

# Success with SoftWave TRT

## 5 Mistakes to Avoid when Implementing Shockwave Therapy in Your Practice from Dr. Matt DiDuro

Providing a new service to patients can be daunting. SoftWave TRT is here to demystify shockwave therapy and provide you with 5 mistakes commonly made by providers to help you provide patients with the best care possible through shockwave therapy.

### 1. Not Knowing Your Patients' Needs

When considering implementing shockwave therapy in your practice, it is imperative to have thorough knowledge of the needs of your patients. This will allow you to make informed decisions regarding the type of shockwave therapy device that is right for your practice.

There are three different types of shockwave therapy devices that you have to choose from: Radial, Focused, and Unfocused.

- ▶ **Radial pressure waves** consist of three parts: ultrasonic pulse, audio acoustic pulse, and relatively slow shear wave. A radial pressure wave has the greatest energy at its source and weakens as it travels through tissue. These waves do not penetrate tissue very deeply with a superficial treatment depth of 3-4 cm, however, they do spread to a wider area at the surface of the treatment area. Radial waves are not true shockwaves. They are created by a mechanism that consists of compressed air, a projectile, and a decelerator, however, radial wave devices are commonly used and categorized under the umbrella of shockwave therapy. Devices that utilize radial pressure waves are typically best for treating patients with superficial injuries that cover a larger surface area.
- ▶ **Focused shockwaves** are true shockwaves. Electromagnetic focused shockwaves are generated electromagnetically through a cylindrical coil creating opposing magnetic fields. Focused shockwaves maintain their strength as they travel through tissue which increases the depth that they penetrate. They can reach a depth of up to 12 cm depending on the attachments used, however, they can only travel as wide as 1.5 cm. Devices that utilize focused shockwaves are most efficient for treating patients with injuries that are deep within the tissue and small in diameter.
- ▶ **Unfocused shockwaves** by SoftWave TRT use electro hydraulic technology; however, their energy is dispersed differently. SoftWave TRT's unique patented parabolic reflector applicator design makes it possible to spread energy to a large area of both superficial and deep tissue, soliciting a biological response to the target area to initiate the body's natural healing process. The unfocused applicator allows shockwaves to travel as deep as 12 cm and as wide as 7 cm. Unfocused shockwaves are unique in that they combine the benefits of both radial waves, that can travel wide, and focused waves, that can penetrate deeply.

## 2. Not Building Trust with Your Patients

When offering a new service to your patients, it is critical to ensure that they trust you as well as the new treatments you provide for them. Building trust with patients can be difficult when you are introducing a new method of treatment in your practice, but it doesn't have to be.

When you purchase a shockwave therapy device from SoftWave TRT, we will help you to provide your patients with what we like to call a "Training Day Special." For your "Training Day Special," we will send a specialist to your practice to help train you and your staff to properly use your new SoftWave Therapy machine and we encourage you to invite your patients to come into your practice for discounted SoftWave Therapy treatments. This "Training Day Special" is a wonderful opportunity for you to build trust with your patients while learning how to use your new device and the best part is, most providers walk away with \$2,000-\$3,000 in revenue and a long list of happy patients excited to continue SoftWave Therapy treatments at the end of the day.

## 3. Only Offering Shockwave Therapy to 'Last Resort' Patients

Many providers make the mistake of only offering SoftWave Therapy treatments to patients that have exhausted all other options. This causes shockwave therapy to seem like an ineffective treatment and leads to great discouragement for many providers. Providing shockwave therapy to all of your patients that could potentially benefit is going to allow you to greatly impact even more of your patients' lives in a positive way and give you the best bang for your buck!

## 4. Neglecting Patient Education

Many patients are skeptical when a new treatment for their chronic condition becomes available. After all, chronic patients often live with pain and discomfort from their injuries their entire lives. As you begin to offer Softwave therapy to your patients, be sure to offer them a thorough but simplified education on the efficacy and methodology of shockwave therapy. Encourage your patients to do their own investigative research as well. Educating your patients and encouraging them to educate themselves causes your patients to feel more empowered and in control of their own care journey. Make sure you're making realistic achievable goals for your patients as well.

## 5. Not Thoroughly Researching the Device and Manufacturer

Many providers make the mistake of learning about shockwave therapy and purchasing a device from a manufacturer that does not have their best interests in mind. Purchasing your shockwave therapy device from a company who is centered around provider education and support will make a huge difference when you begin to implement shockwave therapy in your practice. Some things to look for when you purchase a shockwave therapy machine include:

- ▶ **Sales process:** As you connect with the different companies that offer shockwave therapy devices, make note of your experience throughout the sales process. Here at Softwave, we have a special meaning for SOS, SPEED OF SERVICE. We're always there for you. Not just when you make the investment into our technology, but as you onboard this into your clinic & community.
- ▶ **Social proof:** While researching shockwave therapy devices, look for reviews and testimonials from both patients and providers. Both providers and patients are likely to feel inclined to share their experiences with new treatments whether they are bad or good. If you can't find social proof online, try reaching out to shockwave therapy providers in your area to get their input on who they purchased their device from, why they made their purchase with that company, and how well that company has provided support after purchasing the device.
- ▶ **Ongoing support:** It is all too common for companies to go radio silent on their customers post purchase. As you research different companies and speak with sales representatives, ensure that you are asking specific questions about the support they provide after purchase. For example, ask about what training is required for the shockwave therapy device and what that training process will look like. Many companies will send you the device and provide no support or require you or a representative from your practice to travel for a training seminar whereas SoftWave provides a specialized training service and training day special as previously mentioned.

## How SoftWave TRT Can Help You Make a Difference

We at SoftWave TRT are committed to providing you and your patients with the utmost support and care. If you would like to learn more about providing shockwave therapy with SoftWave TRT contact us [here](#).