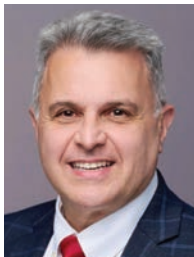


Helping Patients with Neuropathy

Neurogenx can provide life-changing results; patient selection is key.

By Stephanie Kloos Donoghue

“Our whole goal was to try to help patients with neuropathy,” says John Cozzarelli, DPM, of Belleville, NJ, who spent two decades trying different devices and treatments. In particular, he wanted to find a therapy with which the results lasted for the long term. After testing several devices



Dr. Cozzarelli

and therapies with limited success, he was introduced to Neurogenx. “It is completely different,” he says.

Neurogenx technology leverages high-frequency electronic waves to penetrate deep into muscle and tissue, addressing the underlying causes of neuropathy. It works by promoting nerve healing and enhancing blood flow, providing significant relief from pain and discomfort. The treatment process is straightforward and painless, making it an attractive option for patients seeking non-invasive solutions.

Dr. Cozzarelli started with a single Neurogenx unit. Based upon his previous experience, he was skeptical at first. “However, we used the Neurogenx unit for one year to see the results, and we were pleasantly surprised,” he says. Patients’ long-term results were particularly impressive. “Once we saw that treatments help patients, we decided to go all in,” opening a freestanding Neurogenx NerveCenter about three miles from his office.

Building on the Cash Model

Dr. Cozzarelli runs his Neurogenx NerveCenter with a single staff member along with the doctor. Because the treatments are not covered by insurance, there is no need to staff for insurance verification and filing. At first, the biggest challenge was “learning how to talk to patients to make them understand that the treatments won’t be covered” by insurance, he says. However, Neurogenx helped with scripts and training to guide patient explanations.

Dr. Cozzarelli also credits the principles in Robert Cialdini’s seminal book *Influence: The Psychology of Persuasion* with helping him create a positive patient experience that removes the cost barrier. He uses the principle of reciprocity, for example, by providing the first three treatments at no charge. “We let patients try it; there’s no commitment,” he says. “There is no bait and switch. If it helps them, great.” Patients can decide whether it is worth it to them to continue treatments. In addition, he will work out financing with patients, if necessary.

Finding the Right Candidates: Three Cases

Candidate selection is key to successful outcomes, says Dr. Cozzarelli. Here are three success stories.

Case #1: Elderly Diabetic Patient

At first, Dr. Cozzarelli says he had doubts that a 90-year-old diabetic male with severe gait issues could benefit from the Neurogenx treatments. But the DPM says he discovered that age was not necessarily a key determinant of ideal candidacy. “The caveat is to take diabetic patients whose blood sugar levels are well controlled,” he says.

This patient turned out to be a good candidate. Dr. Cozzarelli did 26 treatments over 13 weeks accompanied by balance and gait training for two months. After the treatments, computerized balance testing “put him in the 99th percentile of perfect balance,” he says. Most impressive, Dr. Cozzarelli adds, was that the patient “could now walk a narrow gait pattern, one foot in front of the other.”

Case #2: Accident Victim

A 65-year-old female patient suffered from heavy metal poisoning after exposure to latex paint that had been heated up by a halogen lamp. After inhaling the fumes, she became blind for three months. Her vision was

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eventually restored, but neuropathic pain of the lower extremities remained. “We treated her for 13 weeks with a total of 26 treatments, and her condition resolved,” says Dr. Cozzarelli.

Case #3: Patient with Lyme Disease

Dr. Cozzarelli shared a third case that he says he would find hard to believe if he had not witnessed it himself. A female patient, age 36, had been unable to walk due to untreated Lyme disease and was confined to a wheelchair. “We treated her twice a week for six months, and she was able to walk after we were done,” he says.

Recommended for Any Practice

Dr. Cozzarelli says with the right patient selection and consistent, transparent patient communication, Neurogenx can be an ideal addition to any podiatric practice. What’s more, because of the cash model, it can make a positive impact on the bottom line. Would he recommend it to other DPMs? “I would recommend Neurogenx because it works.”

For more information, visit www.neurogenx.com or [click here](#), and see page 17 in this issue.