

## 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."

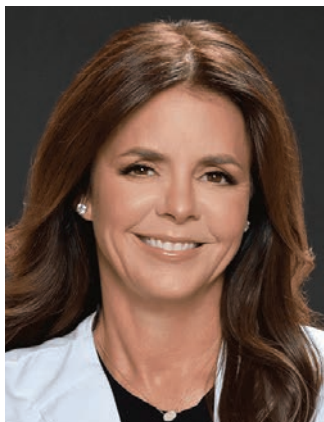
The MLS Therapy Laser delivers a concentrated beam of light energy into the tissue to stimulate biological processes at the cellular level resulting in faster healing, reduced inflammation, and pain relief.

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 'geez, 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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"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, visit [celasers.com](http://celasers.com), or click here.*