Integrated Laser Solutions, LLC
www.integratedlasersolutions.com



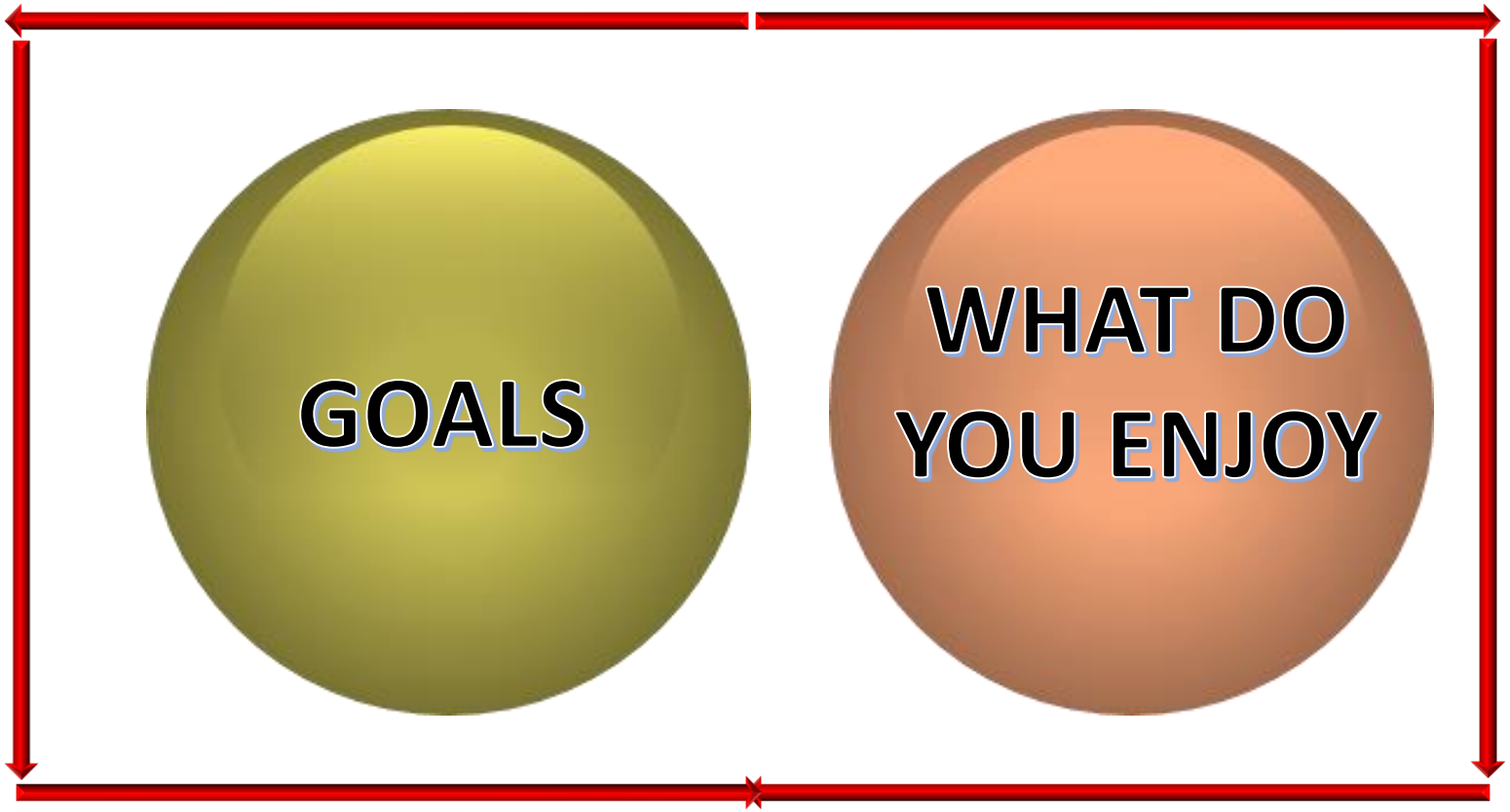
Dr. John Cumiskey, DC, CLSO

HOW TO INTRODUCE AESTEHTIC LASERS, NON-LASER DEVICES AND PRODUCTS INTO YOUR PRACTICE

Reasons for Change

Reasons for Change

DECISION MAKING



What Does Aesthetic Practice Mean to You?

LASER DEVICES

NON-LASER DEVICES

- Microneedling
- IPL
- RF Microneedling



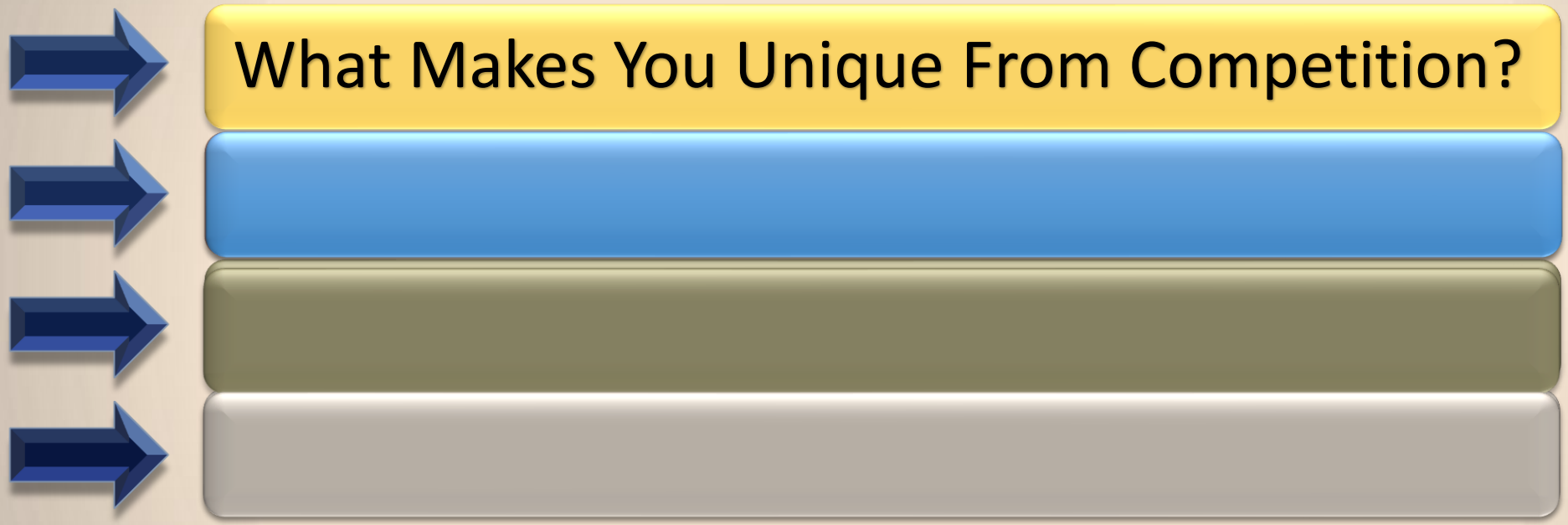
PRODUCTS

- Growth Factors
- Skin Care Line

AESTHETIC SERVICES

- PRP Injection
- Botox
- Fillers

DEMOGRAPHICS



AGE DEMOGRAPHICS

PREVENTION

MAINTENANCE

REVERSAL

REVITALIZATION



BUSINESS PLAN

- Most Practices Don’t Have One
-
-
-
-

Considerations

- Federal/State Requirements
- Malpractice Insurance
- Authorized Laser Operator
- Physical Office Changes
- Appropriate Staffing
- Med vs. Aesthetic Practice
- Devices to Buy
- How to Buy Devices

Education & Training

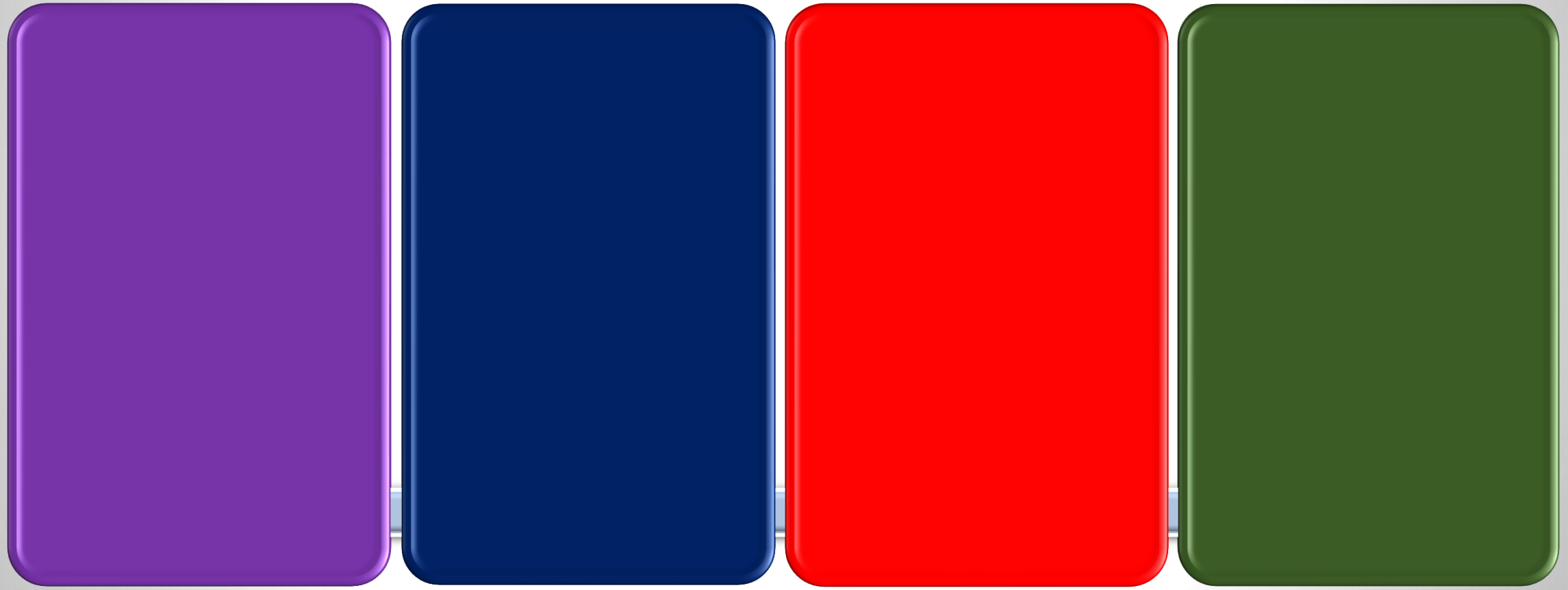


- Do It Right

LASER SAFETY

- Knowing Safety Laws, Rules and Regulation

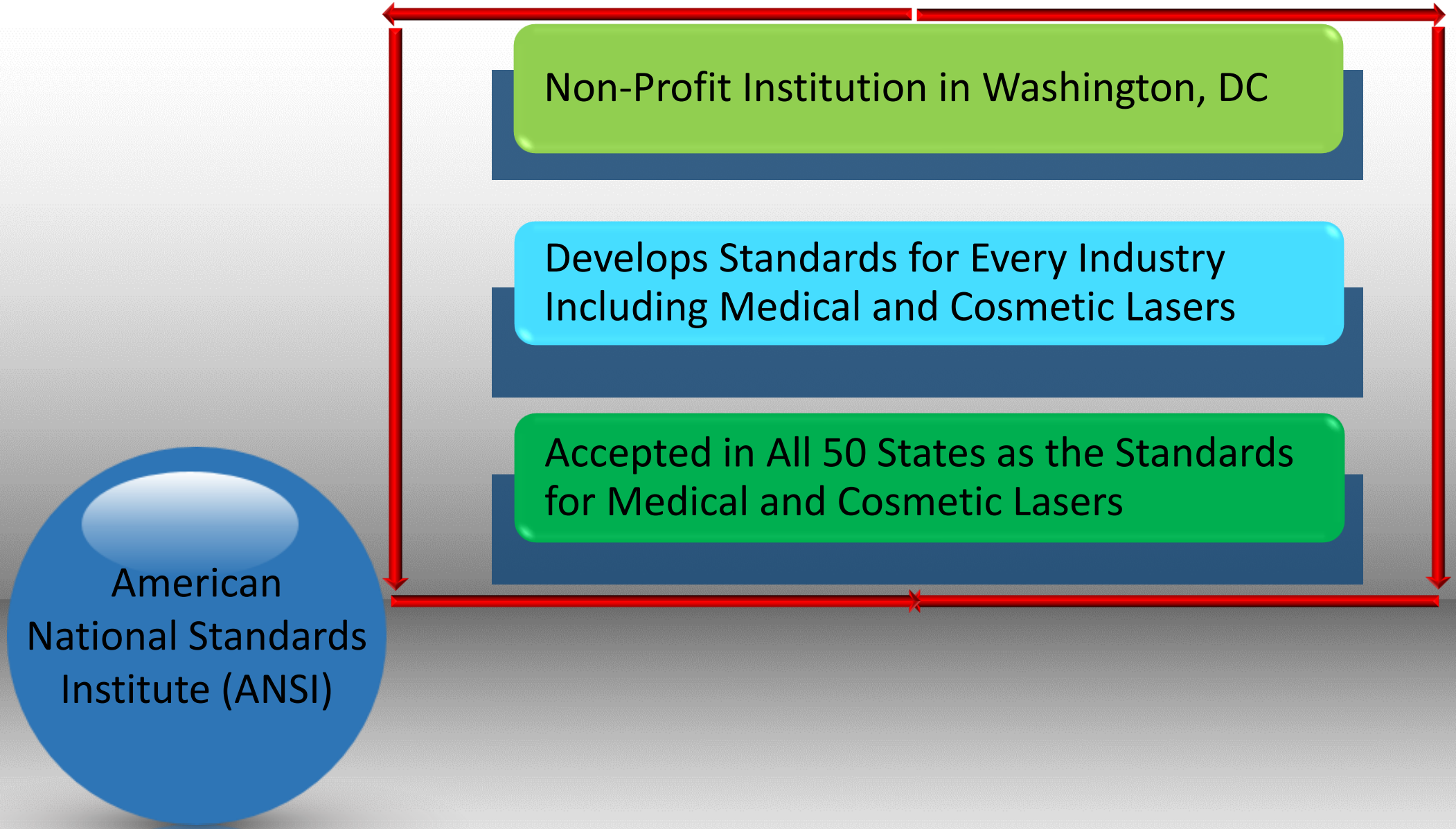
WHY HAVE A SAFETY PROGRAM?



Prevent Patie
Employee

Where do Compliance Rules and Regulations Come From?

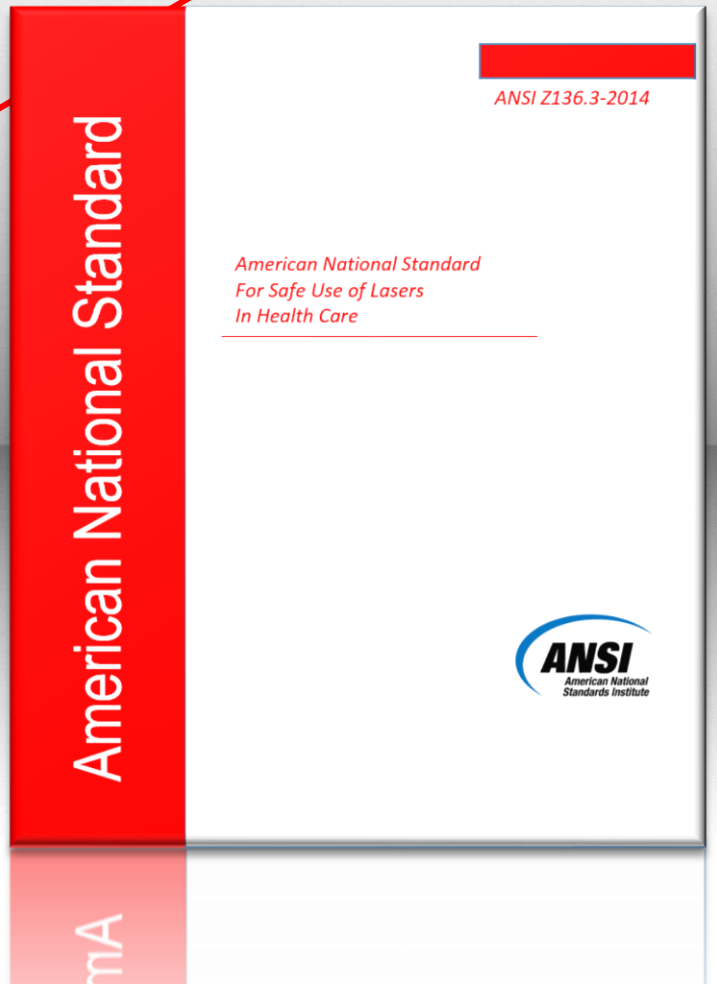



Non-Profit Institution in Washington, DC
Develops Standards for Every Industry Including Medical and Cosmetic Lasers
Accepted in All 50 States as the Standards for Medical and Cosmetic Lasers
American National Standards Institute (ANSI)

ANSI Z136.3 Safe Use of Lasers in Health Care

Health care facilities that operate a Class 3B or 4 laser must have a safety program and a trained Laser Safety Officer

American National Standards Institute (ANSI)





Individual State Regulatory Agencies


Occupational Safety & Health Administration (OSHA)
Division of the United States Department of Labor
Insures the Health and Safety of Employees on a National Level
Accepts ANSI Standards and Enforces Them in all 50 States

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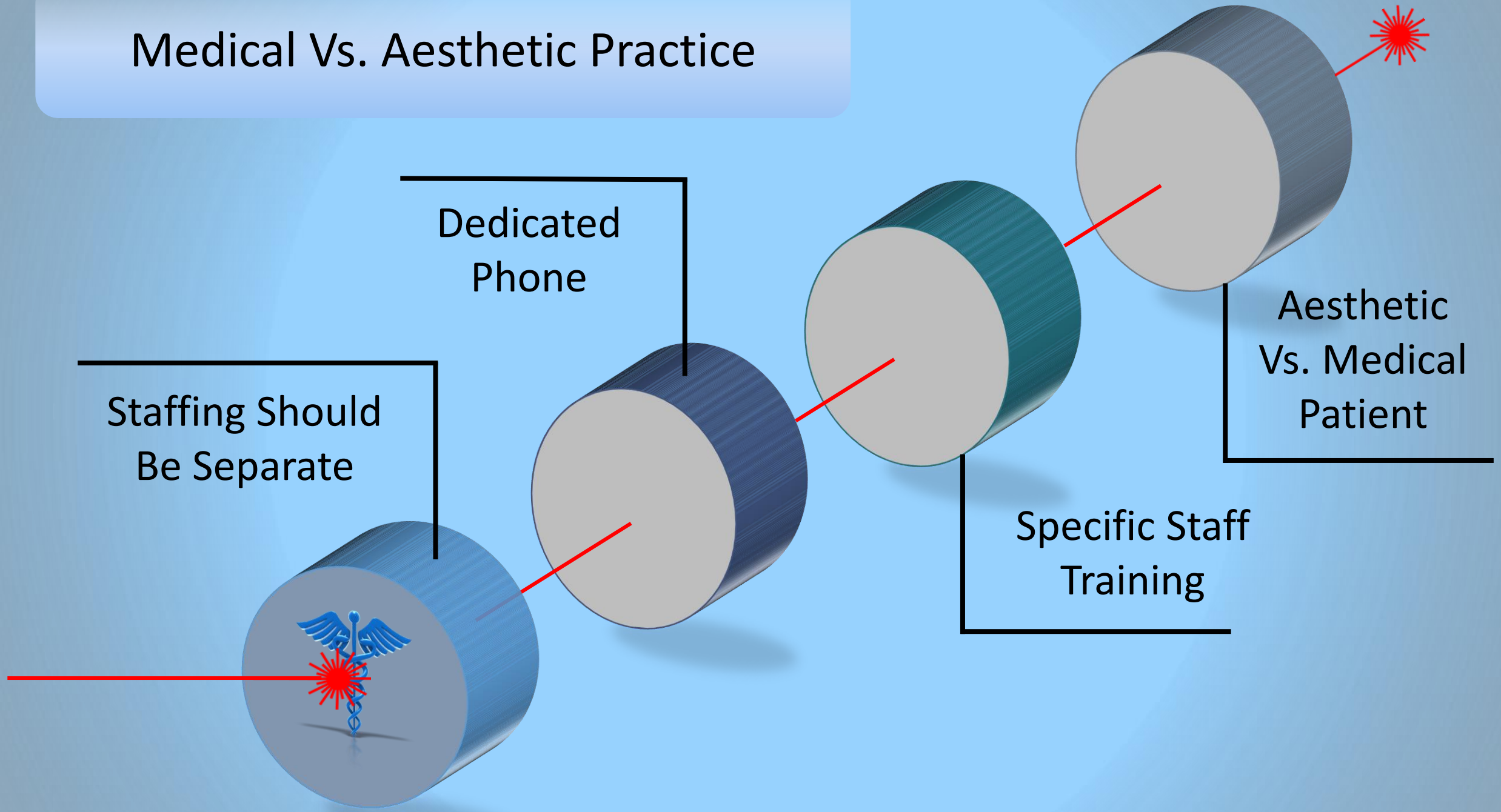
Medical Vs. Aesthetic Practice



Considerations

- Federal/State Requirements
- Malpractice Insurance
- Authorized Laser Operator
- Physical Office Changes
- Appropriate Staffing
- Med vs. Aesthetic Practice
- Devices to Buy
- How to Buy Devices

Physical Changes

- Adquate Space
- Proper Ventilation
- Funds to Make Changes
- Electrical Requirements
- Appropriate Room Cooling
- Appropirate Tx Tables
- Physical Safety Measures
- Appropriate Patient Access

Purchasing Laser/Non-Laser Devices

1. Think about what you want to do based on demographics and time element.
2. Health Care Professional vs. Medical Extender Doing Procedures
3. Cost of Equipment and what your patients can afford
4. Be prepared to make an informed decision before purchasing a device

TIME ELEMENT

- Laser Facial 20 Minutes
-
-
-
-

Cost Consideration 1 – $10,000

- Hyaluronic Acid/CO_2 Device
-
-
-
-

Cost Consideration 10 – $50,000

- Ultraviolet Device
-
-
-
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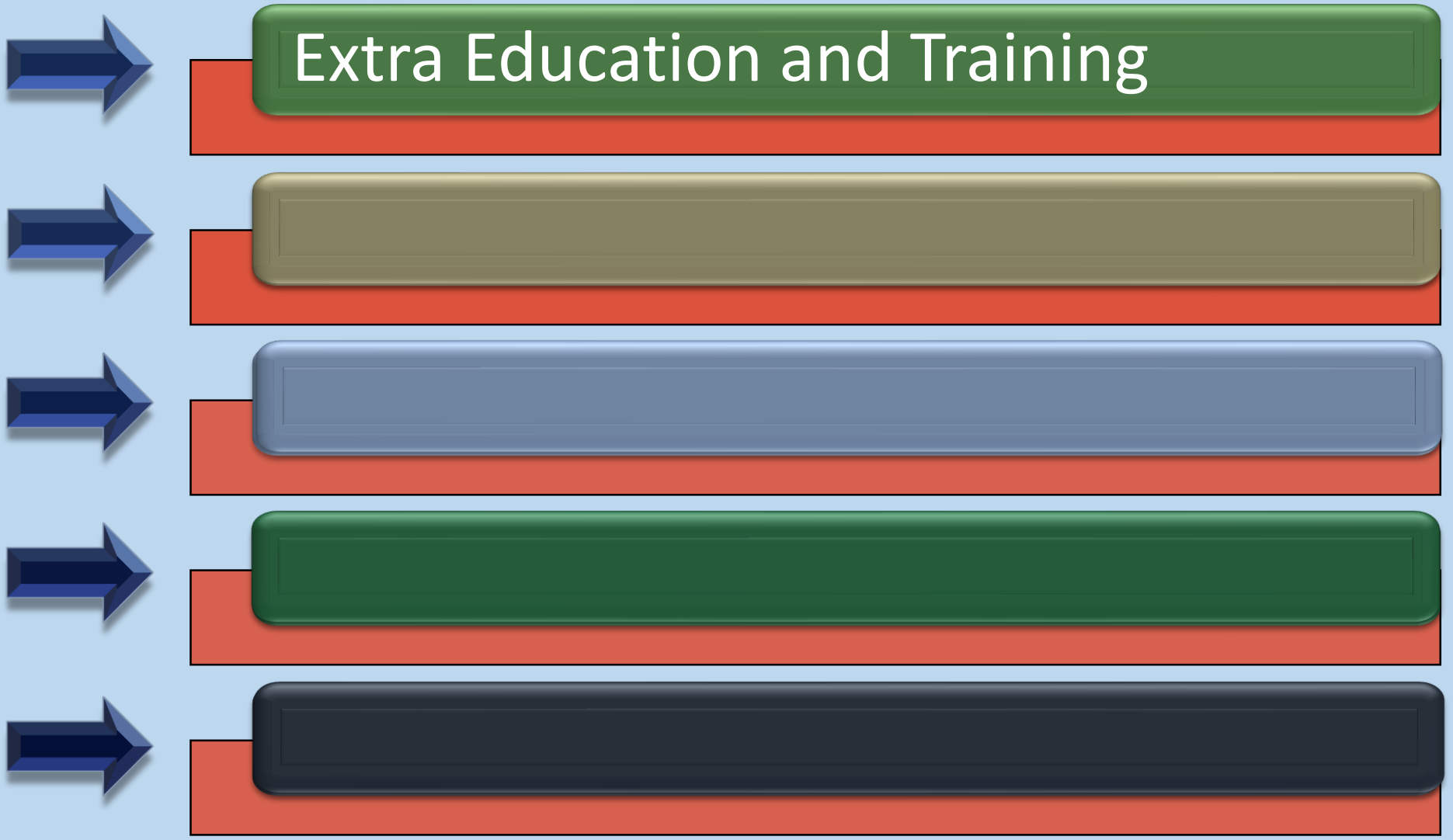
Cost Consideration 50 – $100,000

- Radiofrequency Microneedling
-
-

Cost Consideration $100,000

- Laser Devices
-
-

Negotiating a Purchase



When to Purchase

- End of Quarter
-
-
-
-

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Q & A