

Non-Surgical Fat Removal: What Works

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Private Practice

University of Illinois & University of Chicago



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CAESARS PALACE LAS VEGAS



PROGRAM CO-CHAIRS:
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Disclosures

Merz

Syneron/Candela

May use brand names due to lack of
distinguishing generic names

What do You Mean by “Works”

- Clinically proven* significant fat reduction
- Clinically reported fat reduction
- “Me too” technology based on other devices
- Does it work on my patients?
- Does it work in my practice?
- Does it work for my practice?
- **Will I recoup my investment or see an ROI?**

*Multiple peer reviewed publications

Does it Work on My Patients?

- How are you positioning the results?
- Accept modest results after many treatments?
- Will patients still trust you if it doesn't work?
- Will they consider liposuction as a back up?
 - Will you discount the liposuction?
- Will you give refunds?
- How will you handle unfavorable reviews?



Does it Work in My Practice?

- Will staff promote it?
 - Did staff try it?
- Who will take ownership?
- Will I need additional staff?
- Who will do marketing?
- Additional space?



Does it Work For My Practice?

- Will I be doing it or can I delegate it?
- Additional costs & overhead?
 - Annual maintenance, service, disposables, etc
- Will it bring in NEW patients?
 - Will existing patients shift their dollars?
- Will it bring in SURGERY patients?

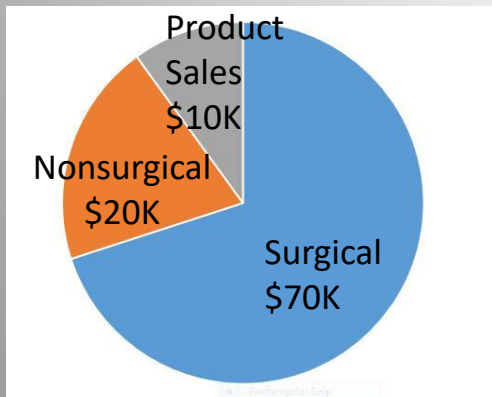
Grow the Pie or Re-Slice the Pie?

- Grow your practice or just change it
- Patients may have a fixed budget for services
- Need to bring in NEW patients

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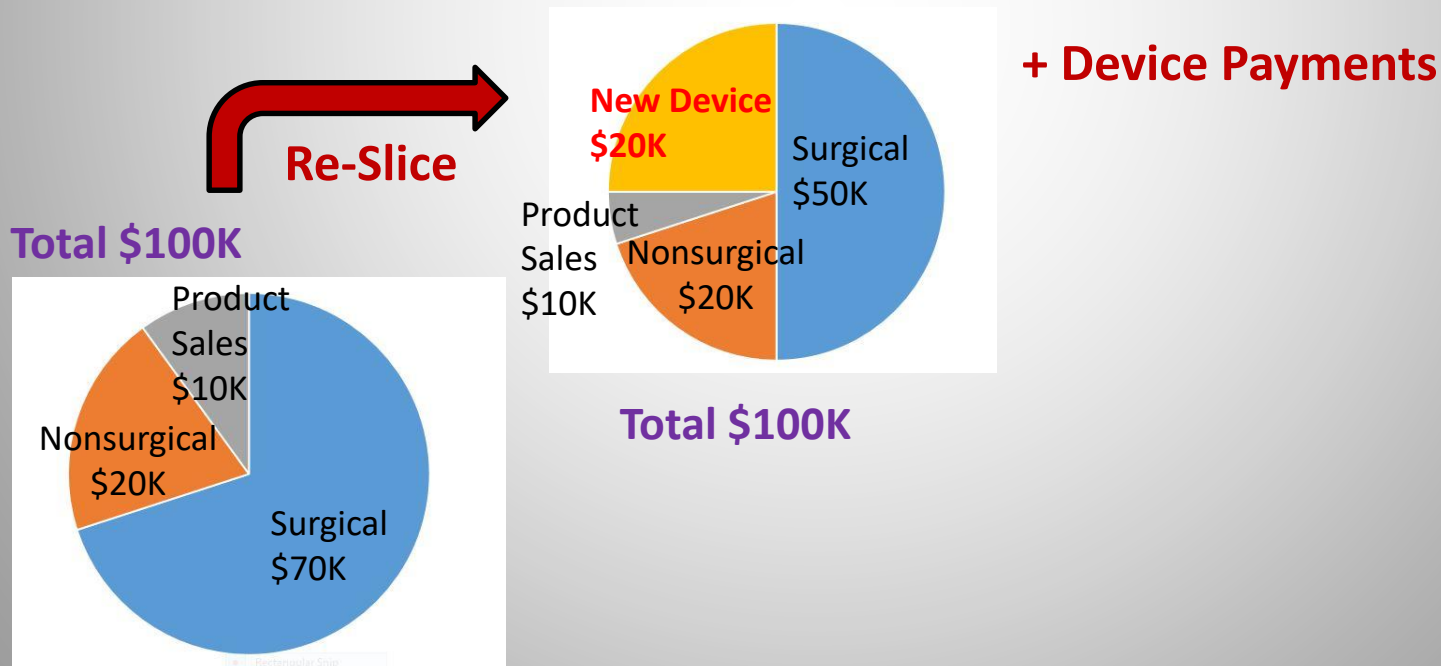
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Total \$100K



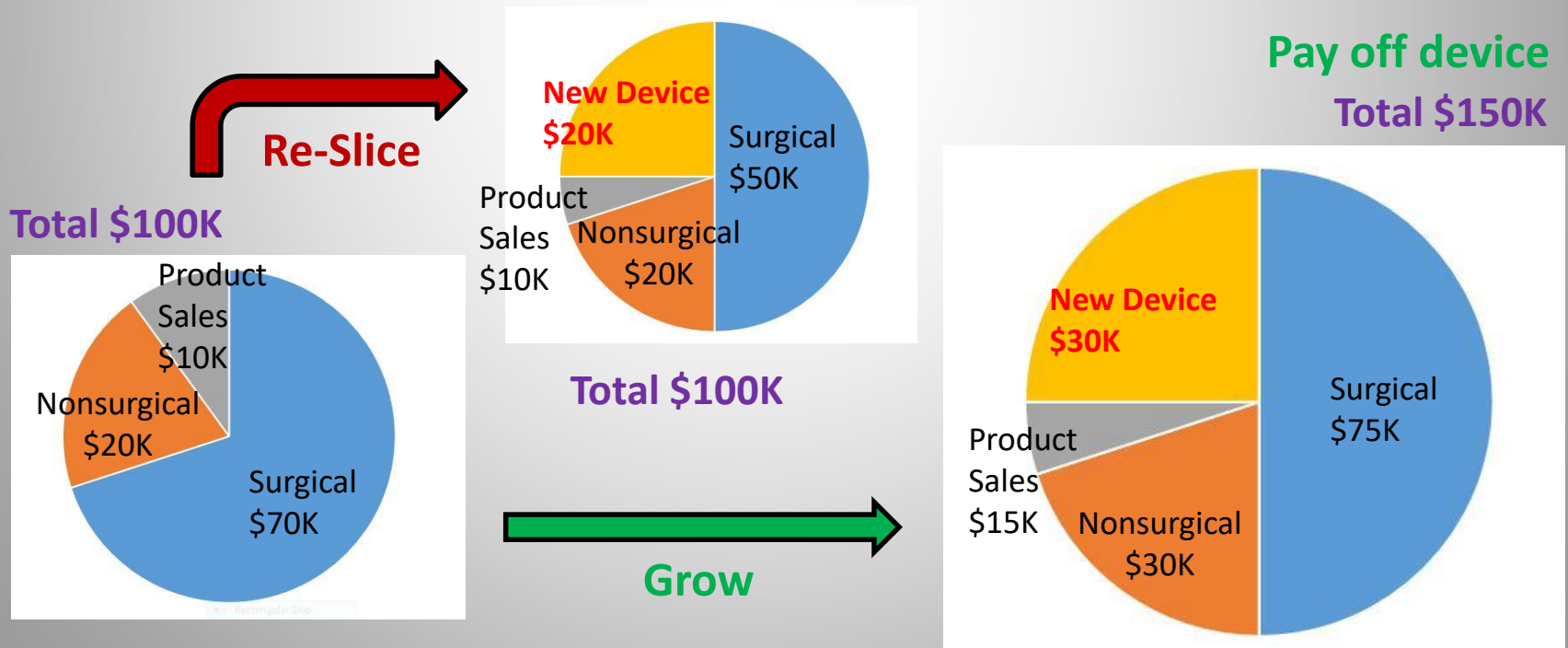
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Considerations

Your device needs depend on

- What you offer vs what you want to offer/expand
- Practice model
 - Academics
 - Employed
 - Small group
 - Solo
- Geographic location
- Patient demographics
- Patient demand – Real vs Generated
- Budget with limited resources

How Will You Get Suckered Into This?

- FOMO - “Everyone is doing it”
- Industry “Cosmetic Summit” at luxury hotel
- Unrealistic proforma by sales team
- Patients are “asking for it”
- Dr Oz gave it thumbs up
- The KOL pitch/deal

This is all coordinated by industry

Revenue per Hour

- **You** can make high profit per hour injecting
 - Neuromodulators take 10 min
 - Patients keep coming back
 - May convert to surgery
- **You** make more per hour in surgery
 - But has more non-compensated time
 - Patients don't come back for years
- **You** may NOT make money using machines
 - Your **staff** can make you money using machines
 - May convert to surgery

Local Market Issues

- Underserved or saturated?



- Ride someone else's marketing wave?



- Losing patients to other providers?

Non-Surgical Fat Reduction Options?

- Chemical
- Radio Frequency
 - Combined with Infra Red
- Laser
- Ultrasound
- Cryolipolysis
- Electromagnetic

Chemical Fat Reduction

Deoxycholate (Kybella)

- Expensive per treatment
 - Minimal practice investment
 - Best for small areas
 - Typically 2 to 3 rounds
-
- I can do better with liposuction at less cost

Radio Frequency

- Thermage, Exilis, TruSculpt, Venus, others
 - Monopolar
 - Bipolar
 - Multipolar
- Additional features (of questionable value)
 - Vacuum, Infrared, Pulsed magnetic fields

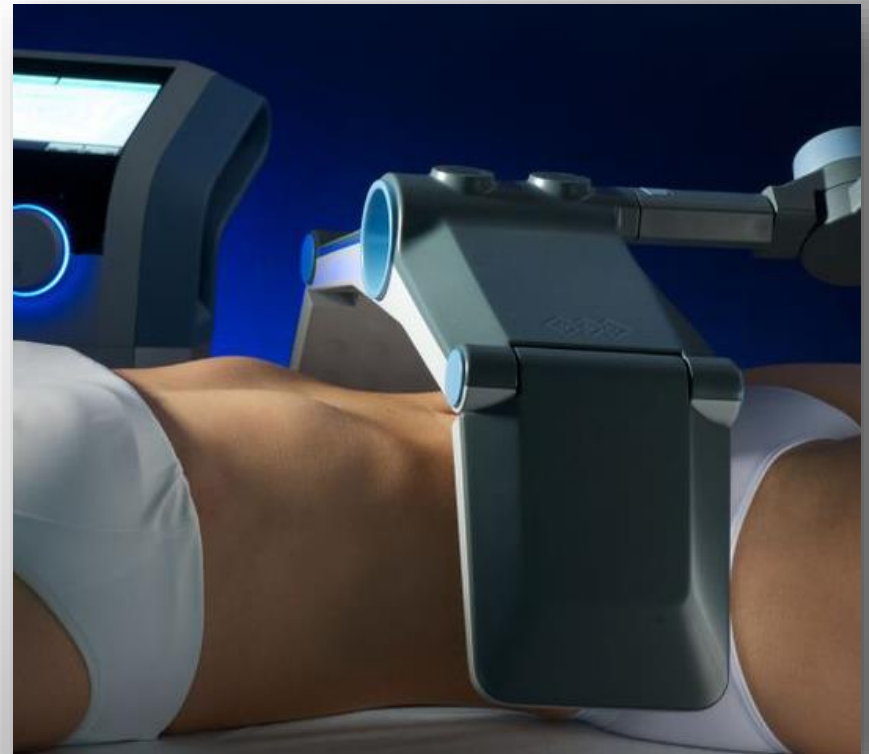
Surface RF Fat Reduction & Skin Tightening

- Multiple sessions
 - 2 to 4 weeks apart
- Operator dependent
 - Dedicated staff
- Better for small areas
 - Easier to see improvement
- Useful for touch up after liposuction
 - Add skin tightening



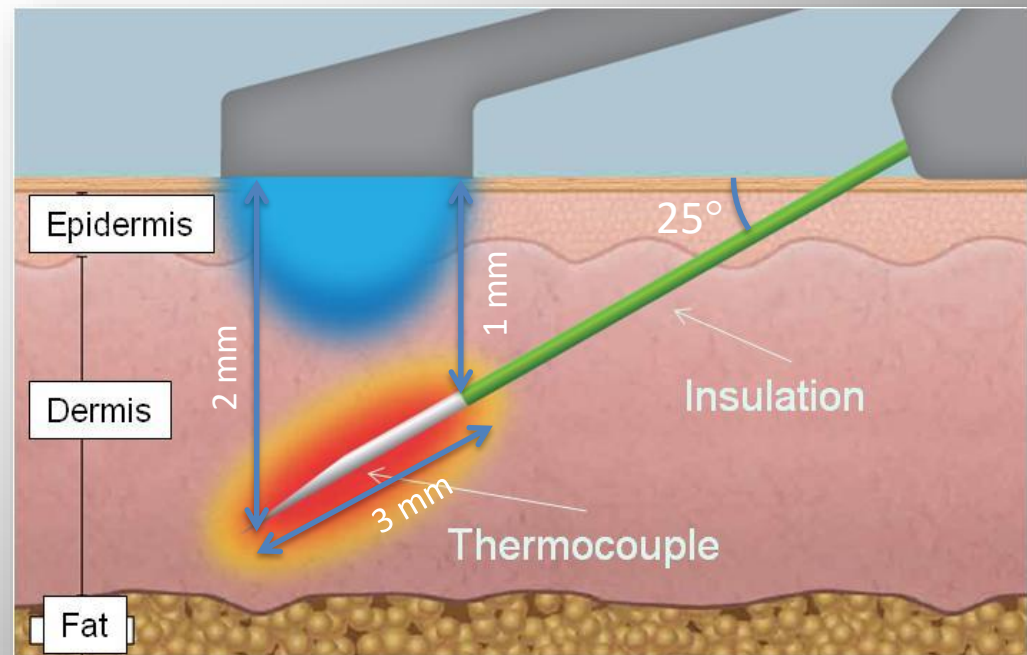
Field RF Fat Reduction & Skin Tightening

- Vanquish
- Multiple sessions
- Set & forget
 - Minimal skill level



Internal RF Fat Reduction & Skin Tightening

- Micro-Needling RF
- Fewer sessions
- Much more operator dependent
 - Dedicated staff
 - Advanced practice
 - Analgesia
- Time intensive



Deep RF (Thermi)

Don't listen
to me

Hear it from
the Expert



Non-Invasive Laser Fat Reduction

- iLipo
- Xerona
- SculpSure
- Poor or inconsistent results



SculpSure Class Action Law Suit



HAGENS BERMAN

Attorneys

Cynosure Inc. SculpSure

DEFENDANT NAME: Cynosure Inc.

PRACTICE AREA: [Consumer Rights](#)

STATUS: Active

DATE FILED: 06/16/17

KEY ATTORNEYS:

[Steve W. Berman](#)

[Elizabeth A. Fegan](#)

[Mark Vazquez](#)

[Treatments](#) > [SculpSure](#) > [Reviews](#) > [Sculpsure = Torture Device](#)

Sculpsure = Torture Device

[Efeucht](#)

Not Worth It

\$6,500

Focused Ultrasound

- Liposonix
 - Consumable costs
 - Painful
- Ulthera
 - Operator dependent
 - Consumable costs
 - Painful
 - Better for facial skin tightening

Electromagnetic

- Emscuplt
 - High Intensity Focused Electromagnetic Technology
- Fat reduction + **muscle hypertrophy**
- 4 initial treatments then 1 touch up every 3 months
 - 20,000 forced muscle contractions per 30 min session
- Ideal patients seem to be thin and fit to start



Emsculpt

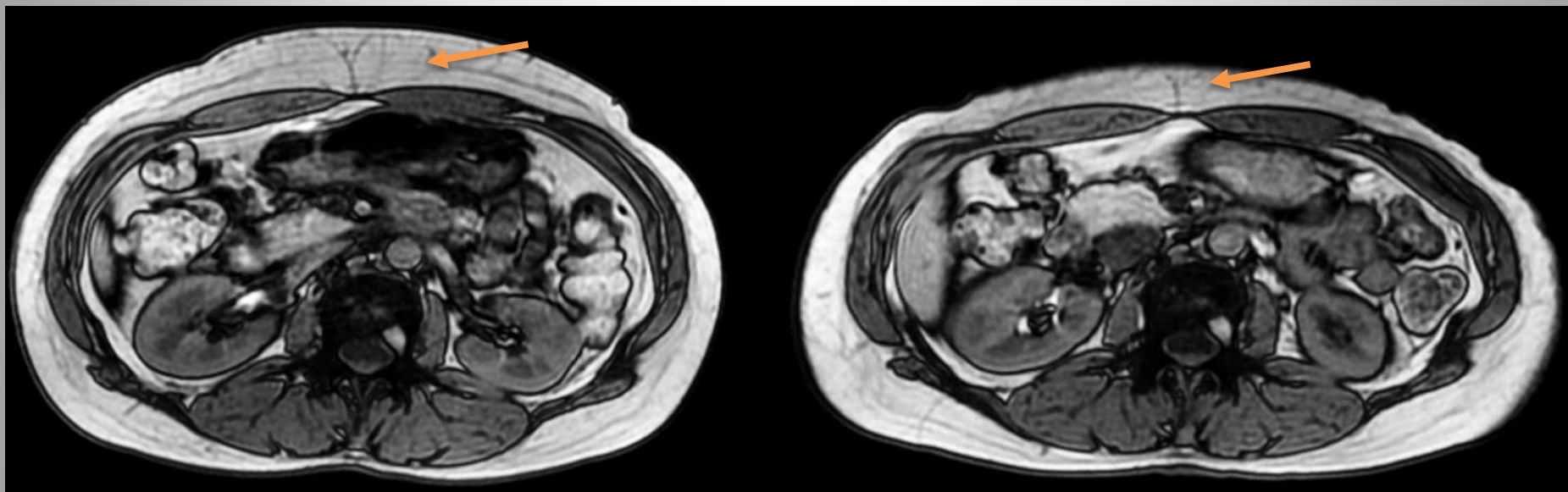


Before Treatment



After 2 months

Emsculpt



Before Treatment

After 2 months

Cryolipolysis

- Probably the most predictable results
- Backed by many peer reviewed studies
- Change in business model
 - Direct to consumer advertising
 - Brings in NEW patients
- “Set & Forget”



Personal Experience with CoolSculpting

- 4 machines at 3 affiliated medspa locations
- DTC marketing is working
- Brings in patients who would never consider seeing a plastic surgeon
- Some convert to liposuction
- Some convert to excisional procedures
- If I could buy only one body contouring machine, this is it

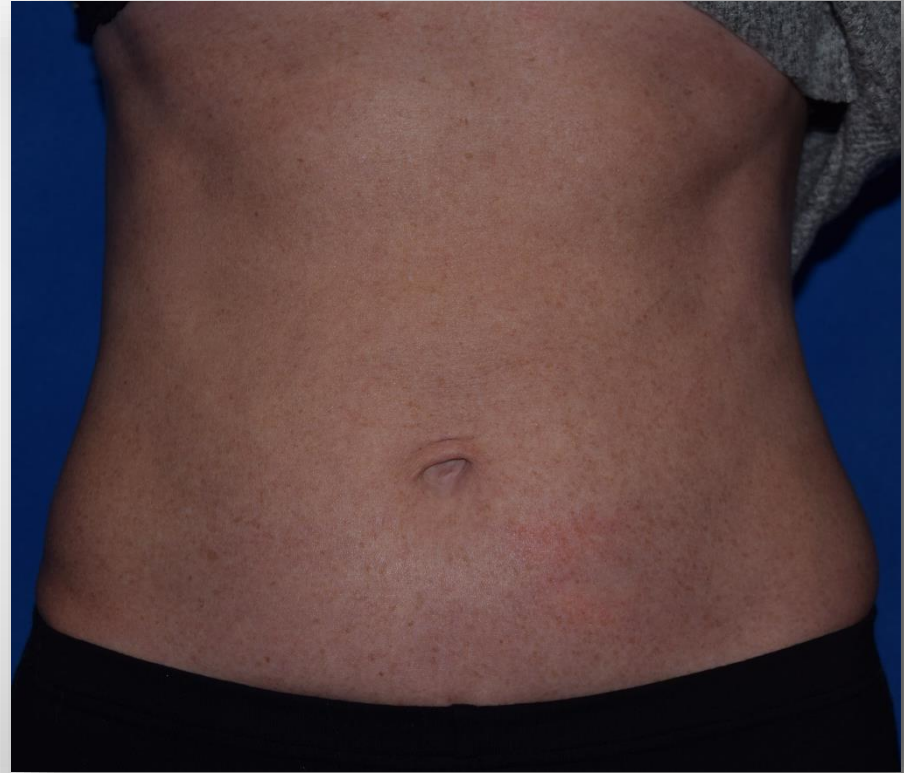
Paradoxical Adipose Hyperplasia

- Fat overgrowth in treated area
- Less than 1 in 1000
- 2 to 3 months after treatment
- Does not resolve
- Responds to liposuction

My Best Results: Which Device did I use?



Before



After

What Does RealSelf Have to Say?

Zerona

Average cost: \$1,650

141 reviews



35% WORTH IT

CO2 Laser

Average cost: \$2,650

292 reviews



77% WORTH IT

realself

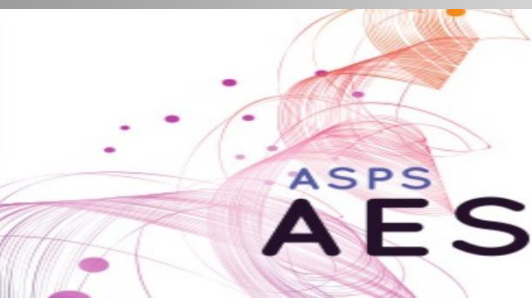
Non-Surgical Fat Removal: What Works

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Presentation Available Next Week

DrGutowski.com -> Click [For Physicians]



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SUPER SYMPOSIUM



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