

Cosmetic Surgery TIMES

Helpful Hints for Bringing Lasers into Your Practice

New Product Focus

Here's what's available to help you keep on top of new products and services.

Determining the most appropriate first laser is a decision best made after careful research, return-on—investment analysis, and assessment of the needs and resources of one's individual

practice, said Sharon Littzi, M.D.

"It is undeniable that there is a certain mystique surrounding lasers," said

Dr. Littzi, cosmetic dermatologist, New Canaan Dermatology and Cosmetic Surgery, New Canaan, Conn.

Dr. Littzi's first encounter with

laser procedures was with the DioLite 532 (Iriderm), a 532-nm diode laser. She said she used the laser after several failures in patients with resistant lesions.

"Unlike the electric needle, the laser treatments were pain-free and the results were excellent," she said.

"We use the 532-nm diode laser on facial and body telangiectasias and vascular and pigmented lesions," said Dr. Littzi. "Procedures can be performed without anesthesia and with minimal follow-up. Unlike the pulsed-dye laser, the diode laser does not cause purpura, and Fitzpatrick I through IV skin types can be safely treated." Other conditions that can be treated with the diode laser include rosacea, pyogenic granuloma, dermatosis papulosis nigra, freckles, and keratoses.

"A conservative estimate is that 30 percent of all patients have lesions that can be treated with the diode laser," she added. "Due to this large population of treatment candidates, typically no investment in external marketing is required."

Dr. Littzi said that after buying

the DioLite laser, "We were very comfortable in making our next investment in a CO₂ skin resurfacing laser. We bought the Nidek CO₂ laser."

Now, she said, she is in the market for a hair removal system.

"Physicians must be able to provide a full spectrum of cosmetic services if they are going to market their practices as primarily cosmetic, which is what we chose to do."

Dr. Littzi said: "The first laser purchased in a cosmetic dermatology practice should be reasonably priced, safe, reliable, and easy to integrate into the existing practice. It should be versatile enough to treat a wide variety of conditions, thereby allowing for a relatively quick financial gain." CST



A patient presented with lentiginos and thin keratoses of the hands before treatment (above) and is shown (below) two weeks after diode laser treatment. (Photographs provided courtesy of Sharon J. Littzi, M.D.)

FOR MORE INFORMATION

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