

A Complete Photoceutical Approach to Care

How to use laser therapy in the full continuum of care for pain relief, tissue repair, sport injuries and maintenance



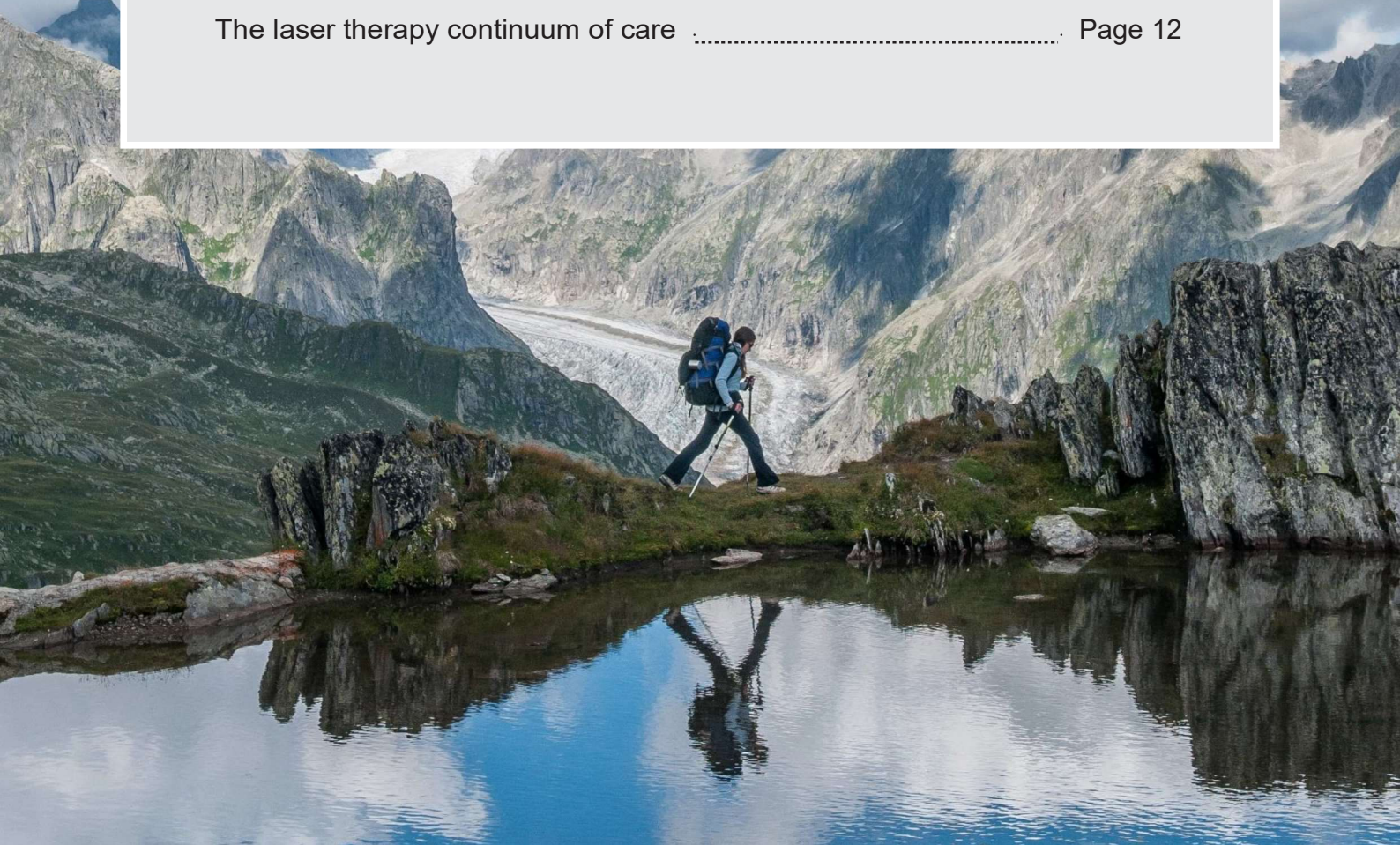
LOW LEVEL CLASS1
Laser Therapy



Continuum
of Care

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Why is laser therapy an important part of the continuum of care?

Achieving optimal clinical outcomes means reaching for the right tool from your toolbox at each stage of care. A multi-modal approach to care can produce incredible results—but what's the role of light-based therapy?

Laser therapy, also known as photobiomodulation, has become an important part of care. However, incorporating photobiomodulation through every stage of a disease state, or every step in a plan of care for each specific condition, is often overlooked. If you're just reaching for laser therapy for post-surgical applications, and acute pain, then you're missing opportunities to use light to produce incredible outcomes across the entire continuum of care.





But Let's Have Real Talk...

Laser therapy has been a challenging modality for many clinicians to decipher. If classes, wavelengths, and power have your head spinning, don't worry—we're here to clear it up. We're leaving behind confusing marketing terms to provide an easy roadmap to determine the right light-based tool for the clinical job at hand—for each stage in the continuum of care.

Non-invasive treatments that produce real results gain favor with patients and practitioners alike—this is where laser therapy shines, at every stage of care.

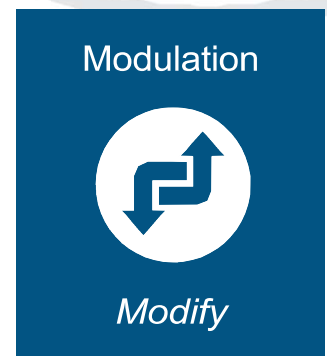
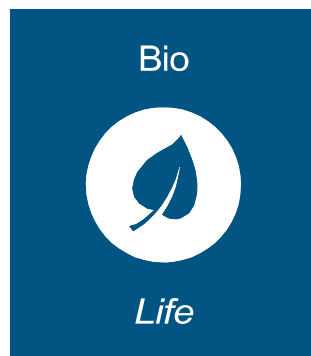




Translating Photobiomodulation into Real-World Outcomes: Photoceuticals

Over the years photobiomodulation has become the recognized term describing what happens on a cellular level during laser therapy. Photobiomodulation is the term used to describe the process by which light interacts with tissue for therapeutic applications.¹

Think of photobiomodulation as the term that explains the mechanism of action. Let's break the word down:



Therefore, photobiomodulation is a treatment that uses light to create changes in tissue. But how do we harness the mechanism of action and turn it into clinical results?

¹ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4390214>

Photobiomodulation is the foundational mechanism of action at play—but determining the proper target dose is drastically different at each stage of care. Would you treat an open wound the same way you'd treat chronic osteoarthritis? No. Clinical goals are different, target tissue is different, absorption characteristics are different, chronicity is different, and the list goes on. In pharmaceuticals, dosage and delivery of medications is determined based on the desired mechanism of action, and the presenting condition.

Similar to pharmaceutical methods, photoceuticals take real-world conditions and translate the science of photobiomodulation into the right dose of light to create consistent outcomes.

A Photoceutical device delivers optimized doses of light energy using curated wavelengths and the ideal frequency of exposure to significantly impact treatment effectiveness, improve the quality of life, and support the continuum of care over the life span.








How Photoceuticals Compare to Pharmaceuticals

In a pharmaceutical approach to care, proper drug dosing and delivery is essential to clinical outcomes. The same concept is true of laser therapy.

Take this example: Tom has a broken bone, he needs immediate surgery

STAGE OF CARE	PHARMACEUTICAL CARE	PHOTOCEUTICAL CARE
STAGE 1 SURGICAL PROCEDURE	 Pain Medication, via IV • During surgery, a first dose of analgesia is often delivered via IV	High-Dose Laser Therapy • Delivered post-surgically to his surgical site and surrounding tissue to quickly reduce pain
STAGE 2 READY FOR RECOVERY	 Prescription opioids: • Hydrocodone, oxycodone, and morphine are some of the many options for treating severe acute pain.	Tissue-Repairing Optimized Dose of Laser Therapy • Delivered to the damaged tissue to stimulate repair of the injured tissue
STAGE 3 LONG-TERM CARE	 OTC pain medicines: • Acetaminophen (Tylenol) and nonsteroidal anti-inflammatory drugs (NSAIDs)	Long-Term Care Laser, via At-Home Device, Patient Administered • Patient maintains outcomes with dose of laser optimized for long-term care

The Laser Therapy Continuum of Care, a Review of the Stages

The Laser Therapy Continuum of Care is designed to provide you with the right non-invasive tools in your laser therapy toolbox to meet your clinical goals throughout a complete plan of care.

As in our example with Tom, we have a different job to perform at each step of his care that requires three distinct approaches to treatment:

- Care should focus on controlling pain and preventing the onslaught of inflammation by treating a large area quickly.

- When pain begins to abate the focus shifts to treating targeted areas that require tissue repair and the reduction of inflammation.

- To support the goals of pain relief and tissue repair, a laser therapy device that has been optimized for at-home use is prescribed to accelerate recovery.

Headaches, Joint Pain, Increased circulation, Low Back Pain, Injury recovery, Bone Spur, Neck Pain, Sciatica, Reduce cost of long-term

"I use the Handy Cure in my chiropractic office for many different conditions. I have used more powerful lasers, more expensive lasers - but the Handy Cure does a fantastic job on my patient's conditions. It is easy to use... so easy that some of my patients have purchased ones for home use. I have 350 doctors in my group and many have purchased the Handy Cure to help even the most difficult patients. Powerful, easy to use and inexpensive is a winning combination."
Dr. Craig S. Ross
CA, USA

"I gave the Handy Cure device to one of the Rugby team players for the first couple of weeks to use on his Plantar Fasciitis. The report was that it helped with the pain and has made things better."
Richard W., Holistic Massage Therapist, Reading, UK

"The benefits of using Handy Cure to treat Lymphoedema include reduction of thickened tissue, muscle mobility and reduced pain. I am thrilled that Handy Cure is a device available that is suitable not only for professionals but also patient self use."
Jane W., Physiotherapist, Leek, UK

"I have owned my Handy Cure Laser for more than six months. During this time I have successfully reduced my own pain in an arthritic joint and numerous other conditions on my patients. Some of these include carpal tunnel, low back pain and frozen shoulder."
Rhonwen Wainland, acupuncturist, July, 2016, NSW, Australia

"I found Handy Cure to be very useful and effective - when my 11-year-old son strained his elbow, it was invaluable. Handy Cure returned the range of movement to normal and reduced the swelling in only a few days. I can highly recommend the Handy Cure laser as part of a therapist's 'toolkit'."
Linda S., Physiotherapy clinic, Leek, UK

"I have been using Handy Cure devices for around six months. I was attracted to the device by the ease of use and by the price point. Before introducing it into my practice, I spent some time using it for self-treating and for treating family and friends. The feedback was consistently good. As a sports therapist, my preferred way of working is to use Handy Cure once I have identified the probable cause of pain and determined that it cannot be readily, and comfortably, addressed by manual therapy."
Amanda L., Sport Injuries Therapist, Cobham, UK



Stage 1: Acute Trauma

What's going on:

- **Pain.** Patients are sensitive to touch, making treatment harder to administer
- **Large Area of Interest.** Widespread pain caused by the activation of nociceptors makes the area of injury difficult to discern

Stage 1 Condition Examples:

- Trauma
- Acute Injury
- Post-Surgery

Clinical goal:

Relieve pain and enable targeted treatment delivery.

Photoceutical tool:

Delivering larger doses of light to target these active receptors can be accomplished quickly with low laser therapy. LLLT optimizes outcomes based on patient characteristics and technology.

Stage 2: Ready for Recovery

What's going on:

- **Tissue is Still Damaged.** As pain abates, the tissue damage needs to be addressed to restore activity and function.
- **Targeted Treatment.** The area of dysfunction is now easier to see and targeted treatments are feasible now that the acute pain has been resolved.

Stage 2 Condition Examples:

- Sprains & Strains
- Arthritis
- Post-Surgery

Clinical goal:

Promote tissue repair.

Photoceutical tool:

Narrowly target damaged tissue with laser wavelengths optimized for absorption by the specific type of injured tissue. .





Stage 3: Maintenance Care

What's going on:

- **Ongoing care is required.** Provide additional support to accelerate recovery by controlling pain and optimizing tissue repair.
- **At-Home Treatment.** The patient has been discharged and either needs to come back to the clinic for ongoing care, or they need to be treated at home.

Stage 3 Condition Examples:

- Sprains & Strains
- Arthritis
- Post-Surgery

Clinical goal:

Maintain tissue repair for either complete recovery or long-term care for chronic conditions.

Photoceutical tool:

Improve outcomes and client compliance with take-home laser devices. The Laser therapy gives clinicians the flexibility to prescribe protocols to maintain tissue repair and pain relief.



The Laser Therapy Continuum of Care

Good for Patients

Using photoceuticals as part of a multi-modal approach to pain management, tissue repair, and maintenance care provides significant benefits to patients:



Non-Invasive: Photoceuticals are non-invasive at every stage of care and can help avoid complications that can result in more costly and invasive procedures.



Drug-Free: Often NSAIDs medication (as temporary pain-killers) can be eliminated or greatly reduced when photoceuticals are added to the plan of care.



Easy: Laser therapy is easy to administer and painless.

Good for Practices

Leveraging a photoceutical approach to care also has significant practice benefits:



Easy: Laser therapy treatments are easy to administer and can be delivered by the clinician, by staff, or by patients, dependent on the client's current photoceutical stage of care.



Fast: Treatments are fast and fit seamlessly into busy workflows.



Compliance: Getting patient compliance with long-term treatments is a common challenge. The photoceutical continuum of care eliminates the task of getting patients to return to the clinic for care with take-home therapy.

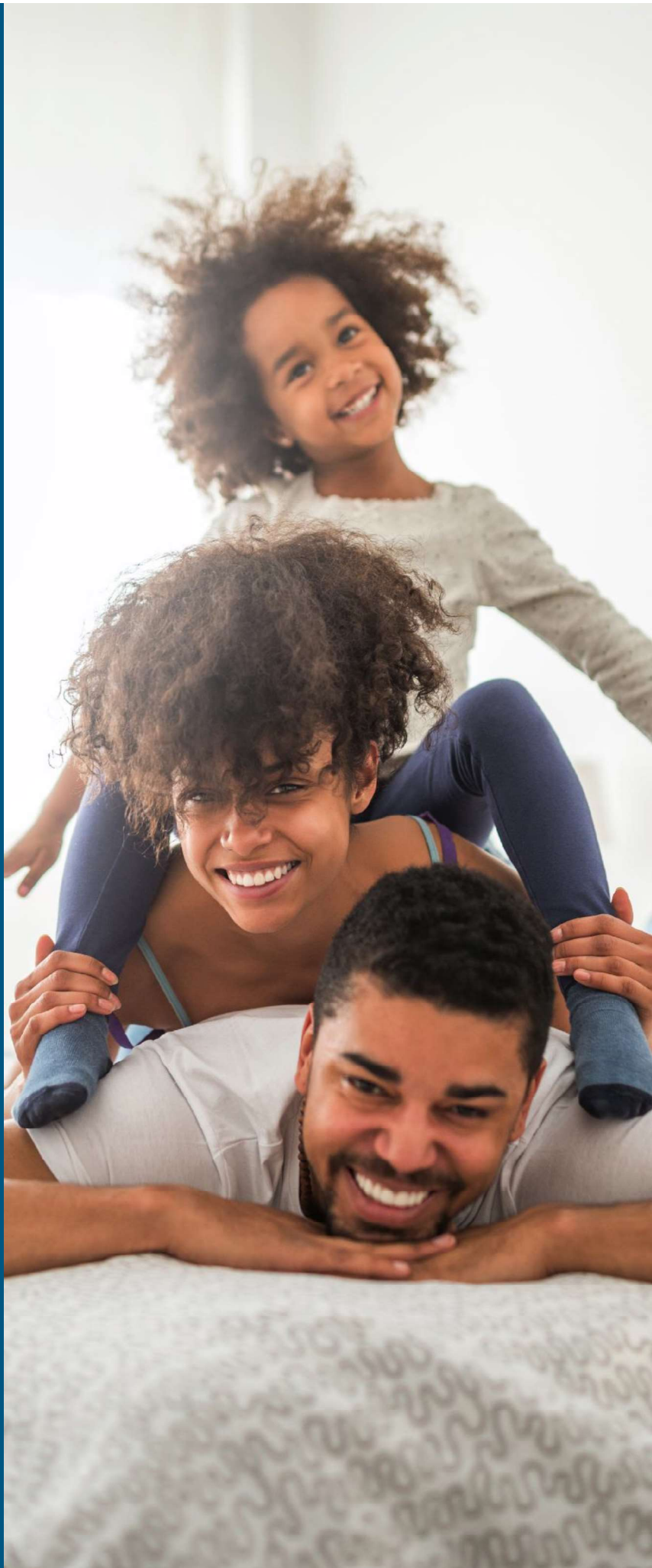


Revenue: When patients aren't compliant with treatments that require them to return the clinic, the revenue associated with that service is lost. With at-home therapy, clinicians have a way to provide outstanding maintenance care and protect revenue lost from poor compliance.

Proven. There is already a massive clinical evidence supporting the Laser Therapy Continuum of Care. There is much available science regarding therapeutic lasers.

Practical. Clinical research showed the results from vigorous research and translated it into practical applications so we can focus on clinical excellence, not laser physics.

Complete. Low Level Laser Therapy (LLLT) is capable to providing complete solutions for every stage of care and for every level of experienced laser therapy user (clinicians and regular patients).



**PURCHASE an LLLT
Laser Device today !**