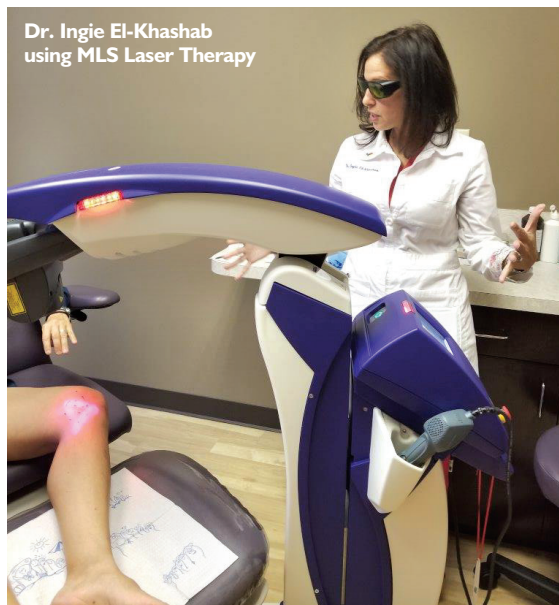


Providing a Customer-Focused Treatment Protocol with MLS Laser Therapy

By N. Lindquist

For Dr. Ingie El-Khashab, owner of Active Ankle & Foot Care Specialist in Tucker, GA, educating patients about their conditions to help them come to an informed decision on their treatment plan has always been top of mind. It's this mindset that prompted her to open a solo practice so she could personally see each patient and give them the one-on-one attention they deserve. Her approach to podiatric medicine allows her to provide the best treatment available for each patient and really understand their needs and concerns. It also provided her a unique opportunity to



Dr. Ingie El-Khashab using MLS Laser Therapy

the technology without disrupting her workflow.

Innovative Cash-Based Modality

It's no secret: conventional treatment options that rely on insurance deductibles have become cost-prohibitive. Many patients are unwilling or incapable of paying for surgery due to the high insurance prices. For Dr. El-Khashab, laser therapy provided a cash-based solution that allowed her patients the freedom of choice for a fraction of the price of insurance co-pays. The laser brings more cash flow to the table, without being tied up with insurance companies. The patients are willing to pay

for something that works and are happy to tell others how well laser therapy has worked for them.

Providing New and Innovative Treatments Is Key

Being able to offer an alternative to her patients was what initially drew Dr. El-Khashab to laser therapy. It also enabled her to take advantage of the additional benefits that came with offering a solution that was new and exciting—like garnering more interest in the treatments and

"I chose MLS Laser Therapy because it seemed to be a good fit—something new on the horizon of technology. I researched treatment options that offered less downtime and didn't rely on insurance authorization—MLS Laser Therapy ticked all the boxes."—Dr. El-Khashab

bring technology to the forefront of patient care with MLS Laser Therapy.

Laser Therapy Becoming the New Norm

It was over five years ago that Dr. El-Khashab had first looked into therapy lasers for her practice. She started her research by following industry magazines that featured lasers and attended tradeshow to see them in action. The more she looked into laser therapy, the more she realized the opportunities for application in podiatry.

But she had reservations... how was this device going to work within the practice? How would she be able to offer the laser treatments and maintain her normal schedule of patients?

That's where the Robotic M6 laser from **Cutting Edge Laser Technologies** came in—with the robotized head, she could use the preset protocols and set the laser up for her patients, go see another patient and circle back. This created an opportunity that meant she could incorporate

"Two and half years ago I started to feel sharp pain at the bottom of my right foot around the area of the small toes. I started treatment with another podiatrist with pain killers, shoe pads, wrapping, cortisone shots and nerve-numbing shots with no relief. Finally, I came to Dr. Ingie El-Khashab, who suggested correcting the distribution of the weight with orthotics, and for immediate pain relief, to try MLS Laser Therapy. The pain level on a scale from 1-10 has come down from 8 to an occasional 1. I have to say that MLS Laser Therapy is very effective in reducing the level of pain."—M.E. (Patient of Active Ankle & Foot Care Specialists)

PROFILES IN EXCELLENCE

Cutting Edge *(continued)*

an uptick in referrals. Since Dr. El-Khashab is one of the few physicians in the area that offer this sort of treatment, she's made her practice unique in the eyes of her patients. The office is considered progressive and at the forefront of technology with the addition of the laser.

"We're offering something that is painless and easy to do. Patients feel symptomatic relief by the second treatment and their return to mobility is significantly better and faster than those who opt for conventional treatments. It helps us help our patients more effectively and keeps them happier."—Dr. El-Khashab

MLS Laser Therapy? Never Heard of It

She describes MLS Laser Therapy to patients as a "non-painful, non-invasive treatment that requires no medications." Two wavelengths work together to deliver key outcomes: less pain and less swelling. The laser decreases inflammation and increases vascular flow—increasing the body's cellular healing—as well as targets the pain receptors to decrease pain. Treatment is dynamic—if the pain moves or changes, the laser can move with it.

There's also a significant benefit to using the laser post-operatively, so Dr. El-Khashab offers it in conjunc-

tion with surgery as a recovery package. She informs patients that it minimizes the amount of time they need to take opioids, which most patients are concerned about, and it decreases swelling significantly in just a few sessions—allowing them to get their full range of motion back sooner.

Setting Up for Success

At the end of the day, physicians just want to see their patients happy and healthy. For Dr. El-Khashab, that means setting her patients up for success with the best personalized treatment plan. She wants them to know she's committed to their well-being and she firmly believes that MLS Laser Therapy is one of the best solutions to help them achieve their outcomes.

Interested in learning more about how MLS Laser Therapy is helping physicians improve clinical results for their post-surgical and chronic pain patients while growing their practices? Call 800.889.4184 or visit celasers.com/profiles.

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