

UroGold

Li-SWT

**A Superior Solution
That's a Game Changer
for Pelvic Health**



According to research, at least

32% of women have a pelvic floor disorder¹

More people are going to be needing effective forms of pelvic health treatment.

How are you going to differentiate in a market that's becoming increasingly competitive?

REAL CHALLENGES FOR PHYSICAL THERAPISTS

If you have a cash-based business and don't rely on insurance, you need to continue to find more ways to attract patients.

If you have hybrid-based business and accept insurance, your reimbursement is decreasing every year and you need to increase your revenue.

In either situation, there's advanced technology that's called **true shockwave therapy that's available**. Newer research is showing its effectiveness in pelvic health.

The best device is finally available for physical therapists.



(1) Kenne, K.A., Wendt, L. & Brooks Jackson, J. Prevalence of pelvic floor disorders in adult women being seen in a primary care setting and associated risk factors. *Sci Rep* 12, 9878 (2022). <https://doi.org/10.1038/s41598-022-13501-w>

RESEARCHED, TRUSTED & PROVEN

SoftWave's UroGold is a game changer in pelvic health. There is a significant amount of evidence being published in academic journals worldwide documenting the efficacy and safety issues with true shockwave for many pelvic health issues.



Potential Applications of Low-intensity Extracorporeal Shock-Wave Therapy in Urological Diseases via Activation Tissue Resident Stem Cells

Rohan Singh*, Amanda B. Reed-Mohamed¹, Kim Ly², Gailing Liu³, Tom Li⁴

¹Department of Urology, School of Medicine, Fresno State University, Fresno, CA, ²Department of Urology, ³Medical Center, Nevada, NV, USA, ⁴Department of Urology, The Second Affiliated Hospital, Zhejiang University School of Medicine, Zhejiang University

Abstract

For many years, low-intensity extracorporeal shock-wave therapy (LI-ESWT) has been clinically applied as a noninvasive therapy for urological diseases. The major corresponding biological mechanism of LI-ESWT are to induce stem cell differentiation, regeneration, and angiogenesis. This narrative review aims to present an overview of the potential utility of LI-ESWT and its effect cell therapies. Recent studies have also shown that the combination treatment of LI-ESWT and stem cell therapies can be a new type of treatment for erectile dysfunction (ED), urinary incontinence, bladder dysfunction, and other diseases. The potential contribution of stem cell therapies for these diseases are studied, highlighting the influence of LI-ESWT on proliferation, viability, and differentiation capacity of certain stem cells. The potential mechanisms, including the increased expression of vascular endothelial growth factor of CIC and EPCs, and transforming growth factor- β and described herein. LI-ESWT can also activate many cellular signaling pathways. The combination of LI-ESWT and stem cell therapies is a promising strategy for urological diseases. However, a much greater understanding of the mechanisms by which LI-ESWT enhances the efficacy of stem cell therapy is still needed before this combined treatment is recommended for large-scale clinical application.

Keywords: Activation, bladder dysfunction, erectile dysfunction, low-intensity extracorporeal shock wave therapy, mechanism, stem/progenitor cells, urinary incontinence



Low-intensity Extracorporeal Shock-Wave Therapy and Urinary Incontinence

Both clinical and preclinical studies have demonstrated that LI-ESWT is a potential treatment strategy for urinary incontinence.

Abstract

LI-ESWT has been reported to enhance the proliferation and function of BMSCs. The LI-ESWT-treated BMSCs secrete more VEGF and fibronectin (FN) than untreated BMSCs. The treated BMSCs also demonstrated a higher capacity to promote angiogenesis and nerve regeneration in vivo in a high-threshold model. The authors suggested that the transplantation of LI-ESWT-treated BMSCs may be a potential treatment strategy for urinary incontinence.



Retrospective Review of Improvement of Erectile Function After Low-Intensity Shockwave Treatment With UroGold

There is a substantial number of reports showing that men with erectile dysfunction (ED) who receive low-intensity shockwave therapy (LI-ESWT) experience improvement in erectile function.

Abstract

LI-ESWT was used to treat ED in 100 patients. The study showed that 70% of patients experienced improvement in erectile function after treatment. The authors concluded that LI-ESWT is a safe and effective treatment for ED.



Low-intensity Extracorporeal Shock-Wave Therapy and Erectile Dysfunction

LI-ESWT has been reported to improve erectile function in men with ED.

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Introduction
Low-intensity extracorporeal shock-wave therapy (LI-ESWT) is a form of energy transfer that is " <0.2 mJ/cm²" than the ESWT employed for lithotripsy and nephrolithiasis treatment. This lower intensity, with the appropriate dose of energy transfer, is thought to induce beneficial effects in human tissues. LI-ESWT has been used to treat ischemic heart disease,^{1,2} musculoskeletal pain,^{3,4} and various other conditions.^{5,6}

Conclusion
LI-ESWT is a promising treatment for urological diseases. Further research is needed to understand the underlying mechanisms and optimize treatment protocols.

Low-Intensity Extracorporeal Shock-Wave Therapy and Bladder Dysfunction
Recent research demonstrated that stem cell therapy for bladder dysfunction (BD) could be enhanced by LI-ESWT.^{7,8} BD is considered a suitable urologic disease for stem cell therapy because its underlying pathophysiology involves neuroplasticity and vasculopathy. However, previous study found that 40%-60% of samples from a BD rat model showed no response to ADSCs treatment.^{9,10} Nevertheless, the therapeutic effect of ADSCs injection could be improved by LI-ESWT.^{11,12} Notably, only 52.3% of BD rats had normal voiding function after ADSCs injection, whereas up to 75.0% showed a normal voiding pattern after combined application of LI-ESWT with ADSCs. These results demonstrate that LI-ESWT-treated ADSCs had the best efficacy in treating diabetic BD, due to secretion of VEGF and nerve growth factor (NGF), which enhance vascular and neural regeneration.

The same authors also verified LI-ESWT was a promising trigger for the secretion of cytokines and growth factors, such as NGF and VEGF, by ADSCs. This study improved innervation and vascularization of the bladder in vivo.¹³ The improvement of diabetic BD may be due to the recruitment of endogenous stem cells to the bladder by LI-ESWT.

Low-intensity Extracorporeal Shock-Wave Therapy and Erectile Dysfunction
LI-ESWT has been reported to improve erectile function in men with ED.^{14,15} The authors suggested that the transplantation of LI-ESWT-treated BMSCs may be a potential treatment strategy for urinary incontinence.

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Growing body of evidence showing benefits using Li-SWT Clinical Trials Randomized Trials Double Blind and Randomized

High level quality shockwave evidence continues to mount including research led by experts who are experiencing impressive clinical results

“ It’s amazing to have a new tool that works. **SoftWave is a game changer** with its phenomenal curative capacity with tissue healing and pain. People are getting better faster and it’s keeping them out of surgeries and procedures. It shows their body does have the capacity to heal. ”

Holly Tanner PT, DPT, MA, OCS, WCS, LMP, PRPC
Pelvic Floor Expert, Flow Rehab, WA



“ **I was truly skeptical** when I learned about SoftWave. As a PT for over three decades, I hadn’t seen results with other modalities. Everything changed when I started witnessing **impressive results** with musculoskeletal issues including pelvic health and sexual performance. These were life-changing results for my patients and for me. I ended up building a successful cash-based business around SoftWave utilizing it with manual physical therapy and functional medicine. ”

Stacey Roberts PT, RN, MBA
New You Health and Wellness, WI

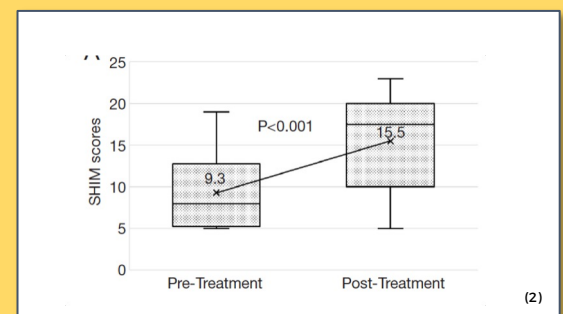


IRWIN GOLDSTEIN, MD
SAN DIEGO
SEXUAL MEDICINE

“ In my opinion, the data is strong enough to support offering Li-EWST as an option to men suffering with ED. ”

I have used UroGold since 2018 and published my results in 2022 (1). I have a **unique 3-6 treatment protocol** and I am convinced this is a safe and effective treatment for patients in the U.S. ”

UroGold’s outcomes have been published demonstrating improvement in SHIM scores



UroGold Li-1000 pre and post SHIM scores

It's time to expand your services or not be at the mercy of insurance reimbursement alone



For example, physical therapists are not typically treating ED patients despite research showing physical therapy benefits. Shockwave therapy is a common modality for ED however these patients are being seen by urologists and chiropractors.

The best care for ED should include a comprehensive PT pelvic floor evaluation.

Not only is this clinically concerning but it's a loss of significant revenue. **Physical therapists not using shockwave are potentially missing out on \$3,300 per ED patient!**

Table 1. Average Cost of Shock Wave Therapy per Session and per Treatment Course Across Metropolitan Areas

City, State	Average \$ price of SWT per session	Average \$ price of SWT per treatment course	Range of \$ prices for SWT treatment course
Atlanta, Georgia	372.5	2,625.00	600.00-4,500.00
Boston, Massachusetts	502.55	2,912.50	1,800.00-4,200.00
Dallas, Texas	489.00	3,292.31	1,800.00-6,900.00
Los Angeles, California	612.18	3,930.56	2,100.00-7,000.00
New York, New York	522.00	3,330.00	1,800.00-16,200.00
Philadelphia, Pennsylvania	458.25	3,623.75	3,000.00-4,500.00
Washington, D.C.	497.92	3,292.31	1,500.00-5,000.00
Houston, Texas	475.36	3,157.14	2,500.00-5,000.00
Overall average	491.22	3,338.28	600.00-16,200.00

Abbreviation: SWT, shock wave therapy.
Adapted with permission from Urol Pract. 2022;9(3):212-218.3

Men and women with sexual health issues are being influenced by direct-to-consumer marketing. They are looking for alternatives to meds, injections, and surgery. They're searching for non-surgical interventions that are low-risk, convenient and provide spontaneity.

Physical Therapists are looking for evidence-based alternatives that improve patient outcomes.

High level quality evidence is available!



(1) Weinberger JM, Shahinyan GK, Yang SC, Shahinyan RH, Mills JN, Eleswarapu SV. Shock wave therapy for erectile dysfunction: marketing and practice trends in major metropolitan areas in the United States. Urol Pract. 2022;9(3):212-218.

Attention American Physical Therapists!

Pelvic Floor Therapy has been shown to be successful for treating Erectile Dysfunction (Yaacov, 2022) and The European Association of Urology Guidelines includes the use of Li-SWT as an alternative for patients with vasculogenic ED.

The evidence is here. Stop losing patients. Increase revenue and help more patients with SoftWave Therapy.

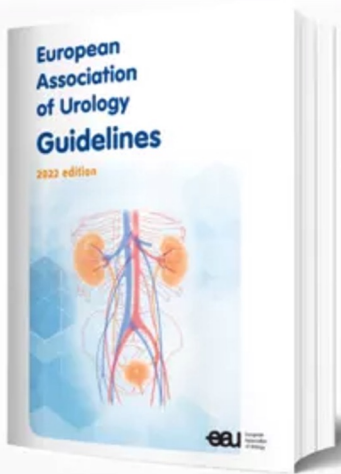
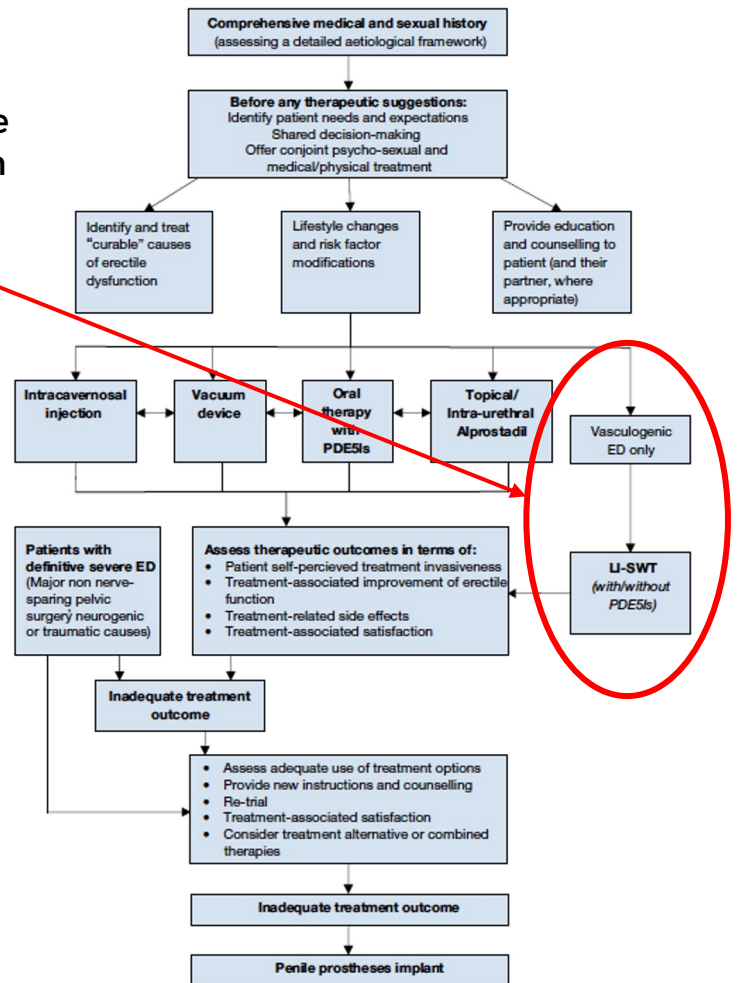


Figure 4: Management algorithm for erectile dysfunction



ED = erectile dysfunction; PDE5Is = phosphodiesterase type 5 inhibitors; LI-SWT = low-intensity shockwave treatment.



SoftWave TRT headquartered in Kennesaw, GA has been a leader and innovator in extracorporeal shockwave therapy since 2006. **SoftWave's UroGold Li-SWT** has been used and studied by major medical centers throughout the United States.

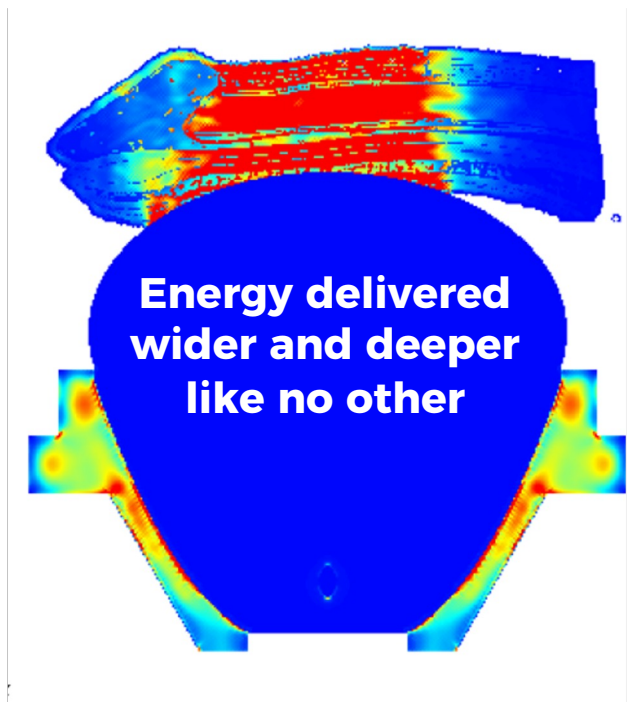
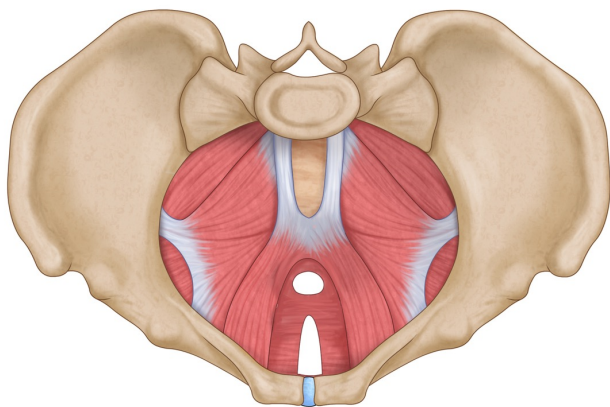
Yaacov, D., Nelinger, G., & Kalichman, L. (2022). The Effect of Pelvic Floor Rehabilitation on Males with Sexual Dysfunction: A Narrative Review. *Sexual medicine reviews*, 10(1), 162–167. <https://doi.org/10.1016/j.sxmr.2021.02.001>

**TRUSTED
RESEARCHED
EFFECTIVE**



UroGold Li-1000 is a superior electrohydraulic Li-ESWT proven to be effective and safe for patients suffering from pelvic pain and performance issues.

UroGold
Li-SWT



UroGold's energy absorption is wide and deep resulting in superior tissue propagation



SoftWave
Tissue Regeneration Technologies

BETTER PHYSICS. BETTER DESIGN. BETTER OUTCOMES.

It starts with a spark.

SoftWave's UroGold Li-SWT proprietary electrohydraulic device combines the best of both worlds. The acoustic unfocused shockwave allows the energy to be applied over a large surface area including a focused effect.

The **patented** parabolic reflector generates a primary and secondary wave that spreads the shockwave over a larger surface zone.

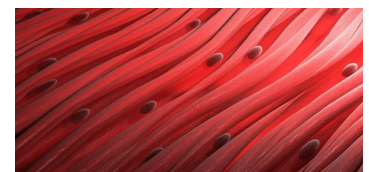
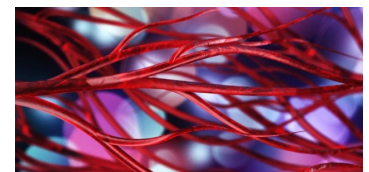
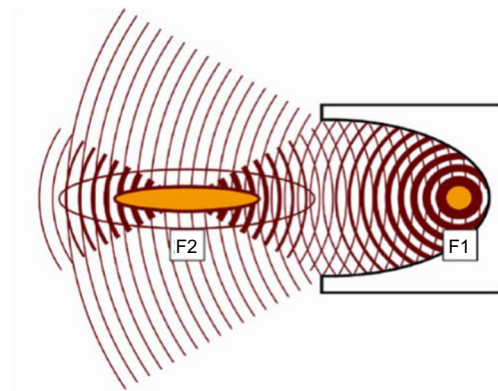
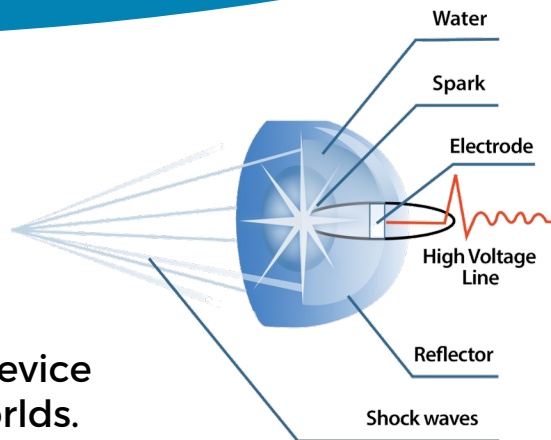
Maximum tissue penetration to enhance the biological effects

Upon delivery, a cellular response is triggered activating the body's natural healing process resulting in:

Increased blood supply and subsequently angiogenesis – the formation of new blood vessels to increase blood flow into the treated area.

The proliferation of muscle cells to restore tissue elasticity and support tissue remodeling and regeneration

Activation of endogenous growth factors and more.



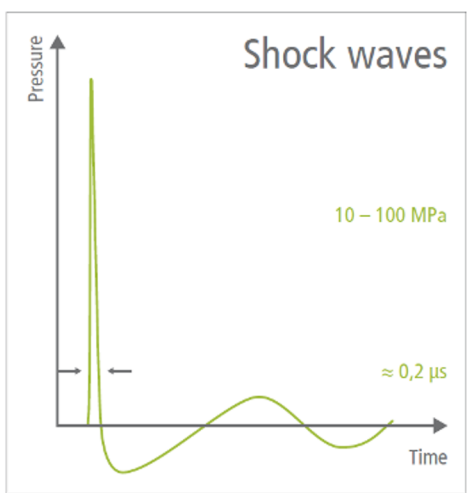
UroGold – the best choice.

Li-SWT

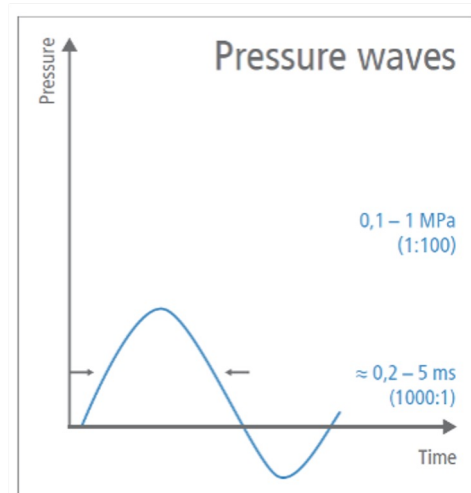


SoftWave delivers a TRUE extracorporeal electrohydraulic shockwave that penetrates wider and deeper. Flexible elastic membrane adapts optimally to the treatment area.

Radial devices deliver a pressure wave, NOT a shockwave.



Shockwaves are acoustic pulses with high positive pressure, **fast and steep rise time** followed by comparatively **small negative pressure** (tensile wave).



Radial pressure waves are acoustic **pneumatic pulses** with a **low steeping effect, slow rise time** with comparatively **large negative pressure** (tensile wave).

Choose UroGold Li-SWT and get better results

The time is right.

- ▶ More people need more effective solutions for pelvic health issues
- ▶ Competition is growing
- ▶ Insurance reimbursement is decreasing
- ▶ Quality research is available
- ▶ Evidence is growing rapidly
- ▶ Trained physical therapists are using it in the U.S.
- ▶ Men and women are looking for advanced technology that provides solutions that don't involve pills, injections or surgery



The energy to make things happen fits right in your hand

- ⌚ Accelerated healing in less time
- ✓ Enhance your manual therapy results
- ✓ Long term solution—
Treats the cause, not only the symptoms
- 🔍 Patented technology and protocols
- ✓ Versatility and innovation that allows you to treat pelvic health and musculoskeletal conditions for both men and women
- ✓ Non-invasive and effective
No side effects, pain-free

UroGold
Li-SWT

A breakthrough in healthcare that is the solution to treat women and men with the potential to substantially grow your pelvic health practice

 **SoftWave**
Tissue Regeneration Technologies

Don't get left behind.

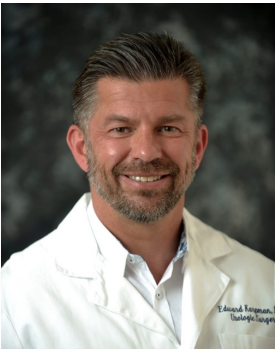
Improve your productivity and profitability by offering SoftWave's UroGold Li-SWT

UroGold

Li-SWT

Schedule a call today
414-299-8121

RESEARCHED TRUSTED EFFECTIVE



UroGold Works. Patient outcomes and satisfaction are outstanding. It was convenient and simple to implement into my practice. The opportunity to offer my patients a safe and effective solution that they want has been a Game Changer for my practice.

EDWARD KARPMAN, MD

www.SoftWaveTRT.com

Patent No. US 11,389,372 B2
& Patents pending



FOR:
- Improved blood supply
- Activation of connective tissue
- Temporary pain relief
- Treatment of chronic diabetic foot ulcers

