

SoftWave

Tissue Regeneration Technologies

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APRIL 2023

SoftWave Tissue Regeneration Technologies Receives Innovative Technology Contract from Vizient For DermaGold®

Contract awarded for products that bring improvement to health care industry

SoftWave Tissue Regeneration Technologies announced its DermaGold® has received an Innovative Technology contract from Vizient, Inc. the nation's largest member-driven health care performance improvement company. The contract was awarded based on the recommendation of SoftWave's DermaGold® by hospital experts who serve on one of Vizient's member-led councils, and it signifies to Vizient members unique qualities that potentially bring improvement to the health care industry.



Innovative Technology contracts are recommended after review and interaction with products submitted through Vizient's Innovative Technology Program. Vizient member-led councils identify technologies that have the potential to enhance clinical care, patient safety, health care worker safety or improve business operations of health care organizations.

"We are excited for Vizient members to have access to SoftWave DermaGold® technology as it has been demonstrated to be an effective treatment in wound care that's less costly than HBOT, NPWT and CPT and convenient for the patient," says Chris Holt, SoftWave CEO. "SoftWave DermaGold® has the power to positively impact the lives of those living with chronic wounds while increasing physician productivity and decreasing clinic costs."

Vizient represents a diverse membership base that includes academic medical centers, pediatric facilities, community hospitals, integrated health delivery networks and non-acute health care providers and represents more than \$100 billion in annual purchasing volume. Through its Innovative Technology Program, Vizient works with member-led councils and task forces to evaluate products for their potential to bring real innovation to health care.



SoftWave Scores Big with Tottenham Hotspurs

SoftWave has crossed the pond now that the world-renowned Tottenham Hotspurs, a premier league soccer team based in the United Kingdom, has officially incorporated SoftWave into their treatments.

We are honored to work with such a successful and revered English club that has won numerous domestic and international titles.



SoftWave earned a spot in the Jefferson Urology Year In Review 2022

Featuring an article about the Low-intensity Shockwave Therapy (LiSWT) Research Program Jefferson's Men's Health Program

Taken from the article on page 6 of the Year in Review:

The LiSWT trials are the investigator-initiated studies that will be conducted through the Men's Health Program based in our Department of Urology Navy Yard Clinic. The project is under the direction of Jefferson's Men's Health urologists Drs. Paul Chung Irvin Hirsch, and Perry Weiner, who is the overall Men's Health program director. We are excited to bring innovative research and clinical benefits to the community

Thank you Dr. Chung and team!

Changing lives one shockwave at a time

Sometimes it's easy to forget how impactful this technology is for patients. Those that walk in grumpy and in pain leave with less pain and a sense of hope. SoftWave providers are not only changing lives but they are "life-giving". They are giving patients who are stuck their lives back.

We need your patient testimonials

Help spread the message that SoftWave is THE answer they are searching for: non-surgical, no injection, and no medications.

Send us your videos, photos and stories to Liz Keener at lkeener@softwavetr.com.

Testimonial of Karen (left) was shared by Dr. Dan Jurgens & Dr. Alison Flores out of San Diego.



PROVIDER SPOTLIGHT

Dr. Greg Goffe

**The Team Vital Health Wellness Center,
Dayton, Ohio**

Dr. Goffe, tell us how long have you been in practice?

This year I will celebrate my 31st anniversary in practice.

How long have you had the SoftWave device?

Since April of 2022

Why did you choose to purchase SoftWave?

I had a shoulder injury that would not resolve for over a year that was affecting my ability to practice as effectively as I would like and without pain. I had a colleague that had this device and used it on me. I had a tremendous result clinically. So, I thought I should do research to find out if it would be a good addition to my practice. I looked at a variety of different shockwave devices and in my opinion, found that SoftWave was actually the superior technology.

What indications do you see most often that you use SoftWave for?

We primarily use it for pain and inflammation syndromes throughout the body.

Do you have any memorable or transformational stories to share?

I do have an interesting peripheral neuropathy patient. The patient has peripheral neuropathy due to Charcot-Marie-Tooth disease. In this particular case, the patient had knee pain, which was impeding his ability to walk well or move up and down. We did a series of sessions for his knee that involved us going over the nerve that affects the function of the foot. The patient noticed he was suddenly having an increase in motor function in his foot (he suffers from foot drop on both sides from this disease). When we



finished that protocol on his knee, he talked to me about whether or not we can make any more progress on his peripheral neuropathy. So, we began a bilateral program for his peripheral neuropathy and combined that with some polychromatic light therapy that he does at home. He's had a significant improvement in his motor function in both of his feet.

One of the most transformational things for him is that his balance has improved so much that he's not concerned about falling as he previously was.

What are your hobbies or interests outside of the clinic?

I love to fish and that's something I haven't done as much as I would have liked to last year but it's on my list of things to do this year.

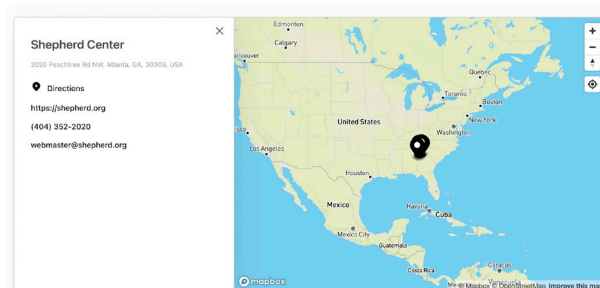
If someone is on the fence about incorporating SoftWave into their practice, what would you tell them?

It's been a tremendous addition to our practice. As a lifetime family subluxation-based chiropractor, I have noticed that this particular technology can actually trigger the innate healing response in the body. I find that to be a very good complimentary service that we can provide in our practice.

Keep your Provider Listing up to date

Each week we have thousands of people organically visiting our website, www.SoftWaveTRT.com, in search of a SoftWave Provider in their area. In order to be easily located and contacted by these potential patients, be sure you update your listing if you move, change your clinic name, email address, etc.

To update, go to the Marketing tab in the Provider Portal.



STAFF SPOTLIGHT

MEET JOHN WARLICK: THE VISIONARY LEADER BEHIND SOFTWAVE'S INNOVATIVE SOLUTIONS IN THE MEDICAL FIELD

SoftWave has earned a reputation for providing innovative and pioneering solutions in the medical field. John Warlick, a co-founder, co-CEO and Chief Scientific Officer of the organization, is highly regarded by the SoftWave team for his relentless dedication to pushing the boundaries of what is achievable in the med-tech industry.

After obtaining a degree in finance from Clemson University, John started his career in accounting with Lockheed Martin Corporation. However, his passion for innovation in medical technology was apparent, and he seized an opportunity to work for a company that sold shockwave devices for kidney stones. John spent his time with that shockwave company gaining in-depth knowledge of the field, which eventually led him to start his own lithotripsy sales company, Healthtronics.

Healthtronics was a triumph, and John was able to retire from the shockwave field at the young age of 40. As luck would have it, John became bored of early retirement around the same time that the discovery of unfocused shockwaves and their therapeutic benefits had been made. Experts in the field approached John to develop hydro-electric unfocused shockwave devices and distribute them in the United States. In 2005, SoftWave (previously known as Tissue Regeneration Technologies) was formed, marking the start of John's career as a leader and innovator in the shockwave space in the United States.

For the last 18 years, John has collaborated with doctors throughout the United States to conduct trials and studies that have led to all of the FDA clearances currently available for SoftWave. He has over 60 patents, ranging from the actual physics and technology utilized in the device to specific treatments and their protocols.



John Warlick
CO-CEO &
CHIEF SCIENTIFIC OFFICER

John is a disruptive force in the shockwave world, continuously challenging the status quo and inspiring the team at SoftWave to think outside the box. He is a courageous leader, always willing to take risks and make bold decisions that have positioned SoftWave at the forefront of the industry.

John's impact extends beyond SoftWave; he is known for his kindness and generosity, always willing to lend a helping hand to those in need. As a three time high school state champion wrestler, his never-give-up spirit is apparent in all that he does. His sense of humor is unparalleled, and his ability to see the good and humor in every situation fosters a supportive and stimulating work environment for the SoftWave team.

The SoftWave team is deeply grateful for John's lifelong commitment to using shockwaves to assist in healing thousands of individuals each day. Without his unwavering commitment and hard work, SoftWave may not have come to fruition.

The Time is Right to Incorporate Shockwave Therapy into Your Practice

Shockwave therapy has been around for decades, but the evidence supporting its use is rapidly growing. With guidelines for ESWT now available and trained physicians in the US incorporating it into their practice, the time is right to add SoftWave ESWT to your practice.

SoftWave’s use of acoustic waves to stimulate the body’s natural healing processes and promote tissue regeneration is a solution patients are looking for. It is a versatile alternative that can be used to treat a variety of conditions, including musculoskeletal pain, tendinopathies, and even erectile function. Patients are desperately seeking non-invasive alternatives to traditional treatments that don’t involve pills, injections, or surgery.

With the growing evidence supporting its use and the availability of trained physicians and guidelines, there has never been a better time to add this innovative therapy to your arsenal of treatment options. Not only will it provide your patients with the quality care they are looking for, but it may also help differentiate your practice from others in your field.



SOFTWAVE ROI CALCULATOR

SoftWave is excited to introduce a tool that easily shows you a way to calculate profitability and productivity using our technology.

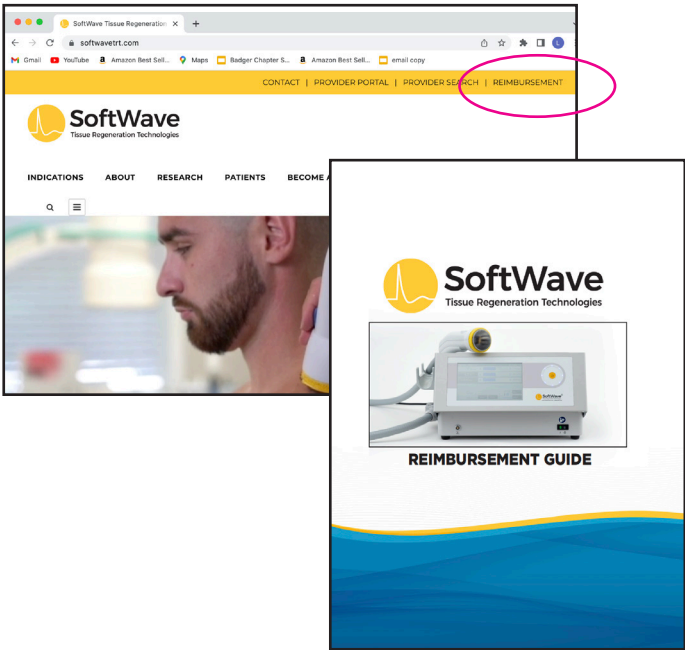
The ROI (Return on Investment) calculator can estimate the costs of acquiring SoftWave technology, training staff, and providing treatment to patients. It can also calculate the potential revenue generated from SoftWave therapy, based on factors such as the number of patients treated, the number of treatments per patient, the number of shockwaves per treatment and it factors in discounts if you use them.

All of this info can help you make informed decisions when using SoftWave and offering it to your patients.

It will be available on the Provider Portal at the beginning of May.

UPDATED REIMBURSEMENT GUIDE

The Reimbursement Guide is updated. You can find this on the top navigation of the www.softwavetr.com website.



Gross Margins									
Patient Charge		\$ 0							
Treatment Cost		\$ 0							
Net profit per treatment		\$ 0							
Treatment Plan Charge		\$ 0							
Net profit per treatment plan		\$ 0							
Total Revenue per Applicator		\$ 0							
Total Revenue for ALL applicators		\$ 0							
Total Operational Expenses		\$ 7,251							
Net Income (Revenue-Device Cost)		\$ 0							

Patients Case Plan Revenue									
		Week	New Patients / Week	Treatments / Week	Weekly Revenue	Monthly Net Revenue	Net Revenue		
Month 1	Week 1	10	20	\$ 0				\$ 0.417	\$ 7,251
	Week 2	5	30	\$ 0					
	Week 3	5	30	\$ 0					
	Week 4	5	35	\$ 0					
	Week 5	10	50	\$ 0					
Month 2	Week 6	5	55	\$ 0					
	Week 7	5	55	\$ 0					
	Week 8	5	60	\$ 0					
Month 3	Week 9	10	75	\$ 0					
	Week 10	5	80	\$ 0					
	Week 11	5	80	\$ 0					
	Week 12	5	85	\$ 0					
	Week 13	5	85	\$ 0					

Past Shows

SoftWave has been making waves by actively participating in several tradeshows demonstrating our innovative technology and educating attendees on its unique features and benefits.

Our team of experts has been dedicated to providing attendees with a comprehensive understanding of their technology, while also addressing any questions or concerns. With a commitment to advancing our technology and educating the public, SoftWave is sure to continue making an impact in the industry.

APTA

TOP PHOTO: SoftWave was at the American Physical Therapy Association PTA's Combined Sections Meeting held in San Diego, Feb 23-25, 2023. It was attended by the SoftWave Team led by Stacey Roberts, PT, RN, MBA. Stacey facilitated an After Hours Demonstration Event introducing the technology and protocols to this new audience.

ISSWSH

MIDDLE PHOTO: SoftWave participated at the (ISSWSH) International Society for the Study of Women's Sexual Health Meeting in St. Louis March 3-6.

BOTTOM PHOTO: Dr. Irwin Goldstein presented to a crowded room sharing his experience treating women's sexual health issues with SoftWave.



Upcoming Shows

AUA	American Urology Association	4/28-5/1	Chicago, IL	Urology
TOBI	The Orthobiologic Institute	6/8-6/10	Las Vegas, NV	Orthobiologics
APMA	American Podiatric Medical Assoc	7/13-7/16	Nashville, TN	Podiatry
	The National Chiro	8/17-8/20	Orlando, FL	Chiropractic
Vizient	Innovative Technology Exchange	10/3	Grapevine, TX	
ACRM	Amer Congress of Rehab Medicine	10/30-11/2	Atlanta, GA	Rehab Medicine
AAPPM	Amer Acad of Podiatric Practice Mgmt	11/2-11/4	Fort Lauderdale, FL	Podiatry
A4M	Amer Acad of Anti Aging Medicine	12/14-12/16	Las Vegas, NV	Anti-Aging

Marketing and Research: Valuable resources for you to have

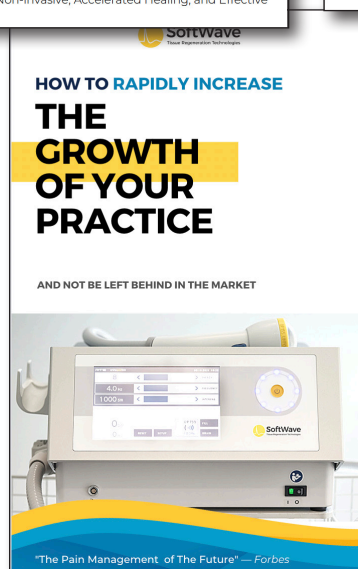
For current users who want the research for themselves or to share with other practitioners, there is a document named **SOFTWARE RESEARCH by Spencer Solutions** (top right). The research is categorized by verticals.

For Distributors, there is a document called **SW Distributor Resources** (bottom right) and features marketing assets including logos, financing videos, technology videos, ebooks, comparative sheets, presentations and more.

If you don't have access to these, please email Liz Keener at lkeener@softwavetr.com.

eBooks: Valuable tools for you to share

SoftWave has a variety of educational ebooks for audiences in men's and women's health, pelvic health, podiatry, pain and the business of SoftWave. Link access for these can be found in the Provider Portal under the Marketing Tab or the SW Distributor Resources document.



FROM THE DESK OF DR. DiDURO, DC:

SoftWave's Clearance of Activation of Connective Tissue is one to note

Softwave's revolutionary technology has clearance from the FDA for the activation of connective tissue.

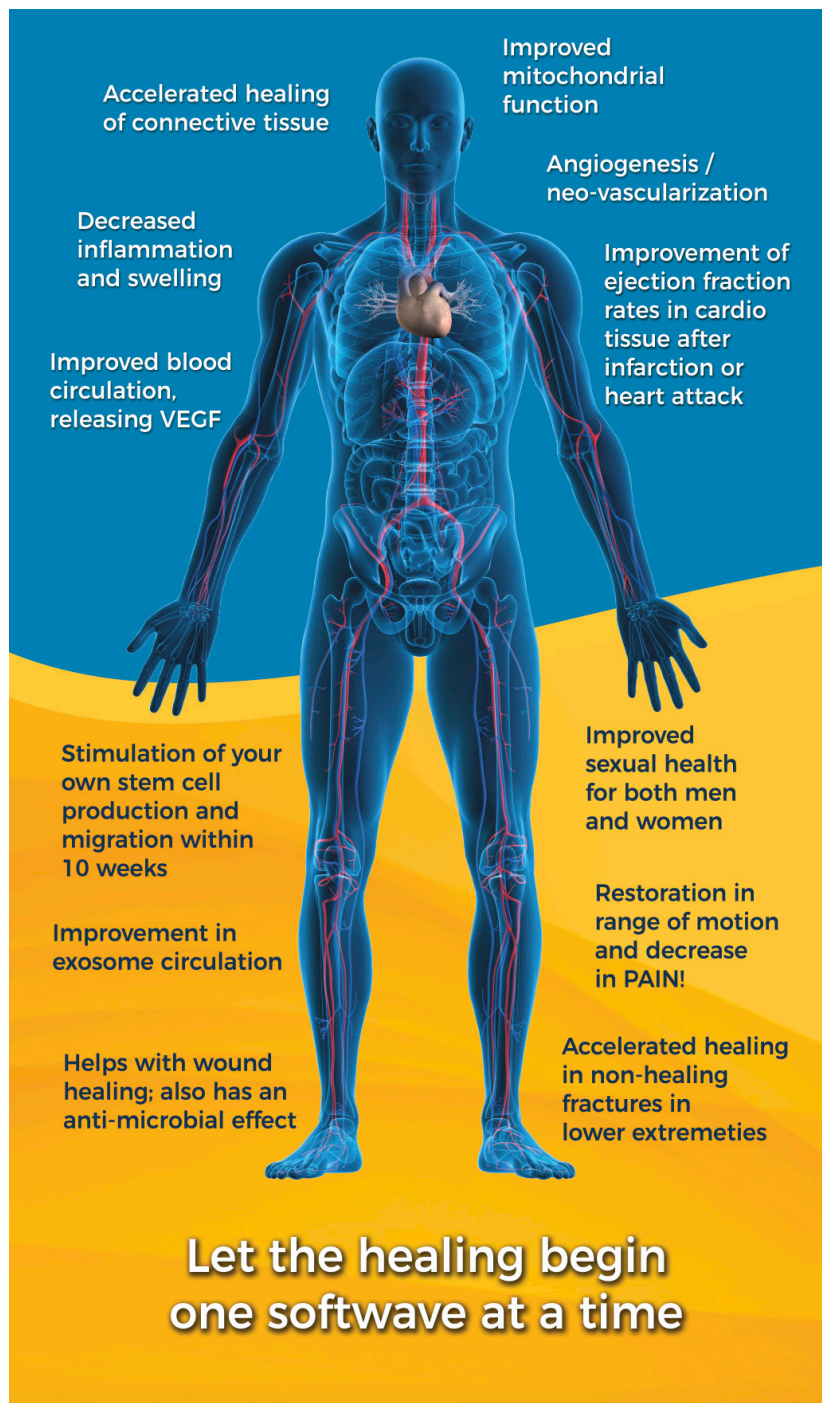
One of the key benefits of Softwave is its ability to activate connective tissue, a critical component of the body's structure that supports and connects different organs and tissues. Softwave can help to repair damaged tendons, ligaments, and other connective tissues, resulting in improved function and reduced pain.

When treating people in pain, it's important to understand the role of connective tissue in the body and how it can contribute to pain and dysfunction. Connective tissue plays a critical role in supporting and connecting different structures in the body, including muscles, bones, and organs.

Injuries or damage to connective tissue can result in chronic pain, reduced range of motion, and other functional impairments. This is because connective tissue is rich in nerve endings, which can become sensitized and contribute to pain signaling.

This unique approach to tissue regeneration sets Softwave apart from other medical technologies, making it an important tool for doctors and technicians in a range of specialties. By highlighting the benefits of Softwave's connective tissue activation, providers can offer their patients an innovative and effective treatment option for a range of musculoskeletal conditions.

COMING SOON: Dr. DiDuro is finishing the details of his continuing education program which will be available soon. It is underwritten by Life University and has been approved for 42 states.



The infographic features a central illustration of a human body with a blue translucent skin and a red vascular system. The body is set against a background that transitions from blue at the top to yellow at the bottom. Surrounding the body are ten text boxes, each describing a benefit of SoftWave treatment. At the bottom of the infographic, there is a large white text box with a blue border.

- Accelerated healing of connective tissue
- Improved mitochondrial function
- Angiogenesis / neo-vascularization
- Improvement of ejection fraction rates in cardio tissue after infarction or heart attack
- Decreased inflammation and swelling
- Improved blood circulation, releasing VEGF
- Stimulation of your own stem cell production and migration within 10 weeks
- Improved sexual health for both men and women
- Improvement in exosome circulation
- Restoration in range of motion and decrease in PAIN!
- Helps with wound healing; also has an anti-microbial effect
- Accelerated healing in non-healing fractures in lower extremities

**Let the healing begin
one softwave at a time**



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