

LightPod Lasers Address Practical Considerations in Family Practice

BY BOB KRONEMYER, ASSOCIATE EDITOR

When Aletha Tippet, M.D., a family practitioner in Blue Ash, Ohio, introduced lasers into her practice last year, an important goal was that the lasers would not disrupt or alter her successful routine of patient care. “We were looking to add an economic contributor to the practice, rather than another managed care trouble point,” she said.

“Initially, we had found that lasers in general are extremely impressive and technologically advanced, but the practical aspects – the issues of everyday use that we identified – were lagging far behind,” Dr. Tippet explained. After careful research, she selected two LightPod portable lasers from FriendlyLight Laser Corporation (Tarrytown, N.Y.).

The LightPod erbium is an Er:YAG with a 2940 nm wavelength and the LightPod MicroPulse1064 is an Nd:YAG with a 1064 nm wavelength. “These are genuinely portable, briefcase-sized lasers, weighing only 22 pounds each,” Dr. Tippet noted.

“Available research and consumer trends had shown that cosmetic laser therapy is a consistently positive experience for family practice, for both patients and practitioners,” Dr. Tippet commented. “This was presented in detail at the *American Academy of Family Physicians (AAFP)* assembly last year. Before selecting the laser equipment and the procedures we would offer, we wanted to know how these lasers could be integrated into our practice. We



Aletha Tippet, M.D.
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turned our attention to two readily available technologies: erbium and Nd:YAG.” These two technologies offer a full range of popular treatments, such as hair removal, photorejuvenation, skin tightening, skin resurfacing, acne scars, telangiectasis, rosacea and other vein removal.

Dr. Tippet and her staff wanted to integrate aesthetic procedures quickly and successfully into the

family practice. When patients of the practice were surveyed, they were enthusiastic about new aesthetic services, “but they were also clear about their expectations,” said Dr. Tippet, who is also a wound care specialist. “They wanted safe and simple procedures that were relatively pain free and suitable for all skin types.”

Dr. Tippet shopped the product landscape for key features and excellent clinical results, with emphasis on practical applications. “We were pressed

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for space, as most practices are – we simply didn’t have a spare room to devote exclusively to the lasers,” she said. “We also desired room-to-room and even location-to-location portability, with easy storage. However, we found that this requirement could not be met by most laser manufacturers. Our capital expenditure was also limited. We were uncomfortable spending a large amount without knowing how quickly our investment would become profitable in our practice.”

The LightPod lasers met each and every one of Dr. Tippet’s needs, at affordable prices starting at \$39,500 (approximately one half the cost of a typical competitive laser). “LightPod lasers are compact and lightweight, yet eminently reliable and well designed, with minimal maintenance,” she said.

Dr. Tippet recommends that family physicians who are considering the addition of an aesthetic practice “should ensure both the economic and clinical success of their venture by screening products according to the most rigorous of practical specifications. The LightPod portable lasers have met these needs and enabled us to build an extremely successful and profitable aesthetic portion of our practice.” ■