

The background is a dark blue gradient with a subtle pattern of white dots. Overlaid on the left side are several concentric circles and a large circular scale with degree markings from 140 to 260. Some circles have arrows indicating a clockwise direction.

# BUILDING A LASER CENTER

BRECK TIERNAN, DPM

ADVANCED FOOT AND ANKLE CENTERS OF ILLINOIS

[WWW.YOURFOOTDOCS.COM](http://WWW.YOURFOOTDOCS.COM)

THRIVE PAIN LASER CENTER

[WWW.THRIVELASERCENTER.COM](http://WWW.THRIVELASERCENTER.COM)

# THRIVE LASER CENTER



# FOOT AND ANKLE THERAPY

- What are we doing?
- We do not charge cash for our MLS laser treatments for the foot and ankle
  - We couple the laser with other therapies and billable codes and give the laser for free
  - Aquaroll therapy and strapping codes
    - PVR \$110



# AQUAROLL THERAPY – APPROX \$30K



# AQUAROLL THERAPY – CPT 97110 X 2

- 15 minute time therapy code – if you reach 23 minutes you can round up to 2 units
- This is not an aquaroll specific code, it is for Range of motion exercises. It can be accomplished in other ways
- This is an easy sell for patients
  - 30,000 glass beads in warm water. “It’s a giant foot massager. “
  - This also can be used for hands. Post op Carpel tunnel....



# STRAPPING CPT 29540

- We all use this code. No explanation necessary
  - Quick tape low dye strapping
  - Stamina pro patches for inflammation. [www.luminas.com](http://www.luminas.com)
  - Medicare only pays for 1 foot. ☹️

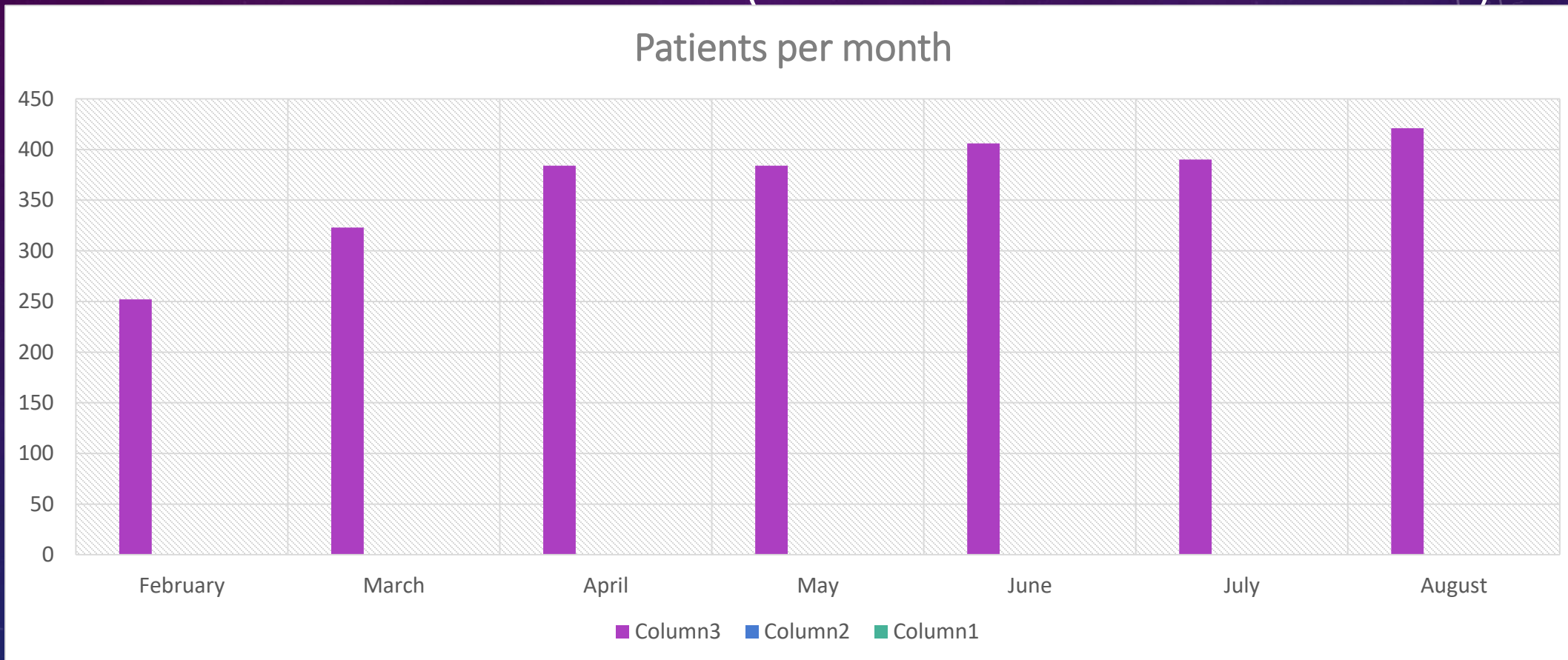


# POSSIBILITIES

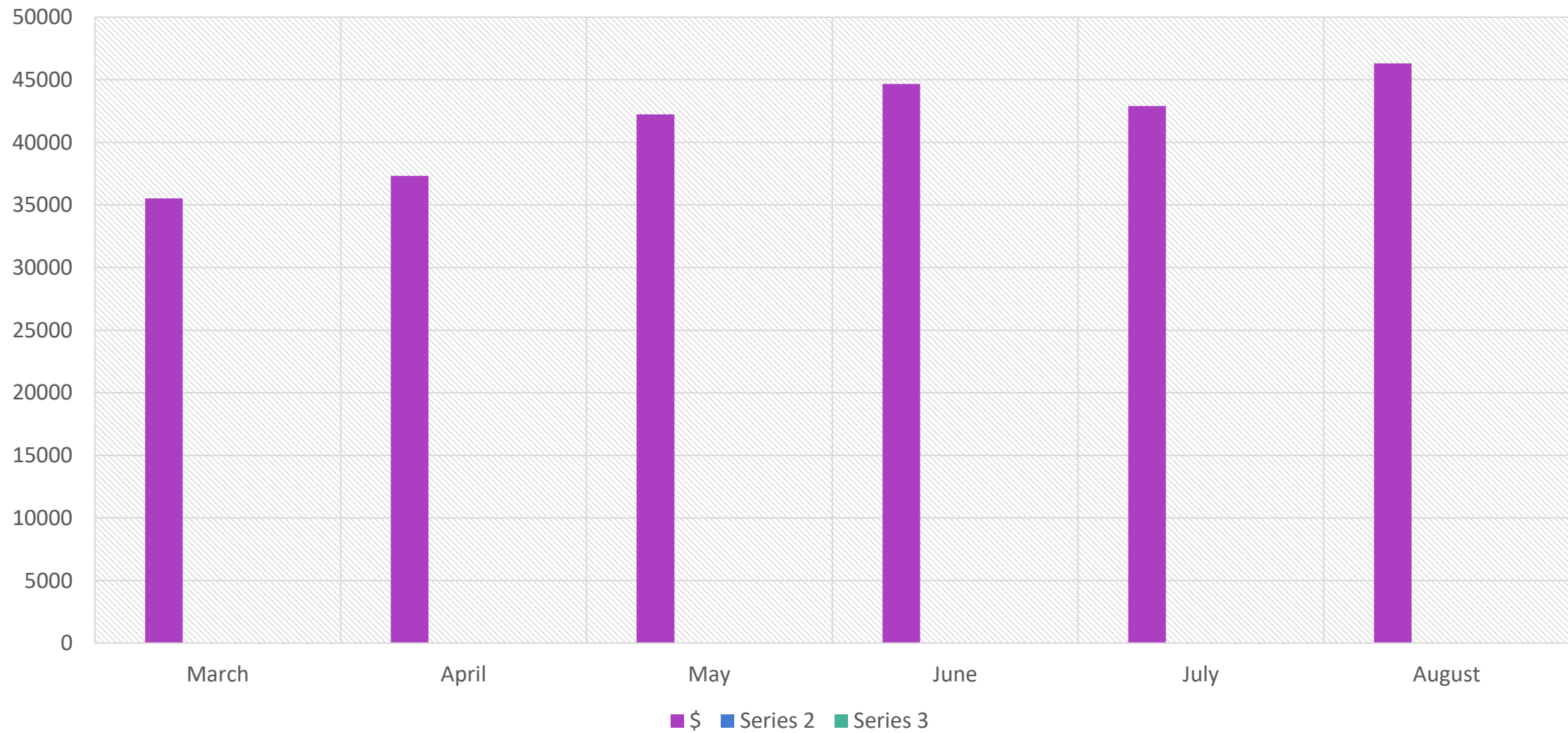
- Therapeutic Ultrasound?
- E-Stim?
- Iontophoresis?
- These are other billable codes that could be used.



# PATIENTS PER MONTH (OPENED FEBRUARY 2025)



## Revenue



# LASER CENTER REVENUE – 2025 PROJECTED – ONLY FOOT AND ANKLE

- 30% increase in patient load and revenue in the past 6 months
- Projected almost 5000 patient visits - \$550,000 in revenue
- We are currently at capacity
  - Needed more employees to run 2 rooms at once.
  - 4 employees – 3 working at all times
    - 2 laser rooms and 1 front desk / aquaroll

# FULL BODY LASER TREATMENTS

- Opened New office space February 2025
- We are doing our foot and ankle therapy in this space that goes through the insurance. All other body parts are cash only.
- How do you do full body laser treatments?
  - \$10,000 in attorney fees later
  - Must hire an MD, DC or DPT. They must be an employee that oversees the laser specialists when out of your scope of practice. They can do initial consultations and follow ups as needed. In Illinois, they do not need to be on site or do a direct examination of the patient. They can do telemedicine visits.
  - We hired a part time MD, that does the consults and we pay her 20% of everything that the patient pays for the treatments

# LEGALITIES OF THE LASER CENTER

- I stress that this is my understanding of the law in Illinois
- Please consult your own legal counsel for clarification in your area
- Laws may differ from state to state
- Be prepared to be disappointed on their direct language and fees.
  - I had to have clarification on many things that seemed simple at first
  - Me : “So, this is what you mean is.....”
  - Lawyer: “Not even close”



# FULL BODY LASER TREATMENT

- Approx \$40,000 in revenue the first year ( We are not charging enough- yet)
  - Initially we were charging \$480 for 8 session (\$60 per session)
  - We increased to \$600 for 8 (\$75 per )
- No marketing has been done
  - We do not have the capabilities to increase- yet
  - Only patient referrals

# WHERE DO I FIND THESE EMPLOYEES?

- We got lucky
  - Our Manager / lead laser tech worked at a Chiropractor for many years and has extensive experience in other body parts with the laser. She was a patient of mine and I have been trying to hire her for YEARS.
  - Our MD is a primary care doctor who referred patients and closed her practice. We reached out with this opportunity. She works for BCBS reviewing charts. She can not bill anything through BCBS
    - If you hire an MD, you can bill the initial consultation. We can not.

# THRIVE LASER PAIN CENTER



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## LASER ROOM 2



# OTHER FEATURES OF THRIVE

- Sauna and Plunge pool



# CRYOTHERAPY?



# WHAT ELSE COULD BE ADDED?

- Hyperbaric Oxygen therapy?
  - Wound care
  - Athletes
  - \$40,000



# SOME OF MY FAVORITE THINGS

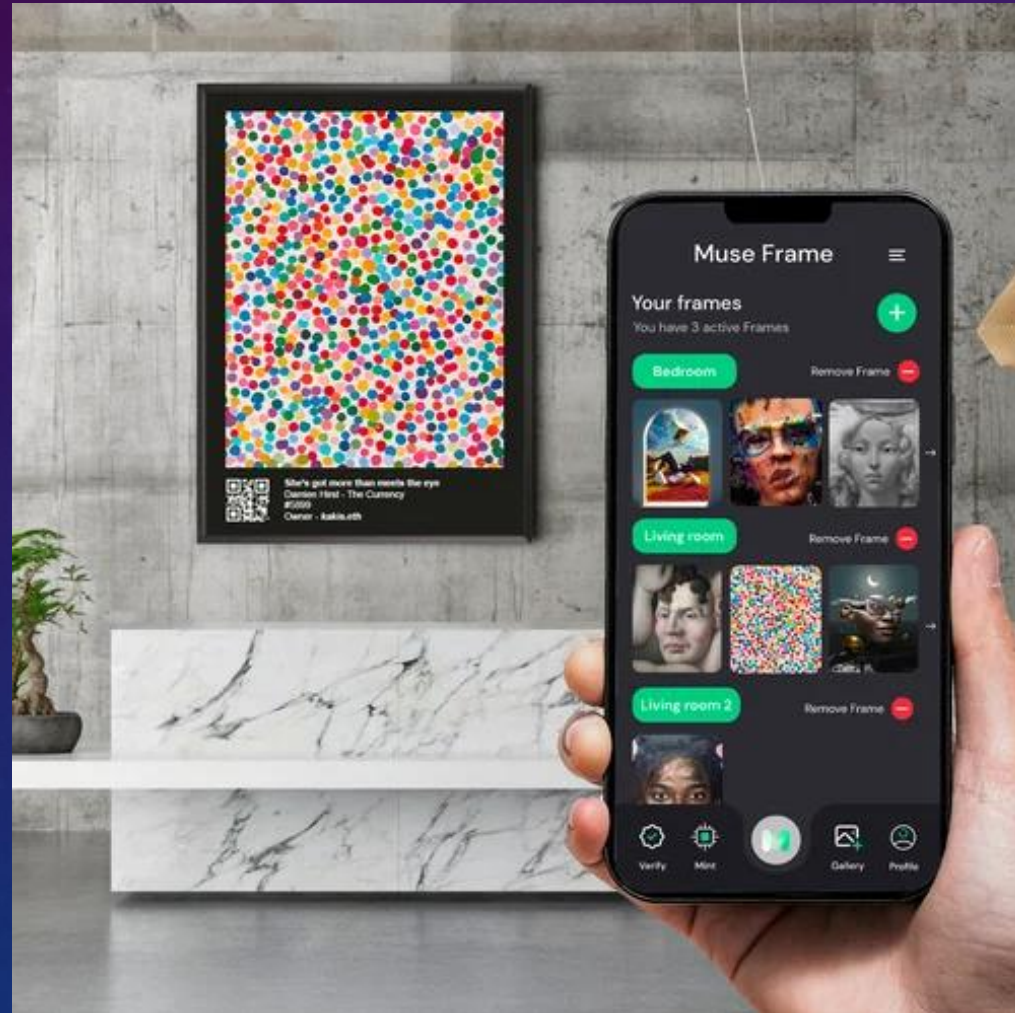
- Vestaboard



# SISYPHUS TABLE



# MUSE FRAME





# KLYDOCLOCK



# AROMA 360



# BOOKS THAT ARE GREAT

- Find your yellow Tux - by Jesse Cole
- Fans First – by Jesse Cole
- The Experience Maker – by Dan Ginguss
- The Customer Service Revolution – by John DiJulius
- From Impressed to Obsessed – by Jon Picoult
- Talk Trigger – by Jay Baer
- Raving Fans – by Ken Blanchard
- Big Little Breakthroughs – by Josh Linkner
- The Fred Factor – by Mark Sanborn

# BE REMARKABLE!

- Be Different
- Be Memorable
- Be Amazing
- Be Successful

