

Introducing the Neurogenx NerveCenters: A Proven Cash-Model System that Really Works

By Ellen R. Delisio

The makers of NEUROGENX, the innovative nerve treatment program that has helped hundreds of podiatrists end patients' neuropathy pain, has launched a national program that uniquely combines business and clinical support for providers who want to operate certified NEUROGENX NerveCenters. The new Centers are the heart of a coordinated effort to elevate the standard of care in the treatment of neuropathy and provide greater access to that treatment.

The first NerveCenter opened outside of Birmingham in Hoover, AL, in July and the second opened at the end of August in Brentwood, TN—an affluent suburb of Nashville.

Patented and FDA-cleared as the only device of its kind, the NEUROGENX 4000Pro uses advanced Electronic Signal Technology (EST) in a minimally-invasive, non-narcotic protocol that resolves neuropathy symptoms in four out of five patients.

"We are working to create change on the national level about how both physicians and patients view neuropathy," said Karen Sandlin, project manager for NEUROGENX. "The NerveCenters are groundbreaking. We want to be a beacon of hope for people who have had none for so long. This is an opportunity for an entire segment of the population to get some relief from their chronic nerve pain. For the first time, there is a treatment that really works to help resolve neuropathy symptoms."

Even patients who were barely able to walk due to neuropathy or who suffered for years with neuropathy's pain, tingling and numbness, have shown significant improvement after three or four NEUROGENX treatments. The condition is continuing to increase in the population; about 30 percent of Americans over the age of 40 currently have some neuropathy.

After treatment with NEUROGENX, "at least 80 percent of my patients improved in some way, shape or form," said Dr. Mitchell Wachtel, DPM, of North Andover, MA, who learned about NEUROGENX through *Podiatry Management Magazine* and has been using it for several years. "Even more surprising was that patients would actually come in routinely for the visits and not miss one of them." Learning to use the NEUROGENX system only took about a week, he added.

One of Wachtel's most gratifying cases involved a man who was overweight, diabetic and required pain medication and two nerve medications to manage the severe pain from his neuropathy. After five weeks of treatments, he was able to go on long walks with his wife, sleep through the night and had good balance. "It

"Neurogenx is giving many of our patients a great amount of relief from their neuropathy symptoms, including numbness and pain."—Dr. Darren Silvester, Pleasanton, TX

changed his life and his wife thanked me personally for helping him."

"It's great to offer something besides medication," said Dr. Jane Graebner, DPM, of Delaware, OH. She usually treats about six NEUROGENX patients a day, almost all from her own practice. "I have seen patients

get off pain medication. We are using NEUROGENX to treat a wide variety of nerve conditions. When I hear that my patients are returning to a more active lifestyle (after treatments), it's a pleasure!"

"Improvement often becomes noticeable within 3-4 treatments," concurred Dr. Michael Begley, Executive Director of the NEUROGENX NerveCenter in Brentwood. "And because so many neuropathy patients have been shuffled from doctor to doctor with no hope for a solution, we want the NEUROGENX treatment experience to be entirely different. Our staff is sensitive and supportive; our facility is comfortable and attractive. Our goal is to make treatment feel more like a spa experience than a typical doctor visit."

The new NEUROGENX NerveCenters are staffed by specially-trained clinicians, certified in the NEUROGENX treatment protocol. The NerveCenters are independently owned and operated, but the owners receive training, marketing and business support from NEUROGENX corporate headquarters.



Paul Todd, Executive Director of the Neurogenx NerveCenter in Hoover, AL, with (at far right) James Martellini, President of Neurogenx, cut the grand opening ribbon for the Hoover facility, the first Neurogenx NerveCenter in the country while Todd's children and granddaughter look on.

Neurogenx (continued)

To help the new NerveCenters build business success as well as deliver exceptional clinical success, the company provides training in the NEUROGENX business model. This can include full medical and technical education, a multi-point marketing program and a financial business growth plan. NerveCenter operators learn how to implement effective pricing packages, create and utilize a patient-pay system and capitalize on advertising. In addition, they receive personal training from medical business experts.

Paul Todd, Executive Director of the Alabama NerveCenter, was introduced to NEUROGENX while working with podiatrists as part of his in-office dispensing business. Todd had been living with severe pain in one foot for more than six months and visits to numerous medical practitioners had not improved his condition. However, after only two NEUROGENX treatments, Todd's foot pain vanished and has not returned. "I was convinced right then and there that I needed to help make the treatment available to others."

Both NerveCenters have implemented the NEUROGENX cash model and are effectively using it to provide payment and finance options to patients. "NEUROGENX has a proven cash-model system that really works," said Todd. In addition, patients are evaluated before and after treatments with reports sent to their primary physicians. The NerveCenters have a spa-like feel, with upscale décor, water bottles and high-end coffee available for patients.

Another key component for NerveCenter success is the NEUROGENX marketing plan that includes print and online advertising as well as a plan to nurture physician referrals. Todd plans to counter any physician skepticism with a challenge: "I'll tell any doctor to give me their five toughest patients and then tell me afterward NEUROGENX doesn't work."

Podiatrists across the country have reported remarkable results with NEUROGENX:

Dr. Richard Jacoby, DPM, founder and medical director of the Scottsdale Neuropathy Institute in Scottsdale, AZ, has found the NEUROGENX treatment particularly helpful for patients in the earlier stages of neuropathy. "It's a fabulous technology, no doubt about it," he said. Most of the patients he has treated were either able to reduce or eliminate their neuropathy medication. While Jacoby does some advertising, NEUROGENX sells itself. "NEUROGENX is word of mouth; those with neuropathy tell other people. I also try to educate other doctors that there are alternatives to medication."

Patient selection can make a difference in getting a good response from NEUROGENX, said Dr. Tom Silver, DPM, of Minneapolis, MN. Overall, Silver has seen some very dramatic improvements. "There was a patient who couldn't sleep for more than two hours a night because of neuropathy who was able to sleep eight hours straight after treatment. Another was able to feel his shoes on his feet again." A man who suffered from constant electric-shock-type neuropathy in his feet and hands was able to reduce his daily medicine intake from 17 pills to about nine after treatment, added Silver.

Dr. Charles Solon, DPM, of Grand Rapids, MI, keeps busy treating between 10 and 12 patients a week for different types of neuropathy and sees improvement in 80 to 85 percent of them. "I talk to a lot of people about NEUROGENX," he said. "They can end up with a better life in general."

Podiatrists can access the NEUROGENX program via purchase or lease as well as with a special licensing application, which provides the right to use the NEUROGENX name supported with clinical training, business education and software as well as access to marketing staff and materials. "Our team includes business consultants who visit physicians to teach successful implementation of a patient-pay system while adding

a new, effective treatment modality to their practice. Good for the patients, good for the doctors," said Sandlin.

The NEUROGENX Solution offers a conservative, standalone, patented FDA-cleared Electronic Signal Treatment (EST) Technology. The treatment may be differentially-augmented with a local anesthetic. The minimally-invasive targeted approach that pairs EST with a local has been described in the literature as an Integrated Nerve Block (INB) or Combined Electrochemical Treatment or Block (CET) or CEB. While EST and CET have been used in the past by physicians for pain management, the protocols are being lauded by podiatrists and patients as life-changing for the relief they bring neuropathy patients. What sets NEUROGENX apart is the machine, Martellini said. It sweeps from higher frequencies (40,000 Hertz) to lower frequencies (4,000 Hertz) and produces an energy wave form that is very similar to one produced by the human body.

The treatment begins with EST alone and may be supplemented early on with the low-dose anesthetic. Treatments last for between 30 and 40 minutes, with two to three treatments a week initially scheduled. After eight to 12 treatments, a patient is re-evaluated for pain level and mobility.

For more information, call 800-335-7624, visit www.neurogenx.com, or click here.



The official logo for the new licensed Neurogenx NerveCenters.