

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, visit www.celasers.com, or click here.