

Laser Selection Guide

How to Decide on the Best Laser for Your Needs

THIS LASER SELECTION GUIDE IS DESIGNED TO HELP YOU DECIDE ON THE BEST BERMAN MEDICAL LASER FOR YOUR NEEDS.

Simply put, deciding on the right therapeutic laser for your needs comes down to a few variables: Laser power (Wattage or W) and Wavelength (nanometer or nm); your particular treatment and applications (which includes existing modalities and the ability to widen your treatment capabilities); which form factor works best for your office space and patient needs; your budget; and customer service capabilities of the manufacturer.

In this guide, you'll find Class IV, high-power, medical lasers ranging in power from 10 to 60 Watts maximum power and wavelengths of 810, 915, 980, 1064 nanometers (nm). Depending on the focus of your practice, you can benefit from a 10-Watt and 980nm device, or a 60-Watt device covering all wavelengths.

If you're not familiar with therapeutic laser technology, this guide can serve as a solid starting point on how to benefit your patient's outcomes as well as your practice bottom line.

If you need additional information, we provide free consultation and training on how to integrate medical laser technology into your practice, whether you are general physician, podiatrist, surgeon, chiropractor, dentist, physical therapist, sports therapist, veterinarian, or a licensed medical professional.

About Berman Medical Lasers

Berman Medical Lasers features a wide array of lasers, and we can help you determine which one is best for your needs and clinical practice. Whether you desire a desktop model, a high-portability laser, or floor models, we have the best solutions for you and your practice. Advanced laser technologies push the boundaries of biology, physics and technology, enabling us to bring you the latest treatment protocols and the most up-to-date devices to treat your patients.

About IRG

IRG is a highly trained and valued distributing partner of Berman Medical Laser with decades of experience with medical devices, information technologies, and technical support. We are very experienced in matching office and patient needs in conjunction with available budget to provide the best therapeutic laser for your practice.

**AFFORDABLE
QUALITY
MEDICAL LASERS
FROM A BRAND
YOU CAN TRUST**

BERMAN

Medical Lasers International

A Light Energy Healing Company

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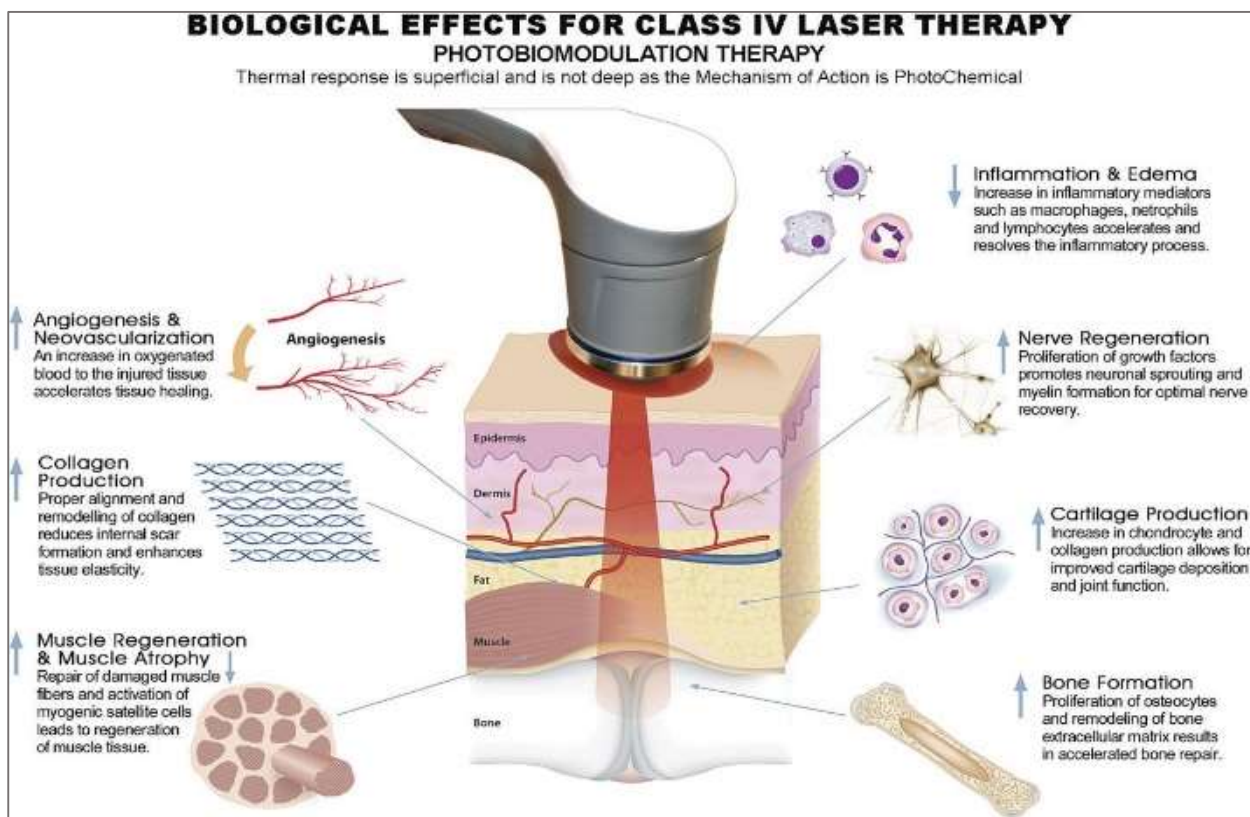
How therapeutic lasers work

During a laser therapy session, a physician aligns a laser-emitting diode over a patient's treatment area. The laser delivers photonic light energy of specific wavelengths, measured in nanometers (nm), which penetrate the skin without causing pain or damage. The cells of the body absorb the light energy, and through a process known as photobiomodulation, the mitochondria of cells that are functioning below par accept the photonic energy and convert it into ATP for cellular use.

The laser process floods damaged, inflamed tissues with **light photons**, which

- **Energizes cells**,
- Promotes increased **blood flow**, and
- Increases production of **pain reduction chemicals** such as endorphins and enkephalins from the brain and adrenal glands.

The result is significantly better oxygenation promoting faster recovery of damaged cells and pain relief with a cascade of healing mechanisms of action **the body naturally employs**.



PM3 therapeutic right-angled handpiece shown in image above.

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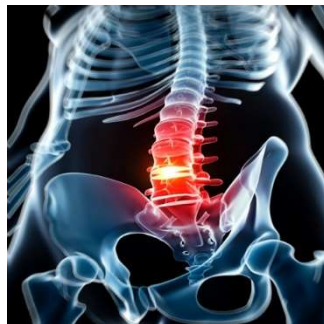
Biological effects for laser therapy

- Accelerated Tissue Repair and Cell Growth
- Anti-Inflammation
- Anti-Pain (Analgesia)
- Immunoregulation
- Improved Nerve Function
- Improved Vascular Activity
- Increased Metabolic Activity
- Trigger Point Resolution and Acupuncture Point Stimulation

Optimal processes for laser therapy

Lasers are optimal for four processes:

1. Pain relief
2. Inflammation reduction
3. Tissue repair
4. Surgery (outpatient and inpatient surgical procedures: Oral, Maxillofacial, ENT, etc.)



Laser solutions for patient problems

- Accelerated Tissue Repair & Cell Growth
- Anti-Inflammation
- Anti-Pain (Analgesic)
- Immediate Increased Range of Motion
- Immunoregulation
- Improved Nerve Function
- Improved Vascular Activity
- Increased Metabolic Activity
- Reduced Fibrous Tissue Formation (Scars)
- Trigger & Acupuncture Point Stimulation

The bottom line: Benefits of laser therapy

- Increased synthesis of ATP, RNA, and DNA
- Increased tissue oxygenation and nutrition
- Increased rate of tissue, nerve, and cell regeneration
- Increased lymphatic drainage, vasodilation, nutrient transport
- Increased range of motion



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Efficacy of laser therapy

The therapeutic efficacy of a laser is defined by the amount of Joules (energy) delivered to the tissue. Joules is equivalent to Watts multiplied by Time.

$$\text{Power (Watts)} \times \text{Time (Seconds)} = \text{Energy (Joules)}$$

It follows that **a higher wattage laser will reduce the session time** required to administer the desired amount of Joules.

Ailments that patients can be treated for

PAIN AND INFLAMMATION

- Arthritis (OA, RA)
- Back / Low Back
- Baker's Cyst
- Bursitis
- Carpal Tunnel Syndrome
- Cervical/Neck
- Edema
- Effusion
- Epicondylitis
- Fasciitis /Fasciosis
- Fibromyalgia
- Foot and Ankle
- Gout
- Hallux Valgus
- Hand / Wrist
- Head
- Hip
- Hoffa's Syndrome
- Inflammation
- Joint
- Knee
- Muscle Spasms
- Myofasciitis
- Neuroma
- Neuropathies
- Parathesia
- Post-Operative Pain
- Psoriasis
- Radiculopathy
- Restricted Range of Motion
- RSD
- Sacroiliac
- Sciatica
- Shoulder
- Tendonitis/Tendonopathies
- Thoracic
- TMJ/ TMD
- Trigger Point Pain

INJURIES

- Hematomas
- Ligament Tears
- Meniscal Tears
- Osteochondritis Dissecans (OCD)
- Prolapsed Disc
- Ruptured Disc
- Scar Healing
- Shin Splints
- Sports injuries
- Sprains
- Strains
- Tendon Tears
- Wound Healing



The analgesic and inflammation reduction effects of laser therapy can greatly contribute to reducing the need for pain medication, hence contributing to a potential reduction of opioid addiction and misuse.

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Berman Medical Lasers

Berman Medical Continuous Wave/ Pulsed Laser Series

FDA Cleared Lasers for:

- Pain, Inflammation, Wounds, Arthritis, Ulcers, Neuropathy, Surgery
- 1 box size your choice of Power and Wavelength (s) 15, 20, 30, 45 or 60-Watt 980nm OR 810nm
- 1 box size your choice of Single, Dual, Tri or Quad wavelengths
- Tri: 15W 810nm +15W 980nm +15W 1064nm OR Quad: 15W 810nm +15W 915nm +15W 980nm +15W 1064nm

All Lasers Include:

- Choice of two (2) therapeutic hand pieces from the following:
 - PM3 therapy right angled OR
 - Zoom OR
 - PM5 Suite with 5 attachments OR
 - Surgical Bare fiber (proper licensing required)
- Mobile Laser cart, Protective Carrying Case, 3 pairs of safety goggles, operating manual, protocol list, danger sign for display in treatment area
- On-site & Remote Continuing education & training
- Starter marketing package
- Five (5) year warranty, loaner laser as needed



Nikö Laser



Jüna Laser



Jägr Laser



Ojäi Laser, Bödi Laser
(same form factor)



Kädn Laser, Konä Laser, Lukä Laser, Jäke Laser
(same form factor)



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Berman Medical Continuous Wave/ Pulsed Laser Series, continued

Kädn Laser

Class 4 Diode Laser, 15-60-Watts total power

Single Wave



- Laser is either: 15, 20, 30, 45 or 60-Watt 980nm **OR** 810nm
- Laser model has a German 70-Watt programmable diode
- Upgradeable via code from 15 to 20, 30, 45 or 60-Watts
- 0.1 up to 60-Watts Continuous Wave or Pulsed Wave in s, ms, μ s for each wavelength

Konä Laser

Class 4 Diode Laser 60-Watts total power

Dual Wave



- Laser is: 30-Watt 980nm AND 30-Watt 810nm
- Laser comes with two (2) German 35-Watt diodes
- Each diode/nm is Auto & independently adjustable 0.1 up to 30-Watts Continuous Wave or Pulsed Wave in s, ms, μ s for each wavelength

Lukä Laser

Class 4 Diode Laser 45-Watts total power

Tri Wave



- Laser is: 15W 810nm +15W 980nm +15W 1064nm
- Laser comes with three (3) German 18-Watt diodes
- Each diode/nm is Auto & independently adjustable up to 15-Watts Continuous Wave or Pulsed Wave in s, ms, μ s for each wavelength

Jäke Laser

Class 4 Diode Laser 60-Watts total power

Quad Wave



- Laser is: 15W 810nm +15W 915nm +15W 980nm +15W 1064nm
- Laser comes with four (4) German 18-Watt diodes
- Each diode/nm is Auto & independently adjustable 0.1 up to 15-Watts Continuous Wave or Pulsed Wave in s, ms, μ s for each wavelength

Jüna Laser

Class 4 Diode Laser

Single Wave



- Laser is either: 10, 15, 20 or 30-Watt 980nm **OR** 810nm
- Laser model has a 35-Watt programmable diode
- Upgradeable via code from 10 to 15, 20 or 30-Watts up to 30-Watts Continuous Wave or Pulsed Wave in s, ms, μ s for each wavelength

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Berman Medical Continuous Wave/ Pulsed Laser Series, continued



Ojai Laser

Class 4 Diode Laser 15-60-Watts total power

Single Wave

- Laser is either: 15, 20, 30, 45 or 60-Watt 980nm **OR** 810nm
- Laser model has a German 70-Watt programmable diode
- **Upgradeable** via code from 15 to 20, 30, 45 or 60-Watts up to 60-Watts Continuous Wave or Pulsed Wave in s, ms, μ s



Bödi Laser

Class 4 Diode Laser 60-Watts total power

Dual Wave

- Laser is either: 30-Watt 980nm **AND** 30-Watt 810nm
- Laser comes with two (2) German 35-Watt diodes. Each diode/nm is Auto and independently adjustable
- 0.1 up to 30-Watts Continuous Wave or Pulsed Wave in s, ms, μ s for each wavelength



Nikö Laser

Class 4 Diode Laser

Single Wave

- Laser is either: 10, 15 or 20-Watt 980nm OR 810nm
- Laser model has a German 25-Watt programmable diode
- Upgradeable via code from 10 to 15 or 20-Watts up to 20-Watts Continuous Wave or Pulsed Wave in s, ms, μ s for each wavelength



Jäger Laser

Class 4 Diode Laser

Single Wave

- Laser is 10-Watt 980nm OR 810nm Non-Upgradeable
- Laser model has a German 12-Watt programmable diode up to 10-Watts Continuous Wave or Pulsed Wave in s, ms, μ s for each wavelength

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Clinically tested, scientifically sound treatment guidelines and support

With a Berman Medical Laser, you have access to knowledge and experience that increases your ability and capabilities to evoke a healing response that you and your patients demand, desire, and expect. We excel in providing clinical support to maximize your office applications and treatment outcomes.

We provide free consultation to assist you in selecting which model is best for your needs and practice. In addition, we provide extensive training and advise on how to integrate medical laser technology into your practice.

- Leaders and expert clinicians in podiatry, physical medicine, dentistry, and chiropractic comprise an advisory group that contribute to the treatment guidelines utilized by Berman Medical Laser users.
- Additional clinical support is provided in webinars, videos, PowerPoint presentations, eBooks, email and telephone support, as well as teleconferencing through Zoom, FaceTime and Skype.

Your investment is protected – the Berman guarantee

With Berman Medical Lasers, your investment is covered with a Five (5) year warranty, and your risk is mitigated with a 100% money-back guarantee in the first 30 days, 50% money-back guarantee for the first Six (6) months. 100% of your investment cost can be applied towards an upgrade within the first 24 months. 100% financing is available with 100% approval. **We are laser-focused on your practice's success, because your success is our success.**

Training and customer support

We couple all purchases with on-site training for you and your staff. We provide printed guides, videos, and online courses. For your convenience, trainings via Zoom, FaceTime and Skype are available. Most doctors find our quick conversations through teleconferencing very useful, as skills learned translate into more effective usage.

Our complimentary Marketing Support includes, but is not limited to, posters, brochures, press release, by-line articles, newsletter, blog posts, website materials, videos, and letters to doctors in the area..

We believe a well-educated, highly informed physician is our best customer. We prefer to speak candidly and answer all questions directly without hesitation. We fervently stand by our products with a 100% guarantee.



Shown: Practitioner treating lower back using a therapeutic handpiece.

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Berman Medical Lasers

We support your marketing efforts

Everyone who owns a Berman Medical Laser benefits from our extensive marketing assets and expertise.

You can professionally welcome new patients and returning patients to your practice with external marketing to reach your future patients as well as internal marketing to reach your current patients. We work with you to maximize your success.

We look forward to brainstorming your workflows, assisting you to design your messaging, and providing templates for your brochures, handouts, postcards and other marketing materials.

Below are examples of marketing initiatives utilized by our customers:

- Press Release announcing your new laser (to send to local media outlets).
- Article explaining laser therapy that you can have published in the local media.
- A letter you may send to other physicians and hospital in your area announcing your laser to raise awareness they can refer patients to you for treatment.
- Patient Brochures (customizable)
- Posters for your waiting area and treatment rooms (customizable).
- A chart comparing Laser to Physical Therapy. Patients will gladly receive therapy in your office when they see they will save money and time. The result is your patients will ask about treatments with your laser.
- Design of postcards or letters for you to send to current and former patients announcing how your laser can treat their conditions.
- Blog Posts to use immediately on your website or social media.
- Color Newsletter ready for use as a printed or emailed newsletter.
- You also will have access to Marketing and Practice Management articles published in leading industry magazines.



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Berman Medical Lasers

Laser revenue scenarios

The biggest question facing every Medical Doctor, Podiatrist, Chiropractor, and Physical Therapist is the same: Will I make enough revenue to justify my investment in a Berman Medical Laser?

There are potentially multiple streams of revenue possible from your laser depending on which treatments your office desires to perform. In addition to creating a new revenue stream based on laser therapeutic services, **the laser can also be used as a tool to enhance patient outcomes as an adjunct to your current services.** You can optimize patient outcomes by combining laser therapy with physical therapy and other treatments to reduce pain and restore range of motion. More clinicians are integrating laser therapy into their practices as a growing number of patients seek alternatives to traditional treatments for pain and inflammation.

Your laser can pay for itself within 8-12 months

We have developed two revenue tables below, derived from input by doctors who have successfully built their laser practices. Depending on geographical area and patient base, the range for a single session for laser therapy ranges between \$40 to \$225. The revenue tables are based on a scale of \$40 to \$100 per 20-minute session.

Based on our conservative estimates and data reported by our customer base, a laser pays for itself within 8 to 12 months. Therefore adding a laser therapy system to your practice now can be a valuable investment in the health of your patients and in your practice's bottom line.

REVENUE - MONTHLY

Example for 1 month (4 weeks)

Average Charge	\$40	\$50	\$60	\$75	\$100
5 patients x 4	\$ 800	\$1,000	\$1,200	\$1,500	\$2,000
10 patients x 4	\$1,600	\$2,000	\$2,400	\$3,000	\$4,000
15 patients x 4	\$2,400	\$3,000	\$3,200	\$4,500	\$6,000
20 patients x 4	\$3,200	\$4,000	\$4,800	\$6,000	\$8,000
25 patients x 4	\$4,000	\$5,000	\$6,000	\$7,500	\$10,000
30 patients x 4	\$4,800	\$6,000	\$7,200	\$9,000	\$12,000
35 patients x 4	\$5,600	\$7,000	\$8,400	\$10,500	\$14,000

Your laser can create revenue from day one. Assumptions: 4 weeks' vacation each year and 48 weeks per year work. During those weeks, you will see your normal load of patients. Among those patients will be ones you or your staff will treat with your laser.

REVENUE - ANNUALLY

Example for 1 year (48 weeks)

Average Charge	\$40	\$50	\$60	\$75	\$100
5 Pts x 48	\$9,600	\$12,000	\$14,400	\$18,000	\$24,000
10 Pts x 48	\$19,200	\$24,000	\$28,800	\$36,000	\$36,000
15 Pts x 48	\$28,800	\$36,000	\$43,200	\$54,000	\$72,000
20 Pts x 48	\$38,400	\$48,000	\$57,600	\$72,000	\$96,000
25 Pts x 48	\$48,000	\$60,000	\$72,000	\$90,000	\$120,000
30 Pts x 48	\$57,600	\$72,000	\$86,400	\$108,000	\$144,000
35 Pts x 48	\$67,200	\$84,000	\$100,800	\$126,000	\$168,000

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Berman Medical Lasers

Your investment – Berman Continuous Wave/ Pulsed Lasers

Kädn Laser by Berman Medical Lasers

Continuous Wave/Pulsed Lasers 980nm **OR** 810nm
Class 4 Diode Laser

Single Wave

Upgradeable Laser is either: 15, 20, 30, 45 or 60-Watt 980nm **OR** 810nm

	15W **	20W**	30W **	45W **	60W
List Price	\$24,000	\$27,000	\$35,000	\$39,000	\$47,000
Tax Savings	(\$8,400)	(\$9,450)	(\$12,250)	(\$13,650)	(\$16,450)
Actual Cost	\$15,600	\$17,550	\$22,750	\$25,350	\$30,550



Konä Laser by Berman Medical Lasers

Continuous Wave/Pulsed Lasers
Class 4 Diode Laser

Dual Wave

Laser is: 30-Watt 980nm **AND** 30-Watt 810nm

List Price	\$39,000
Tax Savings	(\$13,650)
Actual Cost	\$25,350



Lukä Laser by Berman Medical Lasers

Continuous Wave/Pulsed Lasers
Class 4 Diode Laser

Tri Wave

Laser is: 15W 810nm +15W 980nm +15W 1064nm

List Price	\$33,000
Tax Savings	(\$11,550)
Actual Cost	\$21,450



Jäke Laser by Berman Medical Lasers

Continuous Wave/Pulsed Lasers
Class 4 Diode Laser

Quad Wave

Laser is: 15W 810nm +15W 915nm +15W 980nm +15W 1064nm

List Price	\$35,000
Tax Savings	(\$12,250)
Actual Cost	\$22,750



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Jüna Laser by Berman Medical Lasers

Continuous Wave/Pulsed Lasers 980nm OR 810nm
Class 4 Diode Laser

Single Wave

Upgradeable Laser is either: 10, 15, 20 or 30-Watt 980nm OR 810nm

	10W **	15W **	20W**	30W
List Price	\$17,000	\$22,000	\$25,000	\$35,000
Tax Savings	(\$5,950)	(\$7,700)	(\$8,750)	(\$12,250)
Actual Cost	\$11,050	\$14,300	\$16,250	\$22,750



Ojäi Laser by Berman Medical Lasers

Continuous Wave/Pulsed Lasers 980nm OR 810nm
Class 4 Diode Laser

Single Wave

Upgradeable Laser is either: 15, 20, 30, 45 or 60-Watt 980nm OR 810nm

	15W **	20W**	30W **	45W **	60W
List Price	\$22,000	\$25,000	\$35,000	\$39,000	\$47,000
Tax Savings	(\$7,700)	(\$8,750)	(\$12,250)	(\$13,650)	(\$16,450)
Actual Cost	\$14,300	\$16,250	\$22,750	\$25,350	\$30,550



Bödi Laser by Berman Medical Lasers

Continuous Wave/Pulsed Laser
Class 4 Diode Laser

Dual Wave

Laser is: 30-Watt 980nm AND 30-Watt 810nm

List Price	\$39,000
Tax Savings	(\$13,650)
Actual Cost	\$25,350



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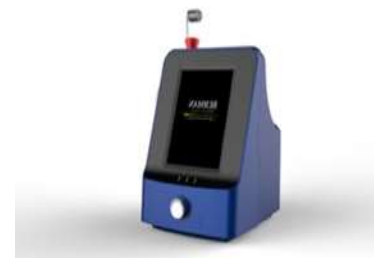
Nikö Laser by Berman Medical Lasers

Continuous Wave/Pulsed Lasers 980nm **OR** 810nm
Class 4 Diode Laser

Single Wave

Upgradeable Laser is either: 10, 15 or 20-Watt 980nm **OR** 810nm

	10W *	15W *	20W
List Price	\$15,000	\$20,000	\$23,000
Tax Savings	(\$5,250)	(\$7,000)	(\$8,050)
Actual Cost	\$9,750	\$13,000	\$14,950



Jägr Laser by Berman Medical Lasers

Continuous Wave/Pulsed Lasers 980nm **OR** 810nm
Class 4 Diode Laser

Single Wave

Non-Upgradeable Laser is: 10-Watt 980nm **OR** 810nm
10W

List Price	\$13,000
Tax Savings	(\$4,550)
Actual Cost	\$8,450



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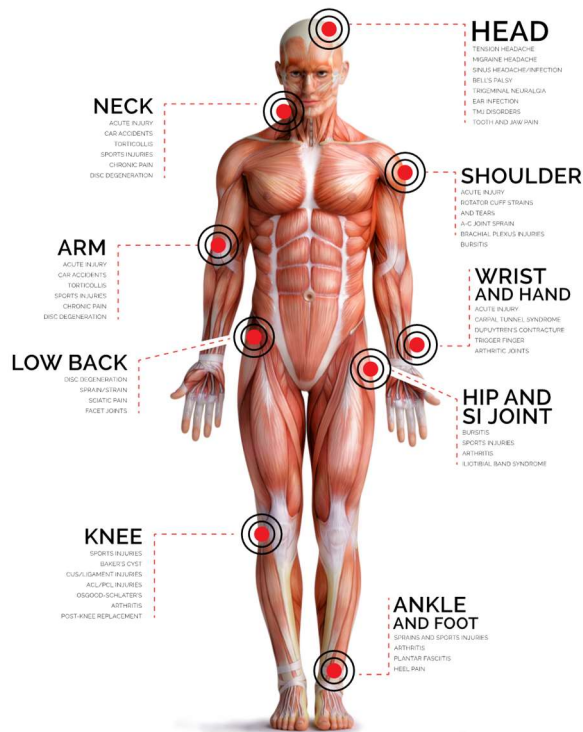
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Laser Therapy is photobiomodulation and has beneficial effects for relieving pain, resolving inflammation, and increasing the speed, quality and tensile strength of tissue repair. It has also been shown to stimulate the immune system, reduce infection and improve the function of neurological tissue. Laser Therapy is also effective in increasing collagen production, bone repair, reducing edema, increasing lymphatic drainage, and increasing production of capillary beds. The analgesic and inflammation reduction effects of laser therapy can greatly contribute to reducing the need for pain medication, hence contributing to a potential reduction of opioid addiction and misuse.



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