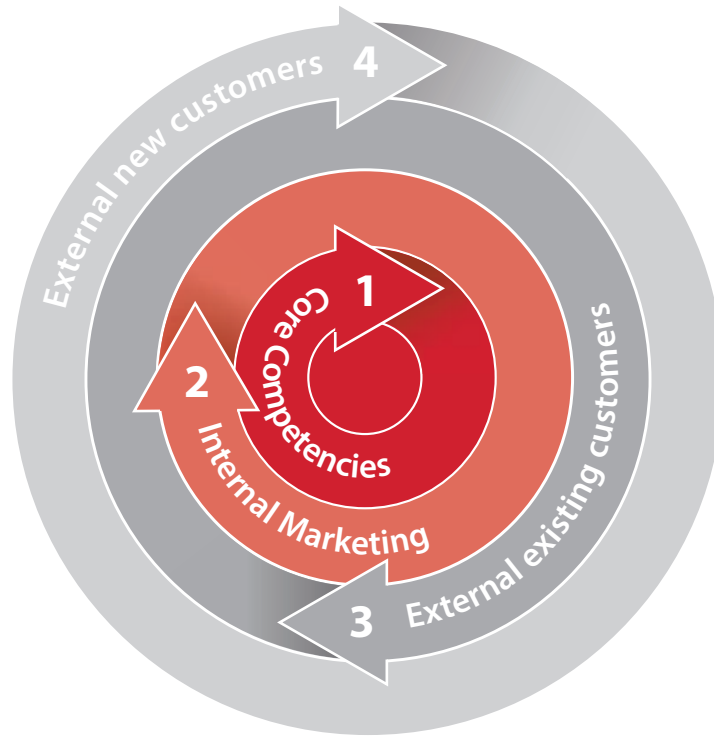


K-Laser Implementation Plan

For more in-depth information please reference to the Marketing Manual / Little Red Book.



PHASE 1

Talk about / Use the K-Laser

Core Competencies: Make sure all staff members know how to convey the benefits of K-Laser, and doctors are comfortable recommending treatment to patients.

PHASE 2

Market the K-Laser internally Internal Marketing:

Advertising in your building (or signage), for example: Trifolds, Posters, LED Board, Testimonial Board, Testimonial Binder etc.

PHASE 3

Reach out to current patients External Existing Customer:

Email Blasts, Direct Mail, Referral Cards, Website Laser Page, etc.

PHASE 4

Reach out to patients who don't know you External New Customer:

SEO on website, Newspaper Ad, AdWords/PPC, Press Release, etc.

Launch Tips:

➔ Take It Out & Turn It On

- One of the most important things to remember is that your K-Laser is accessible and ready to use.

➔ Prescribe It

- Include K-Laser in the treatment plan you recommend to your patients.
- Use K-Laser prescription pad for scripts

➔ Communicate the benefits

Make sure all staff members know how to convey the benefits of laser therapy with emotion and clarity. Rave about your success stories!

➔ Your staff should be able to answer these questions:

- What is it?
- How does it work?
- Why we use it?

➔ Display information

- Trifold Brochures
- Posters
- Patient Testimonials
- Stickers
- Waiting Room DVD
- Window Decal
- "Don't forget to K-Laser" Sticker

Top Ten Treatments:

1. Low Back Pain / Sciatica
2. Neck Pain / Arthritis
3. Muscle Spasms / Trigger Points
4. Knee Pain
5. Shoulder Pain
6. Elbow Pain
7. Hand Pain
8. Hip Pain
9. Foot and Heel Pain
10. Headaches



How can I explain the laser to my patients?

Front Desk - What is K-Laser?

K-Laser is an FDA cleared therapeutic treatment that manages pain and inflammation while accelerating tissue regeneration.

Doctor / Tech - How does it work?

Laser energy increases circulation, drawing water, oxygen, and nutrients to the damaged area. This creates an optimal healing environment that reduces inflammation, swelling, muscle spasm, stiffness and pain.

All - Why we use it?

We've added K-Laser therapy to our practice, because we want to provide a safe and effective treatment option for our patients to heal quickly, recover fully, and reduce pain effectively.

Frequently asked questions:

How long are the treatments?

The typical treatment is 4 to 8 minutes, depending on the size of the area being treated.

Why isn't this covered by insurance?

Many insurance companies don't understand proactive health, or have a reluctance to adopt emerging therapies. As demand for laser therapy continues to increase, insurance companies may find it necessary to include it in their reimbursements.

How often do I need treatments?

- Acute 6 (3 – 2 – 1)
- Chronic 12 (3 – 2 – 2 – 2 – 2 – 1)
- Refer to Little Red Book for specifics

When will I start feeling better?

Some people notice change after only one treatment, but most people will notice a reduction in pain by treatment three.

How long will the effects last?

- When there is a reduction in pain it will usually last from 24 to 48 hours.
- For acute cases therapy is usually finished after the first treatment series
- For chronic cases therapy may need to be administered monthly on an ongoing basis to maintain results.

What the K-Laser can treat:

