

## Noveon® NaiLaser™—Successful, Profitable Onychomycosis Treatment

By John Archer

The Noveon NaiLaser, cleared by the FDA in 2014, provides effective treatment for onychomycosis, a disease that affects more than one in ten adults. With over one hundred units in the field, podiatrists who purchase a Noveon NaiLaser often cite two main reasons:

- 1) Treatment efficacy
- 2) Enhanced revenue and income in the face of managed care systems that limit both.

A unique treatment option—Using dual wavelength lasers, the Noveon NaiLaser treats toenail fungus with light, not heat, for effective treatment without patient pain. Another result: doctors, office staff, and patients aren't exposed to the laser plume from a traditional laser's ablative operation. Because the Noveon NaiLaser works automatically, treating up to four toes at one time, there's

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more time and less backache for doctors and staff. But does the system provide effective treatment? Better than many options and more importantly, with results that have been tracked for years in peer-reviewed studies. And patients appreciate the simplicity and rapid results.

Answer for increasing practice revenue—The Noveon NaiLaser offers a clear choice for doctors looking to break out of the managed revenue vice. In a economic study published last year, Noveon discovered that although single practitioner practices seem to have experienced small gains in past years, when measured in constant dollars, practice revenues have declined for the past ten years (contact



Noveon for your copy of the full study). With automatic operation, a Noveon NaiLaser can increase weekly patient volumes without adversely impacting your most valuable asset, time!

And because patients pay instead of insurance companies, you set the price. The result? Doctors can effectively treat more patients for increased revenue and income.

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Now, there's a third reason, a new exclusive US distributor for the Noveon NaiLaser. Founded by an MD, Innovative Medical is committed to helping doctors address patient needs and improving financial results. Dr. Jerry Katzman, Innovative's CEO, describes his company's commitment, "The Noveon NaiLaser is the best treatment option for a very common podiatric patient complaint. Innovative adds support for enhanced revenue with reduced pricing, expanded payment options that recognize that it takes time to build volume, and a new marketing option designed to attract new patients.

The Noveon NaiLaser, the premiere onychomycosis treatment option for patients and doctors.

For more information, call 800-620-8622, visit [www.noveonlaser.com](http://www.noveonlaser.com), or click here.

