

Frequently Asked Questions for Healthcare Professionals

Why Should I Add High Intensity Laser Therapy to My Practice?

High Intensity Laser Therapy (Photobiomodulation) is recognized by the FDA as a safe and effective treatment for a multitude of conditions and injuries no matter acute or chronic. Unlike injections and prescription medications which usually just mask the symptoms and do nothing to actually treat and enact the body's own healing mechanisms of action to repair the injury. Technologically advanced, cutting edge High Intensity laser photon therapy solutions address numerous maladies afflicting people across numerous countries and patient demographics.

Berman Medical Lasers are FDA Cleared medical devices which range from Class 3,3b and Class 4 (IV). Our suite of lasers are designed, tested and emit laser photon energy which quickly floods damaged inflamed tissues and cells with **light photons**, naturally energizing cells, promoting **1.** immediate increased vasodilation/ blood flow, **2.** increased synthesis of **ATP, RNA and DNA**, **3.** increased tissue oxygenation and nutrition, **4.** increased rate of tissue, nerve and cell regeneration, **5.** increased lymphatic drainage, vasodilation, nutrient transport, **6.** increased range of motion.

As well as pain reduction chemicals such as **endorphins** and **enkephalins** from the brain and adrenal glands. Results include but are not limited to **Increased Angiogenesis, Enhanced superoxide dismutase (SOD) levels, Enhanced lymphocyte response, reduction in interleukin 1, vastly improved ROM** and more promoting faster **recovery of damaged cells** and pain relief with a cascade of healing mechanisms of action the body naturally employs without the use of drugs or invasive procedures.

Is High Intensity Laser Therapy Safe for My Patients?

Injections and surgery may be painful, a large source of anxiety for the patient, require long periods of recovery time and usually physical therapy in some other facility and not yours. Relief from injections for the most part only lasts for short periods of time if at all, while surgery has numerous undesired side effects of its own like scar tissue which could in many instances bring about additional discomfort over and above the initial circumstance. In great contrast High Intensity Laser Therapy is non-invasive, has zero recovery time, zero side effects and frankly feels soothing and terrific. Patients routinely have a 90% reduction of pain and inflammation with a dramatic increase in Range of Motion. Treatments are completely safe, and can be administered to almost every patient in a relatively short period of time with dramatic sustained results. Laser therapy is a form of Physical Therapy to keep your patients in your own office.

What Is the Difference Between High Intensity Laser Therapy and Other Therapy Lasers?

In contrast to Class 1, 2, and some class 3 low level lasers (LLLT) with low power from 1–500 milliwatts (0.5 Watts) resulting in limited rather small dosage levels. Each Class 4 (IV) Berman Medical Laser is rated with the CDRH division of the FDA and incorporates cutting edge technologically advanced innovative High Intensity laser light photon solutions technologies that are upwards of 1,200 times more powerful.

Berman Medical has been utilizing and applying laser photon energy technology for 15+ years. Our experience has found that higher power culminating in larger dosage levels, in a shorter period of treatment time combined with technologically advanced features of our lasers provide a

greater amount of treatment options promulgating increased and sustained positive outcomes. This is why **Berman Medical Lasers** are providing power levels of .5 - 60.0 Watts Continuous Wave/Pulsed modulations utilizing German made 70-watt diodes to ensure sustained and prolonged use of our lasers without degrading the most critical and crucial part of the laser device, the diode. Higher powers, in combination with clinically and in-the-field tested wavelengths, our suite of laser beam aperture size and treatment techniques enable physicians, clinician (s), technician (s) to adroitly, safely and effectively administer/deliver significantly higher joules per cm² dosage levels which are paramount to positive sustained outcomes.

Berman Medical Lasers vastly enhanced capabilities which emit higher photon energy penetrating deeper into the cellular tissue, providing patients better, longer-lasting sustained positive clinical outcomes.

End Result.... Patient Satisfaction. Patient Problem Resolution. Patient Referrals.

Which Berman Medical Laser is Best for My Practice?

Berman Medical Lasers is an International manufacturer which design and implements a suite of cutting edge, technologically advanced innovative clinically and in-the-field tested wavelengths combined with various laser beam aperture size High Intensity laser light photon solutions to address a myriad of maladies afflicting vast amounts of people across numerous countries and patient demographics.

Berman Medical Lasers strive to consistently provide the best sustained outcomes through our suite of varying power, wavelengths, and mode of photon application lasers coupled with their extraordinary performance abilities across numerous patient demographics and physician disciplines.

All of our lasers come with larger German Made Diodes which affords us the ability to adjust the power setting to meet your current budget. Therefore, when you're ready a quick conveyance of a code from us and your laser will begin to emit a higher power. Higher power equals deeper penetration and faster treatment times. Therefore, if you desire to start with a less expensive slightly lower power laser, you will always have the ability to upgrade with a simple code conveyed to you by **Berman Medical Lasers**. This protects your investment so you won't ever outgrow your laser.

Can Any Health Care Practice Add High Intensity Laser Therapy?

Each state has specific regulations regarding the use of Class IV therapy lasers within their respective state coupled with the type of practice and its respective scope of practice. In general, most states permit any licensed health care professional to own and operate a FDA cleared Class IV therapy laser. Please Check with your particular state board for current regulations regarding laser therapy.

Who Can Administer the High Intensity Laser Therapy Treatments in My Practice?

Administering High Intensity Laser Therapy does not require college degrees or advanced training. Every practice can appoint one or more staff members to be trained specifically on the proper and safe use of the laser. **Berman Medical Lasers** will train and re-train any and all your employ as often as needed. These individuals can participate in a variety of training methods and programs to become proficient in administering the High Intensity Laser Therapy treatments.

What Training is provided and is it ongoing?

Berman Medical Lasers provides training through on-site live interaction with you and your staff, printed guides, videos, online courses, FaceTime and Skype training are always available and we encourage you and your staff to utilize these state-of-the-art live instant accesses to us technology for any and all questions. We prefer to interact with you as often as you and your staff need us. We offer telemedicine conferences as well. Onsite training is what we prefer, so you and your staff are properly trained and your questions answered. We regularly have High Intensity Laser Therapy seminars and workshops that are scheduled throughout the year in various locations.

How Long Does It Take to Get Started?

High Intensity Laser Therapy can be started the first day your laser arrives. After installation, set up and initial training, which may take from 1–3 hours, patients can start receiving treatments in your office that same day. We encourage you to treat patients while we are with you in your office to ensure we answer all of your questions and you and your staff are comfortable with the laser. We additionally encourage your staff to practice on themselves and each other. Your staff will be able to convey to your patients how well the treatments worked on themselves while further encouraging your patients to acquire a package of treatments based partially on your staffs results.

What Patient Marketing is Provided?

Patient Marketing is key to letting current and prospective patients know about your new laser therapy service. Berman Medical Lasers provides a number of marketing items that are uniquely customized if so desired with your practice contact information. Our complimentary Marketing Support includes but is not limited to posters, brochures, press release, by-line articles, newsletter, blog posts, website materials, videos, letters to doctors in the area and more. We desire to work with you to maximize your office revenue. In addition, we provide you Marketing and Practice Management articles published in leading industry magazines.

Marketing Support is included in the cost of the laser you acquire. We will help with external marketing to reach your future patients as well as internal marketing to reach current patients.

We do not charge for brainstorming, designing ads, posters or handouts, customizing brochures or post cards. We do not charge now, or two years from now!

What Financial Options are available to me for the Purchase of my Laser?

Berman Medical Lasers accepts many types of payments including checks, bank wire transfer and credit cards. Berman Medical Lasers is also an approved vendor with a number of financial institutions that include banks and leasing companies. There are programs in place for practices with excellent credit (A, B, C) and also poor credit (D).

Does the Laser Qualify for IRS Section 179 Tax Incentive?

Yes, Berman Medical Lasers qualify under the IRS Section 179 tax incentive program of the Internal Revenue Code which lays out the rules for deducting capital equipment such as lasers from your taxes. The program is an incentive created by the U.S. Government. This lowers the true cost of purchasing the laser upwards of 35% and provides an even faster rate of Return on Investment (ROI) for your practice. We recommend you speak with your local tax advisor or visit IRS.org for complete details.

What is the Warranty?

Berman Medical Lasers High Intensity Therapy Laser are protected by a 5-year warranty. Additional years of warranty coverage are available. Each laser model has been designed to offer

multiple years of successful sustained use and operations for your practice. We also provide a loaner laser if your laser ever needs repair.

Will Insurance cover Laser Therapy Treatments?

Some insurance companies may cover the cost of treatments, but require extensive documentation showing the improvements gained from the High Intensity Laser Therapy treatments and may offer only very low reimbursement rates. Many practices elect to use this as a cash modality service and avoid all the costs and delays of insurance billing. Since High Intensity Laser Therapy treatments can be physically felt (soothing warmth) and the results are rapid, patients are more than willing to pay cash for the treatments.

Who and What types of Physicians and Practices are Utilizing Laser Therapy?

Physicians & Healthcare professionals from all specialties have successfully added High Intensity Laser Therapy to their practice, including but not limited to: **sports medicine, pain medicine (MD, DO), physical therapists (PT), chiropractors (DC) and athletic trainers**. Additional practices include **podiatrists (DPM), massage therapists, acupuncturists and veterinarians (DVM)**. Our lasers can be found in most states of the USA, and also a growing number of countries around the world.

What should I discuss with a patient before treatment?

- Expected number of treatments (acute vs chronic)
- Duration of each treatment
- Treatment area (proximal and distal of the injured tissue)
- Expected improvement of condition(s)
- Potential side effects
- Thermal effect of the laser (if any) and any sensations patients may feel
- Sounds the laser may make
- Working with staff
- Insurance versus cash payment

What are the Contraindications?

- Eye exposure
- Over cancer or tumor
- Through clothing
- Over gravid uterus
- Over thyroid

Can you treat over metal implants?

Lasers do not penetrate metal and metals do not absorb therapeutic lasers. Therefore, they are safe over metal implants and associated hardware.

How long will the relief last?

Results vary with each patient. However, in our experience results re immediate last for 3-4 days after the first treatment. The period of pain relief (sustainment) increases as more treatments are performed. Treatments are cumulative.

What does laser therapy feel like?

Most patients feel a warm, soothing, relaxing, feels awesome sensation while they are receiving laser therapy. Most patients feel much looser and have better Range of Motion.

Can I treat over tattoos?

Yes, tattoos are generally darker than the surrounding skin. The tattoo may heat up more than the surrounding skin. Pigments absorb laser energy at different rates, depending on the color pigment, metal filings etc.

What impact does skin pigmentation have with laser therapy?

Continuous wave/ Pulsed lasers have thermal effects. The higher the wattage used, the greater the speed and amount of thermal event will be generated. Darker skin may hold the thermal effect more than lighter skin. Both ends of the Fitzpatrick scale for skin tone will be impacted more by the thermal effect.

Will treatment hurt the patient?

NO. The patient should have no pain or discomfort during the treatment. However, some people feel a slight warming sensation. The laser has the ability to adjust to all clinical situations.

Can we apply heat before laser therapy?

NO. Heat will bring blood to the surface. The blood “steals” the photons of laser energy.

Can we apply cold before laser therapy?

YES. The cold will move blood away from the treatment area. The laser therapy treatments will be more effective.

How long do we need to wait to use laser therapy after a steroid injection?

Steroids and laser therapy tend to negatively impact each other. A minimum of 72 hours should elapse between steroid injections and laser therapy. Steroids are usually a local event; laser therapy will create vasodilation and may transport the steroid to the surrounding area.

How does laser therapy work?

Lasers work, as an example, by increasing ATP (adenosine triphosphate) synthesis in the cellular mitochondria, activating the electron transport system and many other biochemical and biophysical reactions in tissues and organs while engaging the body’s own Mechanisms of Action to heal the damaged cells, tissues, muscles, ligaments and more.

What is laser therapy used for?

Laser Therapy has photobiomodulation beneficial effects for relieving pain, resolving inflammation, and increasing the speed, quality and tensile strength of tissue repair. It has also been shown to stimulate the immune system, reduce infection and improve the function of neurological tissue. Laser Therapy is also effective in increasing collagen production, bone repair, reducing edema, increasing lymphatic drainage, and increasing production of capillary beds.

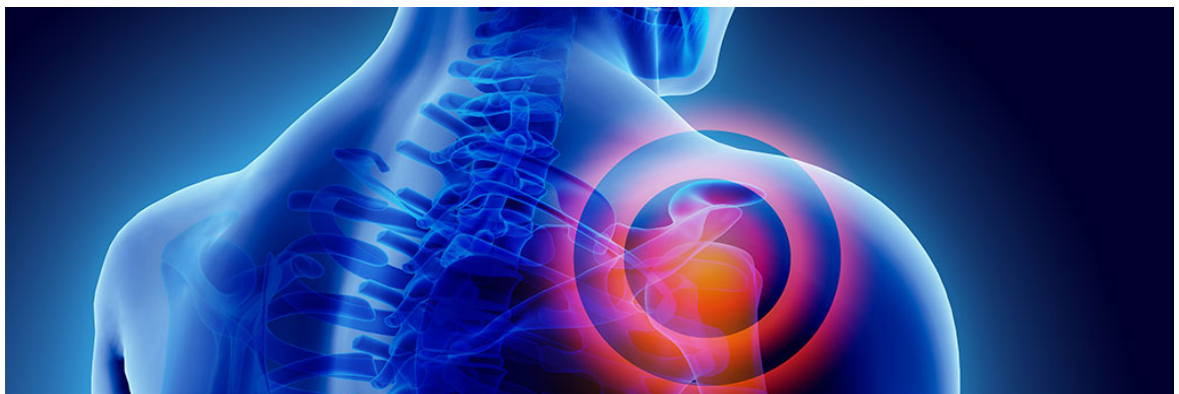
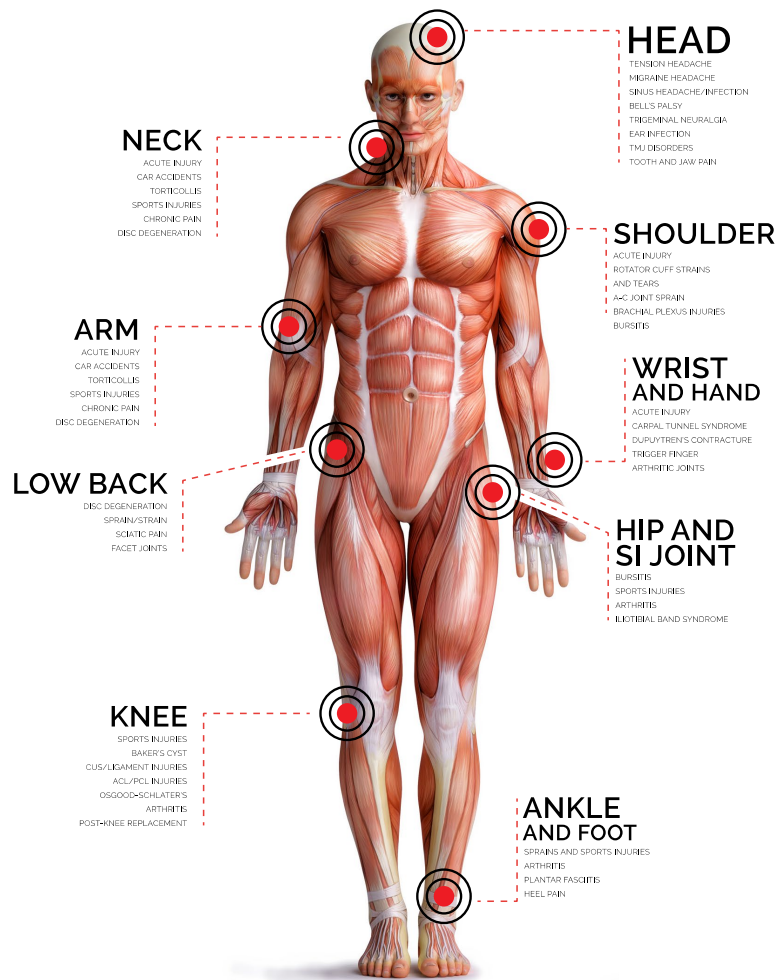
Should I sell treatment packages?

YES. Virtually all patients need multiple treatments. A series of laser therapy treatments should be part of their care plan.

Will HSA or FSA reimburse the fee?

In our experience, some HSA and FSA accounts will reimburse the expense to the patient.

*Berman Medical Lasers offers a variety of information in our e-books and articles as well as the Frequently Asked Questions (FAQ) Section of our website:
bermanmedicallasers.com*



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