

# **830Laser Therapy™**

An Introduction to Its  
**Efficacy, Medical Necessity and Return on Investment**

**Revolutionary New Treatment for Fast, Safe & Effective Pain Relief, Tissue Healing & Repair**

This is an introductory packet for Clinicians, Medical Directors or Controllers. If you are interested in purchasing the 830Laser please contact your local distributor.

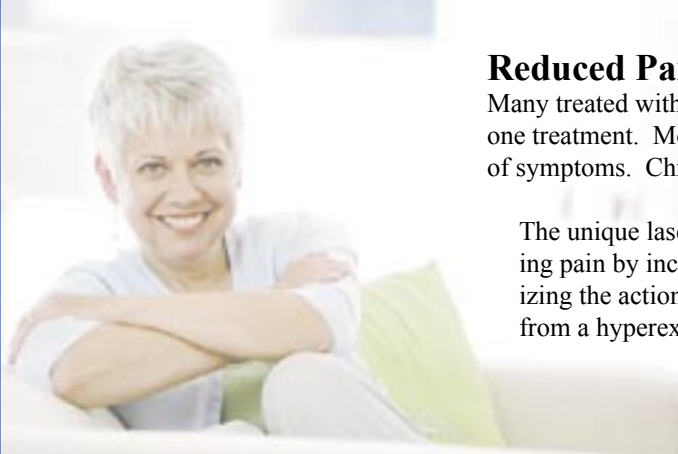
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## PATIENT SATISFACTION & OUTCOMES

Now your patients can have a **non-toxic, non-invasive, fast acting** treatment that reduces pain, inflammation, and accelerates healing. They will thank you for it.



### Reduced Pain

Many treated with the 830Laser experience significant improvement after one treatment. Most conditions take 2-9 treatments for complete alleviation of symptoms. Chronic conditions may require more treatment.

The unique laser light produced by the 830Laser is capable of reducing pain by increasing endorphin levels in human tissue and normalizing the action potential of the nervous system to -70mV (normal) from a hyperexcitatory state.

### Great on Many Common Ailments

Arthritis  
Back Pain  
Bursitis/Tendonitis  
Carpal Tunnel Syndrome  
Fibromyalgia  
Heel Spur/Plantar Fasciitis  
Migraines  
Shoulder problems  
TMJ  
and much more...

### Reduced Inflammation

Most acute inflammatory conditions respond to 830Laser treatment immediately. You will need to follow precautions in order to avoid re-injury or the pain may return.

The patented wavelength of 830nm produced by the 830Laser is capable of penetrating two inches through human skin (dermis & epidermis), water, blood and fat with minimal absorption. At the subcutaneous (below skin) level it does two things:

1. Stimulates the lymphatic system to help remove waste products and cellular debris from the environment of the injured tissue and...
2. Stimulates histamine, nitric-oxide (NO) and serotonin to create a non-thermal vasodilation (opening of the blood vessels) which improves circulation to the injured tissues.

### Increased Tissue Healing

830Laser therapy not only helps injured tissues and wounds heal faster, it also makes them stronger and less vulnerable to reinjury.

The 830Laser promotes angiogenesis (creation of new blood and lymphatic capillaries) to the injured tissues which aide in speeding up the healing process. Some studies show it can increase it by 40% or more.

### Increased Tissue Strength

The 830Laser is being embraced by professional athletes and organizations due to its ability to return injured tissue back to its original state. Studies show that injured tissues treated with the laser are markedly stronger after recovery than when natural healing alone.

Collagen and fibroblast activity are both increased by the 830Laser.

## **INCREASED MARKETABILITY, IMAGE, & PROFIT**

Times are changing in healthcare. If your practice is unable to embrace new technologies and efficiencies, your success will be severely limited. The 830Laser can help you become known as being innovative and state-of-the-art.

Avoid the following big mistakes made by most clinicians and private practices.

### **Nothing Exciting to Say**

In order to stand-out from the crowd of practices and competition you must have something exciting to say. Just being open and being good is not enough. You are judged by the decisions you make and your decision to be one of the first to offer this revolutionary treatment will distinguish you from the others, immediately!

**“Just being good is not enough.”**

### **No Business-Generating Programs or Equipment**

Healthcare is failing many patients and consumers today. The Institute of Medicine's report (2003) describes our system as being “disastrous”. People who suffer from pain and ailment have “tried it all” and the current remedies do not offer the results needed in an age where pain has become an epidemic.

Innovative and exciting equipment or programs has the ability to catch the attention of those who have not responded to traditional treatments.

Isn't it time you offer the 830Laser?

## For the - SMALL PRIVATE PRACTICE

The 830Laser is proving to be an easy return on investment for even the smallest of offices. See the scenario below.

### Conservative Scenario

Average patient visits volume per day will vary from office to office as well as discipline to discipline.

A conservative laser treatment volume of **three treatments** per day.

3 Treatments at \$20 per treatment = \$60 per day or **\$300 per week** (5 day week).

\$300 per week translates to over **\$1,200 per month.**

Even a small practice with small volumes of patients and low pricing per treatment can see a...

**return on their investment in 4 months** (direct connect unit).

Let the 830Laser help increase your monthly revenue today!



## For the - MEDIUM/LARGE PRACTICE

Average patient visits volume per day will vary from office to office as well as discipline to discipline.

### Conservative Scenario

Based on a treatment volume of **16 patients per day** your office will generate:

16 Treatments at \$20 per treatment = \$320 per day or **\$1,600 per week** (5 day week).

\$1,600 per week translates to over **\$6,400 per month**.

A medium/large practice with fair volumes of laser treatments with a low cost per treatment can see a...

**return on their investment in 1-2 months** (direct connect or cordless unit).



## **Clinicians -vs- Non-clinicians**

Non-clinician or unlicensed individuals can apply the laser under the direct supervision of a licensed practitioner. Those practitioners are:

Acupuncturists  
Chiropractors  
Dentists  
Physical Therapists  
Physicians  
Podiatrists  
Veterinarians  
and more...

### **Treatment Demonstration for the Purpose of Distribution**

Distributors may demonstrate treatment for the purposes of sales and distribution. Under no circumstances should there ever be a charge for services. Any monetary transactions are prohibited by unlicensed individuals.

When billing insurance companies for 830Laser therapy the most common codes used by practitioners is listed below. Reimbursement is not guaranteed and review policies change from one insurance company to another.

LIABILITY WAIVER. This information is for suggestion purposes only and does not represent the only way to bill for 830Laser therapy treatment. The content presents approaches, views, statements and opinions of 830Laser, LLC that may be useful to other practitioners and/or agents. Individuals using this information waive any claim they may have against 830Laser LLC, its authors, and/or instructors for any problems or damage that may result, in any way, from their reliance on the information presented.

### **97026: Infrared**

Reimbursement is low due its typical use as a modality with no constant attendance but Medicare reimburses it. You can try listing it as an "attended" service or add a -22 (unusual procedural service) to improve the reimbursement rate.

Below are ways you can write the codes:

97026: Attended photonic stimulation

97026: Attended infrared light therapy

97026-22: Attended infrared therapy

### **97032: Attended Electrical Stimulation**

This is a common code modified by many practitioners because it can be reimbursed well. The description should be changed to accurately reflect the laser therapy. Some common ways this code is being utilized are:

97032: Attended Electrical-Photonic Stimulation or

97032: Attended Electrotherapy/Infrared

### **97039: Attended Modality, Unspecified**

Reimbursement is good because it is understood to take more time than an unattended code. This code being unspecified, is occasionally denied by some insurance carriers or hand audited. Prepare a one-page description of the treatment if a carrier requests more information. Your claim can read:

97039: Attended infrared therapy or

97039: Attended laser therapy

### **97139: Unlisted Therapeutic Procedure**

This code is for a one-on-one procedure rendered by the doctor. This code tells the insurance company that the doctor spent time face-to-face with the patient. It is an unlisted procedure so it will most probably be inspected and additional documentation may be requested. Billing might look like:

97139: Photonic Stimulation: Constant attendance



## How the ML830 Compares to the Competition

Features	ML830®	Erchonia	Dynatron	Medex	Axiom	Avicenna	Q-1000
Wavelength	830nm	632nm	875nm	785nm	880nm	980nm	Variable
Power Output	30 mWx3	5 mWx1	625 mWx1	30 mWx3	30 mWx3	7500 mW	5 mWx1
<b>Patented</b> wavelength	<b>V</b>						
Scientifically proven optimal wavelength	<b>V</b>						
Scientifically proven optimal waveform	<b>V</b>		V	V	V		
Sufficient power output	<b>V</b>	Too low	V	V	V	Too high	Too low
Cordless option (battery operated)*	<b>V</b>	V		V	V		V
Durable Steel Construction	<b>V</b>	V			V	V	
Portable	<b>V</b>	V		V	V		V
FDA cleared	<b>V</b>	V	V	V	V	V	
Benefits Proven	<b>V</b>						
ATP production	<b>V</b>						
Endorphins	<b>V</b>						
Serotonins	<b>V</b>						
Bone Repair	<b>V</b>						
Reduces erythrocyte damage	<b>V</b>						
Typically see results after ONE treatment	<b>V</b>						
Affordable-Reasonable	<b>V</b>						V
PRICE\$	<b>\$4,995</b>	\$6,995	\$5,790	\$6,000	\$5,995	\$40,000	\$3,900

\*Comes with 3 lithium batteries w/charger station, tester, and case for \$5,000 addl.

## Be Wary of Unproven Lasers

Many small laser companies are coming on the scene after the FDA's clearance of the 830Laser. The 830Laser is the ONLY one with the patented 830nm wavelength.

You will hear companies claim that their laser achieves results similar to that of the 830Laser without proven study or research. These other lasers are categorized with the 830Laser in that they are considered "cold" lasers (within the cold area of the electromagnetic spectrum, however, they are not the same.

The 830Laser was cleared by the FDA after 12 years of study and research proving its efficacy.

[Ask your 830 representative for the chart comparing the 830Laser to other lasers and studies proving the superior effects of the 830Laser.]

## New Clinician Rebate Program

I, \_\_\_\_\_ have evaluated the efficacy, medical necessity, and return on investment of the 830Laser and wish to purchase a Direct Connect / Cordless Unit (circle).

In order to receive the New Clinician Rebate I will return this Letter of Intent to Purchase the 830Laser no later than \_\_\_\_\_ (expiration date).

FAX (951) 600-7908

MAIL 830Laser  
25395 Hancock Ave. #200  
Murrieta, CA 92562

I understand that in order to qualify for the rebate I must fulfill the purchase of the named product within 7 days of the expiration date above.

Signed \_\_\_\_\_ New Buyer

Date \_\_\_\_\_



*"Personalized Programs to Decrease Pain  
and Better Your Strength."*



To Whom It May Concern:

My name is James Ko and I'm a **physical therapist** practicing in Southern California. In the 9 years I've been in private practice, I've never seen anything like the 830Laser. It is **revolutionizing** the way I treat musculoskeletal injury, and the way I practice.

My first experience was with a 39 year old police officer. He was suffering from impaired use of his right hand secondary to a volar plate fracture of the 4<sup>th</sup> digit. After 6 treatments of traditional physical therapy, with minimal improvement in ROM, **I decided to try the 830Laser**. After only one treatment, I saw an **amazing** increase of 40 degrees in his PIP joint motion!

The results produced by the 830Laser **far exceed** anything I've ever seen with traditional modalities such as ultrasound, electrical stimulation, ice and heat. My patients are experiencing **faster** pain relief, **quicker** tissue healing, and **better** outcomes. Not only are my patients excited but it has **awakened an excitement** in me (not to mention, my referring physicians who are taking an active interest). It's a **blessing** to have such an effective tool available to us.

I **recommend** you get one for yourself. I've been using the 830Laser for only 2 months but confidently promote this device to any healthcare practitioner. If you are in the healing profession you must get this **truly one-of-a-kind** healing device. I've personally spent countless hours researching the different type of lasers out there and have not found any that match the healing properties of this laser. The 830Laser is the only one that utilizes the **patented** 830nm wavelength.

You can apply this treatment over **fractures, pins, and plates**--even wounds are shown to heal faster with laser therapy. I specialize in adolescent sport injuries and it is safe on children as well. In my opinion, no other tool is as **versatile, safe** and **effective** as this laser. It allows me to initiate treatment on patients earlier where in the past I would have to wait for the acute phase to pass.

My practice has **only gotten better** since I purchased this laser and I'm confident that yours will too. Call me if you have any questions. I'm always happy to talk about the 830Laser. I truly believe in this product and predict that soon it will become a household name.

Sincerely,

*James Ko P.T.*  
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Physical Therapist  
Private Practice Owner  
IndeFree National Consultant  
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