the small toes. I started treatment with another podiatrist with pain killers, shoe pads, wrapping, cortisone shots and nerve-numbing shots with no relief. Finally, I came to Dr. Ingie El-Khashab, who suggested correcting the distribution of the weight with orthotics, and for immediate pain relief, to try MLS Laser Therapy. The pain level on a scale from 1-10 has come down from 8 to an occasional 1. I have to say that MLS Laser Therapy is very effective in reducing the level of pain."—M.E. (Patient of Active Ankle & Foot Care Specialists)*

## PROFILES IN EXCELLENCE 2018

### Cutting Edge *(continued)*

an uptick in referrals. Since Dr. El-Khashab is one of the few physicians in the area that offer this sort of treatment, she's made her practice unique in the eyes of her patients. The office is considered progressive and at the forefront of technology with the addition of the laser.

*"We're offering something that is painless and easy to do. Patients feel symptomatic relief by the second treatment and their return to mobility is significantly better and faster than those who opt for conventional treatments. It helps us help our patients more effectively and keeps them happier."—Dr. El-Khashab*

### MLS Laser Therapy? Never Heard of It

She describes MLS Laser Therapy to patients as a "non-painful, non-invasive treatment that requires no medications." Two wavelengths work together to deliver key outcomes: less pain and less swelling. The laser decreases inflammation and increases vascular flow—increasing the body's cellular healing—as well as targets the pain receptors to decrease pain. Treatment is dynamic—if the pain moves or changes, the laser can move with it.

There's also a significant benefit to using the laser post-operatively, so Dr. El-Khashab offers it in conjunc-

tion with surgery as a recovery package. She informs patients that it minimizes the amount of time they need to take opioids, which most patients are concerned about, and it decreases swelling significantly in just a few sessions—allowing them to get their full range of motion back sooner.

### Setting Up for Success

At the end of the day, physicians just want to see their patients happy and healthy. For Dr. El-Khashab, that means setting her patients up for success with the best personalized treatment plan. She wants them to know she's committed to their well-being and she firmly believes that MLS Laser Therapy is one of the best solutions to help them achieve their outcomes.

Interested in learning more about how MLS Laser Therapy is helping physicians improve clinical results for their post-surgical and chronic pain patients while growing their practices? Call 800.889.4184 or visit [celasers.com/profiles](http://celasers.com/profiles).

### Case Study: The Effect of a Class IV Multiwave Locked System Laser on Plantar Fasciitis

By J. Geldwert DPM and R. Minara DPM,  
The Center for Podiatric Care and Sports  
Medicine, New York, NY

#### Abstract:

Plantar fasciitis is the most common cause of heel pain and is responsible for up to 15% of all foot symptoms requiring medical care in the adult population. The MLS<sup>®</sup> Therapy Laser has been shown to be safe and effective in treatment of painful orthopedic conditions, although no randomized controlled studies have evaluated its efficacy for the treatment of chronic plantar fasciitis. The MLS Laser is a class IV laser composed of a synchronized continuous emission (808 nm) and pulsed emission (905 nm). This synchronization with a higher energy laser has been shown to have analgesic, anti-inflammatory and anti-edema effects. The purpose of this study was to determine the effects of MLS Laser Therapy on patients suffering from plantar fasciitis. Twenty subjects with at least a one-month history of plantar fasciitis

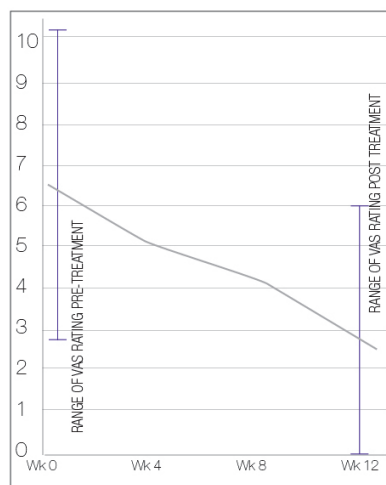


4 weeks, post-laser therapy, patient pain level decreased from an average of 6.2 on VAS (range from 3-10) to 2.6 (range of 0-6). Sixteen of twenty patients reported decrease in pain levels. Fascial thickness decreased from .48 to .43 cm as measured via ultrasound. While fascial thickness did not decrease significantly, 80% of patients reported improvement in symptoms with an average decrease in VAS of 3.6.

#### Results:

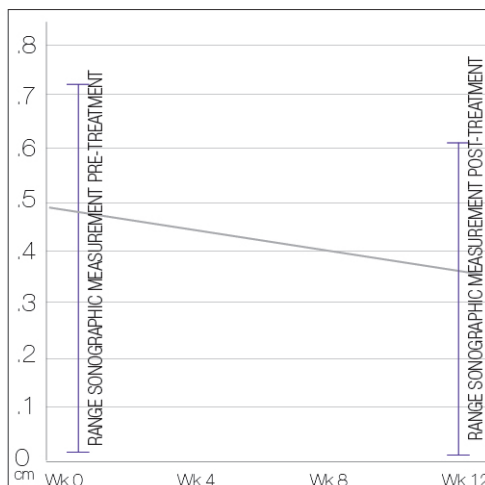
Upon completion of treatment protocols, patients were evaluated at 4, 8, and 12 weeks post-treatment. All patients were evaluated at four weeks post-treatment, while only eight were evaluated at eight weeks, and only six at twelve weeks. At each post-treatment visit, patient pain level was determined via VAS, and new ultrasound measurements of the fascia were taken. Average post-treatment VAS was 2.6 (ranging from 0-6) with a significant average decrease of 3.6 (Chart 1). Eighty percent of subjects (16/20) reported a decrease in symptoms. Average fascial sonographic measurements minimally decreased from an average of 0.48 mm to an average of 0.43 mm (Chart 2).

**Chart 1:**  
Decrease in Average VAS



were enrolled in a randomized, non-placebo controlled study. The patients' pain level on VAS and fascial thickness (as measured by sonography) were measured prior to treatment. Each patient was treated at the same location using the multi-diode handpiece at 700Hz, 218.4J three times a week for two weeks (6 treatment sessions total). Each treatment session lasted 7 minutes. Patients were then evaluated at 4, 8, and 12 weeks post-treatment. At

**Chart 2:**  
Fascial Sonographic Measurements



4 weeks, post-laser therapy, patient pain level decreased from an average of 6.2 on VAS (range from 3-10) to 2.6 (range of 0-6). Sixteen of twenty patients reported decrease in pain levels. Fascial thickness decreased from .48 to .43 cm as measured via ultrasound. While fascial thickness did not decrease significantly, 80% of patients reported improvement in symptoms with an average decrease in VAS of 3.6.

#### Conclusion:

MLS Therapy is an exciting treatment option for musculoskeletal inflammatory conditions. It is a medicine and pain-free way of treating chronic issues. This study has shown the MLS Laser to reduce the symptoms in 80% of patients suffering from

plantar fasciitis. While these results are quite promising, a blinded, placebo-controlled study needs to be performed, ideally with MLS Laser Therapy being the first treatment initiated, and patients need to be followed for a longer period of time.

*...To continue reading, download the complete case study at:*

[www.celasers.com/Plantar](http://www.celasers.com/Plantar)

### NYC Triathlon Co-Medical Director Adds Advanced Pain Management Technology to his Practice

By Meaghan O'Brien

For Dr. Josef J. Geldwert, medical director of The Center for Podiatric Care and Sports Medicine in New York, the goal is to get patients healed and back to life's activities as quickly as possible. He knows that the technology offered to patients has to address the growing demand for non-surgical alternatives to common pains. As the Co-Medical Director for the NYC Triathlon, Dr. Geldwert knows the needs and concerns of runners, triathletes, and other athletes. Here he discusses the result of his years of experience.



Dr. Josef J. Geldwert Uses MLS Laser Therapy for its strong results, painless application and short treatment times.

#### ***What was a major driver to add advanced pain management technology to your practice?***

Through extensive research, I opted to employ the use of powerful modalities to combat my patients' pain. There were many options in the field, but at the forefront of pain management advances I found the broadest range of applications available from two technologies: Extracorporeal Pulse Activation Treatment (EPAT®) Technology and the **Multiwave Locked System (MLS®) Therapy Laser**.

EPAT is the application of vibrating pulses to tensed, shortened or overstretched muscles by means of physiological pulse frequencies and low vibration amplitudes. The applicator delivers pressure waves into the painful area to gradually regenerate the damaged tissue. Alternatively, MLS Laser Therapy uses a patented synchronization of proven optimal laser wavelengths (808nm and 905nm) to favor and accelerate the body's healing processes. When the laser beam is moved over the skin, the light energy (photons) penetrates the tissue, where it interacts with various molecules (chromophores) that cause photochemical, photothermal and photomechanical effects.

#### ***How do these tools align with your practice philosophy?***

Both tools help achieve my practice goals by facilitating the healing of my patients' pain. MLS Laser Therapy is a versatile tool that offers a non-invasive, painless approach to treating most acute conditions where there is obvious swelling or discoloration. MLS Laser Therapy also effectively treats chronic conditions such as degenerative joint disease and arthritis. EPAT is often utilized when the patient has a lower pain level at the outset of treatment. After EPAT, some patients may experience pain relief soon after the treatment, while others may take up to four weeks before feeling significant relief.

#### ***What chronic conditions respond well to treatment?***

With the growing population of people over the age of 65 combating the pain and limitations of arthritis, I have seen an uptick in the number of arthritic patients receiving relief with MLS Laser Therapy, and seeing dramatic results in terms of treating the painful effects of arthritis.

We have had a 75-80% efficacy rate in successfully treating plantar fasciitis with both EPAT and MLS Laser Therapy over a 3-4 week time period; however, I prefer not to use EPAT on patients with a pain level of 6 and above on the pain scale, because there is some discomfort associated with the treatment.

#### ***Which other conditions do you find particularly responsive to these therapies?***

I utilize EPAT to treat muscle strains, calf strains and plantar fasciitis, when the patient's pain level will allow it. When a patient has pain located in prominent bony areas or extensor tendons, EPAT, even at a low level, is painful. MLS Laser Therapy, however, can be used to treat extraordinarily painful conditions where EPAT cannot be used on a patient without causing discomfort. MLS Laser Therapy is also very effective in managing neuropathy and pain associated with nerve compressions like neuromas - due to its pain-free application. Postoperatively, I use MLS Laser Therapy to increase range of motion, reduce pain, inflammation and edema at the surgical site, and greatly reduce healing time.

#### ***What contraindications do you have to be aware of?***

While EPAT is one choice for the reduction of pain, the use of anti-inflammatories or ice are contraindicated, as the therapy itself induces inflammation at the treatment site. MLS Laser Therapy has no such contraindications with supplemental therapies after a treatment. This is especially important to consider when the patient has a chronic ailment, like arthritis, when EPAT cannot be used.

#### ***When given a choice of modalities, which do patients typically choose?***

Overall, more patients who visit my practice receive MLS Laser Therapy treatments; the painless application and short treatment times are major contributing factors for this, in addition to the vast number of ailments effectively treated, quickly, non-invasively and without side effects.

For more information on Cutting Edge Lasers, call 800-889-4184 or visit [www.celasers.com](http://www.celasers.com).

### MLS® Laser Therapy as Primary Modality for Pain Relief and Post-Operative Care

**By Dr. Jeffrey Adler, DPM,  
Medical/Surgical Director of Adler  
Footcare of Greater New York, NY**

At age 15, I started working for my father as an office assistant in his podiatry practice. After seeing what he did, how he approached the profession, and the way he interacted with patients, I began to entertain the idea of becoming a podiatrist or physician. I ended up following in his footsteps, so to speak, embarking on my career as a podiatrist in 1979 and subsequently performing thousands of surgeries and owning my own practice.

Today, I am the Medical/Surgical Director and owner of Adler Footcare of Greater New York with offices in Manhattan and White Plains. I also serve as a Professor of Minimally Invasive Foot Surgery for the Academy of Ambulatory Foot and Ankle Surgeons, speak often on podiatry, and deliver workshops. These activities aid me in staying current on podiatric advances.



Dr. Jeffrey Adler, DPM

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**For each patient who comes  
in with pain, MLS Laser Therapy  
from Cutting Edge Technologies  
is our primary modality  
for expedited pain relief.**

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My father was a pioneer in minimally invasive podiatric surgery, and I have continued to innovate along that path with goals of significantly reducing recovery times and pain. There are many ways to approach a podiatry practice, and we encompass surgery, physical therapy, testing, and a range of other modalities. I can honestly say that a few years ago I could not imagine some of the advances we benefit from today, including aspects such as MLS Laser Therapy. Each year is a new, rewarding adventure in terms of capabilities.

Concerning laser therapy, my experience has been quite extensive. In the mid-1980s, I worked with gynecological lasers adapted for podiatry, as well as CO2 lasers. I learned about the Multi-wave Locked System,

or MLS, at a presentation made by a colleague, and was intrigued by the testimonials, especially those related to pain relief provided by the MLS Therapy Lasers from **Cutting Edge Laser Technologies**.

At Adler Footcare of Greater New York, we have a large pain-management surgical practice, addressing bursitis, capsulitis, plantar fasciitis, synovitis, and other conditions. Because of this, and what my research on various laser technologies uncovered, we purchased an M6 MLS Therapy Laser from Cutting Edge in 2013.

Beginning with the first treatments, we saw significant pain relief efficacy with MLS Laser Therapy. We quickly found it valuable when physical therapy or orthotics were not adequate.

Now MLS Laser Therapy is our primary modality for expedited pain relief. We often alternate the laser with other physiotherapy modalities, using ultrasound, electrical stimulation, hydrotherapy, manipulation, and massage in conjunction. If we see a patient on Wednesday and use the laser, Friday we will treat with a different technique. This alternating series will continue for several weeks, and we can then determine if the patient requires surgery.

Many of our patients have a foot deformity causing pain and problems, including ankle and rear-foot issues. We perform many surgeries. As patients approach sur-

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**I would say 95% of our patients  
were able to obtain  
about an 80% reduction in pain  
prior to surgery with  
the MLS Laser Therapy.**

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gery, we strive to get them as pain-free as possible prior to the procedure. They still have a deformity and a problem, and once you stop the physical therapy the pain is going to return because it is secondary to the deformity. We utilize MLS Laser Therapy as part of the treatment for reducing initial pain. I would say 95% of our patients

## PROFILES IN EXCELLENCE 2016

### MLS® Laser Therapy *(continued)*

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were able to obtain about an 80% reduction in pain, prior to surgery.

We also use it immediately, post-operatively, on any type of pain and swelling, and as a wound-cleansing aid. In our joint-commissioned, certified operating room we have not experienced an infection caused by us in approximately five years. We attribute this to sound infection-control practices and MLS Laser Therapy.

In terms of benefits to our practice, patients sometimes express an initial skepticism and then find the laser treatment an eye-opening experience. They transition from "You're going to shine a light on me that's going to help my pain?" to expressing great appreciation of the degree of pain relief achieved. Patients are effusive in praise of the significant pain relief that MLS Laser Therapy provides. Even when it is not covered by insurance, it becomes a must-have. And these patients are very vocal in recommending our practice and MLS Laser Therapy. Those good words are spread and create a big referral space for us.

I am a complete believer and proponent of the MLS

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Laser. I've used it on my wife, my son, and myself with positive outcomes and marked pain relief. We have MLS Therapy Lasers from Cutting Edge in both our White Plains and Midtown Manhattan offices and use them

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**These patients are  
very vocal in recommending  
our practice and MLS Laser Therapy,  
creating a big referral  
space for us.**

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daily. My direct experience with MLS Laser Therapy has proven to me that this system, offered only by Cutting Edge Laser Technologies, delivers the most versatile and valuable laser therapy available.

*For more information on MLS Laser Therapy from Cutting Edge Laser Technologies, call 800-889-4184 x400 or visit [www.CELasers.com](http://www.CELasers.com).*

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### Cutting Edge Laser Enables Patients to Return to Pain-Free Lives

**By Robert Parker, DPM, FACFAS, FAENS, FASPS of Parker Foot & Ankle, Houston, TX**

My goal is to provide my patients with the best care available. With outstanding patient care at its core, my 40-year Houston-based practice, Parker Foot & Ankle, is focused on treating and healing foot and ankle conditions so that my patients can return to the pain-free lives they want to live. Since going into private practice in 1970, I have been dedicated to being up-to-date on procedures, new findings and improvements on the way we practice medicine so that my patients receive the best possible care. I have also been actively involved in the education and training of other podiatric professionals, as the past president of the Association of Extremity Nerve Surgeons, and as an examiner and diplomate of the American Board of Podiatric Surgery and the American Board of Podiatric Medicine. Throughout my years of experience I have witnessed a notable shift from steroid-based to regenerative medicine, including laser therapy.

I was an early adopter of low-level laser therapy (LLLT), and purchased the first FDA-cleared laser about 11 years ago. I then purchased another LLLT laser and

laser in his own practice—it was something I had to see for myself. A representative from Cutting Edge was attending a meeting of the AENS and offered to demonstrate the M6 Laser on the wife of an attending doctor who was experiencing acute shoulder pain. After that first treatment, her shoulder was markedly better, and I thought, “What is this?” After a conference speaker was also treated and also reported great results, I was convinced. I purchased the fully robotic M6 MLS Therapy Laser on the spot.



I did have concerns before purchasing an M6 laser; for one, I was concerned that my patients might not want to pay for this out-of-pocket modality. However, these fears were eliminated when I found out just how versatile the M6 is, especially in cases where

traditional methods of care have not made much of an impact, or where rapid healing is crucial. For example, when used in conjunction with other regenerative thera-

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**I found out just how versatile the M6 is, especially in cases where traditional methods of care have not made much of an impact, or where rapid healing is crucial.**

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found both units to be helpful in the reduction of pain and inflammation; however, I was still open to other developing technologies that would further the standard of care that I offer each of my patients. It was my good friend, Dr. Richard Jacoby, of Valley Foot Surgeons & Laser Centers in Scottsdale, AZ, who introduced me to Cutting Edge Laser Technologies in 2010 at a meeting of the Association of Extremity Nerve Surgeons.

Dr. Jacoby had so many good things to say about the ease of use and immeasurable benefits he'd seen from having the patented Multi-Wave Locked System (MLS)

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**Once the treatment area and protocol have been set on the laser, the M6 will deliver the correct dosage to each area of treatment, without oversight, for the 8-10 minute treatment time.**

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pies, the MLS Therapy Laser vastly improves the outcome from Achilles tendon repair. It is truly remarkable.

I was already using cold lasers in my practice, but they lacked the unassisted feature of the Robotic M6 which allows me, my nurses and my staff to safely and effectively administer laser treatment without direct hands-on attention. Once the treatment area and protocol have been set on the laser, the M6 will deliver the correct dosage to each area of treatment, without oversight, for the 8-10 minute treatment time. That is a critical feature, especially in a busy practice. And my staff loves the M6—after I determine the diagnosis and treatment plan, my patients are treated by my nurses and staff, who consistently report that the patients are absolutely improving with this treatment.

MLS Laser therapy is also used to alleviate post-operative stiffness—soon after treatment, patients can move

## PROFILES IN EXCELLENCE 2014

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### Cutting Edge

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without pain and possess a better range of motion. Almost all of my post-op patients get laser treatment and heal faster; an incision site that is 6 weeks post-op looks more like a 6 month post-op site. I will often prescribe MLS Laser Therapy in conjunction with various amniotherapies to treat conditions that are long standing, such as Achilles tendinosis, damage to the fascia, and recalcitrant heel pain.

The M6 is a great adjunct with other regenerative medicine treatments, such as platelet-rich plasma and amniotherapies, because the synchronized dual wavelength system works with these modalities to trigger growth factors by increasing mitochondrial activity and nitric oxide transcription, while reducing the reactive oxygen species which are so damaging to life. The M6 is a phenomenal

instrument. With MLS, the healing process is very much enhanced.

When asked if I would recommend this technology to my colleagues, my answer is NO, I wouldn't. I want to be the only one out there with this laser! Truthfully, at this point, I can't imagine not having the M6 MLS Therapy Laser in my practice. On average, patients who are being treated with MLS are experiencing over 85-90% improvement in their condition. I am grateful to have this technology that I can share with my patients—it is truly ahead of conventional modalities, it closely follows the shift from steroid-based to regenerative medical practices, and most importantly it helps me to fulfill my commitment to providing my patients with the best care possible.

For more information on MLS Laser Therapy from Cutting Edge Laser Technologies, call 800-889-4184, visit [www.CELasers.com](http://www.CELasers.com).



### Getting My Patients Back in the Game with MLS Laser Therapy

**By Josef J. Geldwert, DPM of The Center for Podiatric Care and Sports Medicine, New York, NY**

I have joined my passion for sports with a genuine concern for the health of the foot and ankle for over forty years. After receiving my undergraduate degree at Yeshiva University, I was convinced by a colleague that podiatry would be an ideal field for me, as it would give me the opportunity to address the specific needs of athletes. I know, as an athlete myself, that when you are injured the first priority is to get back in shape as quickly and safely as possible; however, injuries caused by over-use and trauma have a tendency to heal slowly—and often incompletely. Heading a large sports medicine practice in Manhattan, I see patients from around the world—many, but not all of them, athletes—and the challenge is always the same—to get each one back to the activities that enrich their lives.

I have long been aware of the science behind laser therapy, have had the chance to work with Russian orthopedic surgeons who use dual wave lasers in their sports medicine practices, and have seen the effectiveness of the modality. When I was approached by a **Cutting Edge Laser Technologies** representative to arrange for a demonstration of their lasers, I was curious to see how their Multi-Wave Locked System technology would stack up with what I already knew about the modality. I treated about eight of my patients during the initial demonstration, for a wide variety of conditions, and saw a dramatic response. For some the positive response was tangible and almost instantaneous. I moved forward with a follow-up demonstration with the representative and saw further evidence that this technology was something that I wanted in my arsenal of podiatric tools. My patients love that the treatments are quick, but they mostly appreciate that there is no pain associated with the treatment, and for some, the relief from pain is almost immediate.

Before purchasing the M6 MLS Therapy Laser, I read a great deal of the clinical and scientific studies provided to me by Cutting Edge. I was fully convinced that this technology was safe and effective, and ultimately right for my practice. The M6, with its robotic features was my first choice because, as is the case with any busy practice, time is of the essence and the M6 allows me to program the laser so that the treatment will be safely performed without direct hands-on attention.



Discovering new applications for MLS Laser Therapy has continued to surprise me. I have successfully treated pain and inflammation associated with plantar fasciitis, Achilles tendonitis, Posterior tibial tendonitis, peroneal tendonitis, over-use injuries, ankle sprains and fractures. Personally, I use it on myself to relieve some of the stiffness I experience while training, and any other aches and pains that we all endure. In some of our older patients who have arthritis we're finding that MLS is working extremely well to help remove some of the symptoms associated with degenerative joint disease—especially in the mid-foot.

Another area where M6 stands out for me is in the treatment of acute injuries, such as acute ankle sprains, where the ankle is very swollen. This is a great modality to use in those cases because it is pain free and quickly reduces the swelling. I have even treated patients with fractures to reduce the swelling caused as result of the break.

When used in conjunction with other traditional treatment modalities such as E-Pat, MLS Laser Therapy is a great complement that can reduce pain and inflammation while it speeds healing. I have also found that there are applications where MLS can be used effectively and painlessly while traditional treatments could cause the patient considerable discomfort. Specifically when the problem area is over the bony prominences of the foot—as in insertion tendinopathy where the Achilles tendon attaches

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**In the 20 months since  
I integrated the M6 into my practice,  
I have seen the laser perform with an  
85-90% efficacy rate in terms of  
improving patients' conditions.**

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## PROFILES **IN EXCELLENCE**

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### MLS Laser Therapy

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to the back of the heel—the acoustic sound waves in some traditional treatments can be very uncomfortable.

MLS Laser Therapy is also crucial for patients with problems related to post surgical range of motion impairment. I use the laser over post surgical sites and joint areas to get the patient more comfortably mobilized so that we can work on range of motion exercises, with the ultimate goal of getting them up and moving again. In the 20 months since I integrated the M6 into my practice, I have seen the laser perform with an 85-90% efficacy rate in terms of improving patients' conditions.

MLS Laser Therapy has given me another modality that I can recommend to my patients, many of whom have sought treatment elsewhere and not had satisfying resolutions. It is important for my practice to have a lot of options to offer our patients, and MLS is a treatment modality that I am confident will get my patients back in the game.

For more information on MLS Laser Therapy from Cutting Edge Laser Technologies, call 800-889-4184, visit [www.CELasers.com](http://www.CELasers.com).

### A New Type of Practice: Combining Traditional Podiatric Treatments with Laser Technologies



Dr. Morris

**By Jason Morris, DPM, of Primera Podiatry, Laser & Foot Spa in Atlanta, GA**

I first went into private practice in 2005, but quickly burned out on the traditional medical practice model and its reliance on insurance to approve traditional and alternative procedures. I envisioned a new type of practice, one that offered the very best medical, aesthetic and therapy care available. In January of 2012, Primera Podiatry, Laser and Foot Spa became the reality derived from that vision, combining traditional podiatric treatments, a medical foot spa, and laser technologies.

Before opening Primera, I had been aware of the use of MLS laser technology in the veterinary field and was intrigued when I saw an ad for an MLS laser designed to treat pain, inflammation, and a host of difficult to alleviate podiatric conditions. Though I was already using a 5-in-1 laser for aesthetic treatments as well as for onychomycosis, I did not have any experience using an MLS laser for therapeutic applications. Naturally, my practice treats a diverse range of ailments, including plantar fasciitis, bursitis, arthritis, and various forms of tendonitis. I was fascinated by the possibility of being able to use MLS laser therapy to treat all of these conditions, and scores more, non-invasively, without the use of medications, or even causing patient discomfort. After consulting a highly respected colleague who runs an extensive laser center in another state, I was spurred on by his high praise for the technology. I delved into any available information to determine the efficacy of laser therapy treatment. Ultimately, I was assured that MLS laser therapy is a huge benefit to the industry and my practice after seeing the laser in use and observing the positive effects it had on my patients.

The value of the technology was demonstrated for me when a few patients were treated at my office by a visiting **Cutting Edge Laser Technologies** representative with the MLS therapeutic laser. An office administrator was treated for a painful condition resulting from an injury sustained in a car accident. She reported that her pain was significantly better after just one treatment, and made appointments for follow-up visits. A nurse who had long suffered with tendonitis reported that she was feeling significantly better the day following treatment. All the patients treated

saw improvement from the MLS therapy laser. I was completely convinced of the efficacy of MLS laser therapy to alternatively treat obstinate conditions, including Achilles tendonitis. Without the use of prescription medication, painful injections, or months of waiting to see results, MLS laser therapy brings rapid relief by reducing inflammation and significantly diminishing pain within three treatments.



Before adding an MLS therapy laser to my practice, I did have concerns about the laser not working up to my expectations. I was also concerned that if the patients didn't see improvement quickly, they would decline further treatments. After seeing the technology in practice my concerns were abated. Any concerns about the profitability of the laser were also quickly alleviated as patients were treated, saw continued dramatic results and began referring friends and family to my office. Patients love that laser therapy is a painless treatment, without the discomfort and inconvenience of many traditional therapies such as NSAIDs, painful shots, and medications that can have deleterious effects and still not alleviate the pain.

I wanted the best and newest features available in a therapy laser and was especially interested in the robotic features of the M6. The M6 allows me to program the laser so that the treatment will be safely performed without direct hands-on attention. I have used my M6 laser to treat a variety of ailments, including plantar fasciitis, bursitis, knee pain, and difficult to treat Achilles tendonitis. In fact,

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**MLS laser therapy brings rapid relief by reducing inflammation and significantly diminishing pain within three treatments.**

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In fact,

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### A New Type of Practice

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out of the 40 to 50 patients I have treated with the laser, only one patient did not report positive results. Her case was somewhat unique as she had a 4-5 year history of plantar fasciitis, had seen up to 5 doctors before me, and she only agreed to three MLS therapy treatments instead of the full 6-10 treatments I had recommended.

The use of MLS laser therapy has afforded me the opportunity to treat some incredibly complicated cases with amazing results. Recently a nurse came into the office after spraining her ankle stepping off a curb the previous day. The ankle was badly swollen, and my nurse took X-rays which showed no fractures. The strain was sustained in the peroneal tendon which can be difficult to treat using traditional modalities and could take weeks to heal. The patient has two small children and of course

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could not afford to be immobilized for too long. She opted for MLS laser therapy in the hopes that her recovery time would be shortened. Only 2 days after her first treatment, all of the bruising and swelling had abated, and she reported a 70% reduction in pain; she was effectively well again within about a week. In truth, it was the fastest I have seen an injury improve with any treatment modalities. She had this to say about her experience with MLS therapy and Primera Podiatry:

*"Being a nurse I have high expectations when it comes to medical care. The entire Primera Podiatry staff was courteous and prompt and their state-of-the-art technology provides patients with an experience unlike any other. I injured my foot and called Primera the following morning. I was able to get a same day appointment and a treatment plan was established that day which included Primera's MLS Robotic Laser therapy. The morning after the first treatment, the intense bruising and large hematoma miraculously disappeared from my foot. A couple of days later*

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*after treatment two, I could comfortably put on a shoe. Within three treatments, I was walking almost normally again. The MLS laser treatment is worth every penny and all without prescription medications or a lengthy recovery time."*

Megan, Atlanta GA

Another patient had been seeking treatment for nerve entrapment in the medial calcaneal branch of her right foot. The pain had brought her life to a halt. After two and a half years of trying traditional modalities such as nerve blocks, cortisone shots, and even travelling out of state to consult a nerve specialist, she called my office. After discussing her options, she was willing to try MLS laser therapy for a full 6-10 treatment program though she understood that success was not guaranteed. After her first session she was feeling results, and after five treatments she reports an 80% improvement. To date, MLS therapy is the only modality to give her relief.

I believe that MLS laser therapy is an incredible benefit to both my patients and to my practice. It is exciting to be able to offer my patients a modality that is proven time and again to produce significant and powerful results. I am 100% satisfied with my MLS therapy laser, and look forward to adding more lasers to my practice. I feel strongly that as the technology becomes known as a fast, painless, and effective modality,

MLS laser therapy will be recognized by more and more physicians as a versatile treatment modality.

For more information on MLS Laser Therapy from Cutting Edge Laser Technologies, call 800-889-4184, visit [www.CELasers.com](http://www.CELasers.com).

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### Davis Foot & Ankle Center's Tracy L Basso, DPM on MLS® Laser Therapy

For the last eighteen months in my practice, I have been utilizing a new technology that has provided extensive benefits to my patients, and in turn, to my practice. In January of last year, I obtained an **MLS Therapy Laser** provided by **Cutting Edge Laser Technologies**. The laser is designed to provide relief of pain and inflammation, and thus can be used to treat an array of conditions.

Initially, I was not particularly looking for new technology. The demo for the laser occurred quite serendipitously. At first quite skeptical, I put the laser to the test, since this was supposed to treat painful and inflammatory conditions, as opposed to onychomycosis. I contacted some of the toughest patients that we had in the practice over the preceding year. These were patients that did not respond to the traditional approach to their pathology. The types of pathology included intractable heel pain syndrome, plantar fasciitis, neuritis, metatarsalgia, posterior tibial tendon dysfunction, rheumatoid arthritis, and neuroma.

One lady had a very complex rearfoot and heel pain status post ankle fracture that went on to osteomyelitis, then to ankle fusion in a plantarflexed position. We were the fifth or sixth doctor on the list, and this is the type of patient who would come to the office in tears. After treatments with the MLS Therapy Laser, she was one of several patients who reported dramatic



results. In her case, she was pain-free after three treatments. I had not had one occasion prior where she reported reduction of pain on this scale, and I had tried everything for her, short of re-operating on the ankle.

Obviously, from a business perspective, I was very interested in adding a piece of equipment only if it was going to add a complementary treatment to what we already provided. I did not want something that I felt I needed to push, but rather that could be easily integrated into patient care.

I treated eighteen patients during the demo, and be-

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**After treatments with the MLS Therapy Laser, she was one of several patients that reported dramatic results**

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cause it was the holiday season, I was able to work it out so we could treat the patients multiple times, not just once. I really tested the product.

I was surprised to see how well the patients responded. Virtually all of them reported improvement. Some reported dramatic improvement. These were some of the toughest cases we had seen in the practice. The clinical results really cinched the deal for me.

Now having utilized this laser in my practice for over a year, there has been consistent response to the treatment. The patients regularly report significant improvement.

A very big concern was patient acceptance and their willingness to pay out of pocket. But we have seen very little pushback. Patients accept this modality and even request it.

I have found that we can treat a wide variety of conditions and I use it for anything related to pain and inflammation. Neuropathy patients in particular respond very nicely to this treatment.

We had a very interesting case this last year. The laser safety officer for UC Davis Medical School came in as a patient. He had pain related to subtalar arthrosis following an old calcaneal fracture. He was thinking he needed new orthotics and a cortisone injection. I presented the laser to him instead of the injection, and



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### MLS Laser Therapy

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we updated his orthotics. Six treatments with the laser cured his pain. He subsequently received the new orthotics. At

the end of last year he continued to remain pain-free.

MLS Laser Therapy is a wonderful alternative to traditional cortisone injections and oral anti-inflammatory medications. I present all options to the patient and they decide what is best for them. The patients tend to opt for the laser as an alternative to injections and pills.

The beauty of the MLS Laser is that it can be performed unattended and is completely safe. There isn't potential to injure the patient during a treatment.

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I have treated neuropathy, Morton's neuroma, metatarsalgia, hallux limitus, pain from rheumatoid arthritis, tendonopathies, posterior tibial tendon dysfunction, synovitis, achilles tendonosis, plantar fasciitis, post operative edema and pain, ankle pain, and even some ulcers. We have even shrunk a couple of ganglions with the laser.

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**The beauty of the MLS Laser is that it  
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The laser integrates into a total care plan for the patient and gives me an exceptional tool to reduce pain and inflammation as an alternative to traditional cortisone injections and NSAID therapy. It is a great tool and resource for myself, my staff, and my patients.

For more information on the Cutting Edge Laser, call 800-889-4184, visit [www.CELasers.com](http://www.CELasers.com).

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