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Inland doctors try out new laser therapy

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By **DAVID ACKER**
Contributing Writer

Medical laser therapy has been used in Europe for many years; recently it has become increasingly popular in the United States. One of a few developers of laser therapy technology is K-Laser USA. Manager of Training and Clinical Support Phil Harrington believes that the name "K-Laser" will become synonymous with laser therapy. "There are plenty of therapy lasers that cost less - but none match the clinical results. We are creating a brand name in the field of laser therapy, so that much like facial tissue is known as 'Kleenex,' we foresee a time when laser therapy treatments will be known as 'K-Laser treatments,'" said Harrington.

Staying ahead of the curve can be expensive for every one involved in the equation. The price of a K-Laser can run physicians anywhere from \$18,500 to \$21,500. Additionally, insurance coverage is often limited to instances of workers compensation or personal injury cases. This can leave patients paying out of pocket for each therapy session which typically start at \$50 a session, depending on injury type and severity.

Until insurance providers start to cover the treatment, Harrington says that the only way for doctors to provide the laser treatment is for patients to pay for each session out of pocket.

"This can be a hurdle for some doctors, but it is an opportunity for most. It brings another revenue stream into your practice, without the hassle of insurance billing. Patients are willing to pay for something that works," affirmed Harrington.

Richter Family Chiropractic of Corona is one of a only a handful of medical practices performing the newer and more powerful laser treatment therapy in Southern California.

According to Matthew Richter the success and turnover rate of the laser treatment is what makes laser therapy worth the cost.

"With the economy being tough it has affected every one including chiropractors. The acquisition of the laser has helped to increase referral and cash flow. The cost-benefit to the patient is a big plus. Many times healing time can be cut in half using the laser, which can save money and time for the patient. We are offering something very few doctors in the area have and it has helped attract patients that we normally wouldn't," stated Richter.

According to dozens of studies, the reason that these devices provide more proficient and expedient results than most therapy methods comes down to science. Laser therapy works by jump starting the output of cellular energy in impaired cells and increasing cell membrane permeability. This encourages nutrients and waste to cross cell membranes; promoting elasticity of injured areas. The technology was fairly new for Richter when he first saw the results after sending a patient to a San Bernardino practice that was providing the therapy option.

"She came back with wonderful results so I began inquiring about purchasing one. The rep came and I had two patients to try the laser and they had immediate results. I decided that the investment was worth the cost because I could reach and help more patients than

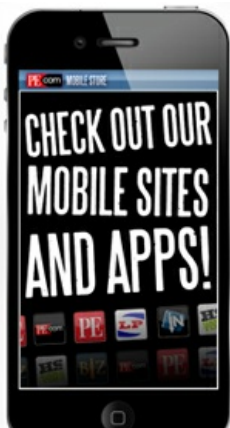
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previously. We are bringing in more referrals and doing some advertising as well. The investment has been very advantageous thus far," stated Richter.

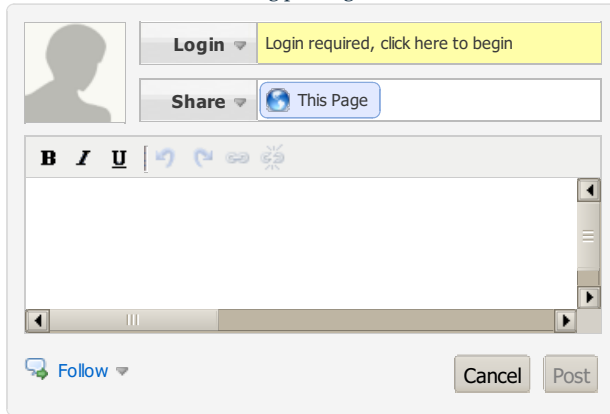
Harrington believes that the success of laser treatment will only increase as more and more tests validate the superiority of the therapy method.

"There are thousands of published studies that validate the effectiveness and safety of laser therapy. And there is a growing body of clinical evidence in support of Class 4 laser therapy," said Harrington.

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