



Optimizing Earnings with Laser Hair Removal

A Case Study with Doris Day, MD



Physicians' first priority is to provide services that benefit their patients. Determining which technologies will provide the desired outcome as well as a healthy bottom line is a perpetual evaluation. Doris Day, MD, has found success on both levels with the LightSheer Duet diode laser system by Lumenis. She states, "The LightSheer Duet has been a practice changer. It has made my patients happier, increased referrals, made me more excited about the treatments, and provides an excellent return on investment."

The Market

Laser hair removal is one of the top five nonsurgical cosmetic procedures in the United States, with over 1.2 million procedures performed in 2012.¹ It can appear that there is a dermatologists' office on every corner offering this service, however, from 1997 to 2012 there was almost a 500% increase in the total number of minimally-invasive procedures such as injectable and laser procedures, and permanent hair removal still has the potential to be very profitable.¹ Dr. Day comments, "While it may seem that the market is overly flooded with clinics offering permanent hair removal, all women have hair and almost all want to get rid of it somewhere. It is a great way to get new patients in the door, as well as a way to offer existing patients an additional service. While some practices may be drastically reducing prices to compete, evidence shows that even in the worst depression, professionals offering services that are based on value, not price, will survive and thrive. The LightSheer Duet is the premier laser on the market, providing the greatest efficacy and comfort. My patients do not doubt that they are getting a good value for the outcome."

Dr. Day analyzed all of the nonsurgical offerings in her practice, and found that laser hair removal is one of her top three performers in terms of generating returns for the time and equipment invested. "If you take the time to run the numbers, laser hair removal is very profitable, and I have had

many colleagues tell me the same. One was preparing to eliminate it from his offerings until he ran a business analysis," states Dr. Day.

The LightSheer Duet system is the first to provide permanent hair reduction using state-of-the-art, high-power, diode technology. Clinical studies have shown that the longer pulse duration combined with aggressive skin cooling provide a greater margin of safety, even on darker skin types.² The ability to treat darker skin types opens up another segment of the market. Currently, 78% of all cosmetic procedures are performed on Caucasian patients.¹ However, one in three Americans has skin of color, and that is expected to jump to half of the population by 2050.³ The LightSheer Duet is unique in its ability to cater to this growing group of potential patients. With nearly seven out of 10 laser hair removal patients reporting that they would do it again,¹ – the highest of all nonsurgical offerings – there is no doubt that patient referrals will combine with a growing potential market to achieve marked increases.

Day Dermatology & Aesthetics

- 1 full-time & 1 part-time MD
- 1 Technician
- 450 patient visits per month

Efficient and Effective

One of the greatest benefits of permanent hair removal with the LightSheer Duet is how efficiently it can be accomplished. Lasers are able to affect hair reduction via the selective absorption of light energy by the melanin in hair follicles. The

LightSheer Duet uses a diode laser, which has the optimum wavelength (800 nm) for absorption by the hair follicles, and the ChillTip™ hand piece contains a convex sapphire lens that actively cools the skin before, during and after treatment pulses. The hand piece also creates light suction on the skin, rotating the follicles closer to the surface and allowing laser light to penetrate deeper into the hair shaft.

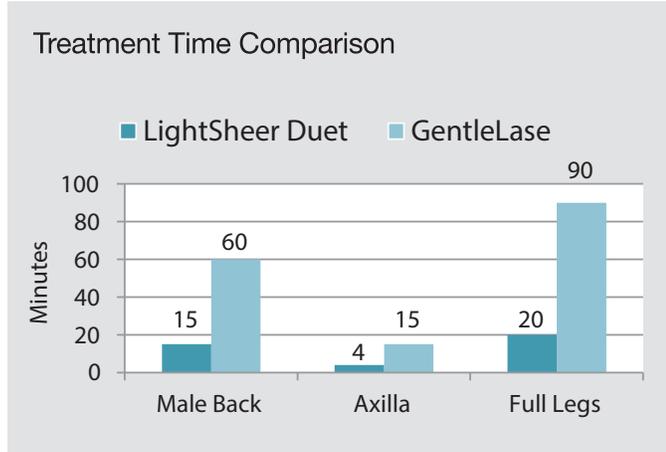


Exhibit 1: Dr. Day's experience with how long a procedure takes with the LSD vs. the Candela GentleLase.

Key aspects of the LightSheer Duet are the larger spot size, which results in drastically reduced treatment times, and the absence of any anesthetic, numbing crème or gel. "It has definitely made a very big difference to have the larger spot size, along with no need for crèmes or gels. This eliminates the need for clean up or any sticky feeling on the skin, enabling patients to get dressed quicker and facilitating room turnover. The treatments become virtually painless, fast, and mess free. This has allowed us to lower our costs and to pass that savings on to the patients, while never compromising on offering the best treatment available with the best service," says Dr. Day.

Delegation

The improved safety profile allows the LightSheer Duet to expand the margin of return by allowing the task to be delegated to appropriately qualified technical staff. This creates a dramatic impact on overall practice earnings by allowing the physician to perform other revenue generating procedures while their staff performs laser hair removal. This is compounded by the shorter treatment times. Laser

treatment of the full leg can be completed with the LightSheer Duet in 4.5 times less time than the GentleLase, allowing the technician to move on to other tasks and continue to generate revenue, see exhibit 1. Even if a physician is already delegating laser hair removal to a trained technician, the time efficiency of the LightSheer Duet alone has a significant impact on revenue generation, see exhibit 2.

	LightSheer DUET	GentleLase
Avg. Session Price	\$279	\$279
Time per Session	20 min.	90 min.
Number of Sessions	5	5
Earnings per patient	\$1395	\$1395
Technician's wage	(\$35)	
MD earns dedicating time to other procedures:	\$1080	
TOTAL REVENUE PER PATIENT	\$2440	\$1395

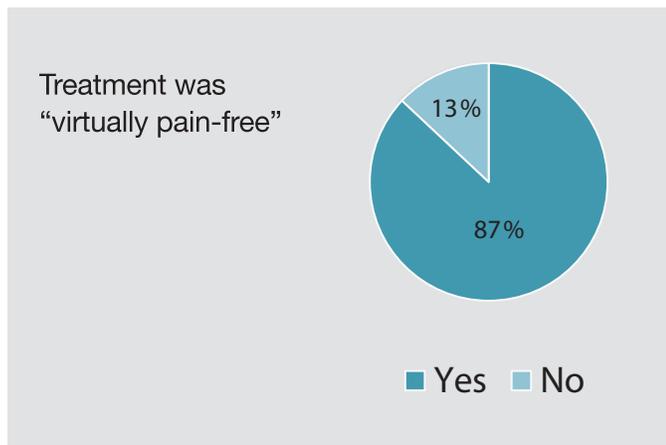
Session Price - ASAPS National Data. Time estimates based on Dr. Day's personal experience and monetary figures generated using published national average salaries of \$20/hr for a technician and \$144/hr for a dermatologist.

Dr. Day uses her extensively trained aesthetic technicians to perform laser hair removal treatments. She explains, "I see every new patient and determine whether or not they are a good candidate for laser hair removal and review the treatment options, risks and post-treatment care. I also determine the initial laser settings and personally evaluate any time an increase in power may be needed. I am then able to turn the treatment over to a trusted technician. The LightSheer Duet presets are accurate to real world treatment needs. Not only are they a good starting point, but we rarely have to modify them to achieve optimal results, eliminating the necessity that I be physically present. This allows me to dedicate my time to procedures that require more finesse or have a riskier safety profile."

Reduced Pain

Laser treatment in areas like the bikini and axilla are typically very difficult for patients to endure and require the use of a topical anesthetic. This adds time, cost and risk to the procedure. The cooling and suction elements of the hand piece combine to create a unique pain reduction mechanism. “Patients that I treated with a different laser and then subsequently treated with the LightSheer Duet report pain going from a level 9 or 10 to a level 2, without any need for anesthetics,” reports Dr. Day.

“The LightSheer Duet is a compact and mobile device that can easily be moved between rooms in my practice when necessary. Most importantly, it is clinically effective on a large range of skin types and drives referrals to my business. My patients tell friends and family members that they had permanent hair removal that was fast, easy, painless and it worked. Word-of-mouth recommendations are sufficient that I have not had to do any advertising for my practice,” says Dr. Day.



Results of independent survey of 100 patients at South Coast MedSpa.

About Doris Day, M.D.

Dr. Doris Day is a highly respected and sought-after cosmetic dermatologist and medical journalist from New York's Upper East Side. She specializes in aesthetic, laser and surgical dermatology and has won awards for her work in laser research. Dr. Day's medical journalism has appeared in such magazines as Vogue, Glamour, In Style, Allure, and Redbook. Her findings have been published in the clinical monograph Understanding Hyperpigmentation. Her expertise is regularly featured in print, online, radio, & TV. Media appearances include: Good Morning America, The View, Dr Oz and many national news shows, WebMD, as well as Vogue, Glamour, In Style, Allure, W, and Redbook. Dr. Day's most recent book Forget the Facelift delves into cutting-edge non-surgical anti-aging regimens and techniques that are easy to understand & highly informative. Other titles she has authored are 100 Question and Answers about Acne and the clinical monograph Understanding Hyperpigmentation.

References

1 American Society for Aesthetic Plastic Surgery. Cosmetic Surgery National Data Bank Statistics 2012 | 2 Adrian RM, Tanghetti E. Clinical evaluation of a high energy long-pulse ruby laser for the treatment of unwanted body hair. Lasers Med Surg 1997; supp 9:36 | 3 <http://skinofcolorseminars.com/supporters.html>