

Neuropathy Treatment with Neurogenx®

By **Stephanie Kloos Donoghue**

Diabetic-induced neuropathy is an ongoing clinical challenge. Here, two DPMs discuss their experiences with Neurogenx®, a minimally invasive, non-narcotic, FDA-cleared system using advanced electromagnetic technology to deliver significant symptom improvement and other benefits.

A Nonsurgical Option; “Less Downtime”

After Kevin Sunshein, DPM, of Centerville, Ohio, was introduced to Neurogenx during a conference in 2015, he “looked into the science of it,” he says. “It made a lot of sense as far as the physiology of neuropathy.” He soon added the technology, and in the first few years treated “well over 300 patients.” He used early data to determine the best candidates and most effective protocols. “If we select patients by doing a thorough history and neurologic examination, I have found that we can reverse the neuropathy symptoms in a vast majority of patients,” he says. Early intervention is key, he adds. “There are mild, moderate, and severe symptoms. Early-on treatments are more effective.”

Joel Foster, DPM, of Lee’s Summit, Missouri, who added Neurogenx about two years ago, makes the option part of every conversation with patients experiencing neuropathic symptoms, sensations, and/or pain. “I am always looking for treatments to help patients with neuropathy,” he says, “especially a nonsurgical adjunct that we can present as an option. I tell patients that [Neurogenx] can help stimulate the nerves to function or to function better without the downtime and risks associated with pills and surgery.”

While both doctors have a dedicated room for their Neurogenx, they say that the size and portability of the system make it easy to fit into practices of any size.

Expanding Beyond Diabetes

Drs. Sunshein and Foster have found Neurogenx useful for chemotherapy-induced neuropathy as well.

“I think the physiology of neuropathy is the same, whether it’s diabetic or non-diabetic,” says Dr. Sunshein. “One patient who had been treated with chemotherapy had painful, tingling neuropathy in her feet, and Neurogenx resolved it.”

Dr. Foster’s personal experience became his own patient testimonial. “I had colon cancer, went through chemo and had significant lower-extremity neuropathy,” he says. “I tell patients that I was getting shooting pains in my legs and into my feet, and I had numbness in my legs.” He says that after his treatment, “the numbness is reduced, and I don’t get any of the shooting pains anymore. So I know the benefits it can give.”



Dr. Sunshein



Dr. Foster

Dr. Sunshein has also found it useful for patients with chronic regional pain syndrome and restless leg syndrome.

Communication Helps Build Patient Base

Dr. Sunshein says that communication is key to patient buy-in for procedures for which they may need to pay out

Dr. Foster says that he would recommend Neurogenx® to any DPM who sees patients with neuropathy.

of pocket. He starts his approach by carefully listening to their descriptions of symptoms and then determines to “find out the why” of their pain. “If you can give patients an *understanding* of why they’re hurting, they are more apt to proceed with your treatment plan,” he says. “It’s all about convincing patients that what’s best for them may not be covered by insurance.”

Dr. Foster finds that when patients are presented with Neurogenx as an option, “the financial part is not a big issue,” he says. “They are interested in how much relief they are going to get. If they find value in that, then they are willing to pay for it.”

Word of mouth, as well as descriptions of neuropathy on the practice website, attract new patients to the practice, says Dr. Foster. Patient referrals are key for Dr. Sunshein as well. He also uses signage (with Sunshein Podiatry and Neurogenx NerveCenter Centerville signs flanking the office entry); referrals from other physicians, especially a local oncologist; and Facebook chat rooms.

Neurogenx also provides brochures and marketing assistance and lists both practices under its “Find a Provider” section of the Neurogenx website.

“It’s About Nerve Health”

Dr. Foster says that he would recommend Neurogenx to any DPM who sees patients with neuropathy. “I look at it this way: If a family member had neuropathy, what options could I give them?” He says he sees it as a stand-alone tool as well as an adjunct to laser treatments, topical pain medications, sound wave treatments, and other options. Dr. Sunshein says that with Neurogenx as part of the treatment plan, “I think the chances of reversing neuropathy are great. It’s all about nerve health. If you can make an unhealthy nerve into a healthy nerve, it’s going to work better.”

For more information, visit www.neurogenx.com or click here and see page 100 in this issue.