

Neurogenx NerveCenters: A Look at The Growing National Network & The Doctors Behind It

By Karen M. Sandlin

With 22 certified NerveCenters now open across the country, Neurogenx is working to elevate the standard of neuropathy care and provide greater access to the effective Neurogenx treatment. An estimated 30 additional NerveCenters are scheduled to open in 2017.

Neurogenx NerveCenters exclusively offer neuropathy treatment with the Neurogenx 4000Pro. 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 more than four out of five patients. Independent laboratory results show as much as a 66% increase in nerve fiber density following a Neurogenx treatment course.

The growing Neurogenx NerveCenter network is built on a proven treatment coupled with a successful, medical business system. The unique NerveCenter program delivers an unprecedented combination of business and clinical support for medical providers who want to learn to successfully operate a cash-driven medical practice. NerveCenters are independently owned and operated, but receive training, marketing and business support from Neurogenx corporate headquarters.

The NerveCenter program has proven to be successful for both large and small practices, in both large and small markets and for both stand-alone NerveCenters and NerveCenters integrated into existing practices.



Dr. Swangim

Meet John M. Swangim, DPM
Medical Director, Neurogenx
NerveCenter of LaPorte

About the NerveCenter: The LaPorte NerveCenter is a stand-alone facility located in the small community of LaPorte, Indiana. For easy management by a small staff, the NerveCenter is in an office adjacent to Swangim's existing practice. A combined staff of four plus the doctor see a daily average of 25 patients, 15 of which are Neurogenx patients.

About Dr. Swangim: Board certified in foot and ankle surgery, he has special expertise in surgical foot care, diabetic wound care, sports medicine, biomechanical treatments and neuropathy pain. He has been practicing medicine for over 18 years and has



been in private practice since 2010.

As a podiatrist, Dr. Swangim regularly treated neuropathy patients. "But the truth was that treatment was extremely frustrating for everyone," said Swangim. "Drugs didn't seem to help my patients get better. It

was to the point where I dreaded consultations with neuropathy patients."

Swangim spent nearly two years researching Neurogenx before moving forward. "I was initially worried that Neurogenx would be like other companies that promised more than they delivered. However, all the Neurogenx

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doctors I called said they were getting positive results."

"I was under tremendous stress from being on-call at the hospital," continued Swangim. "I was also worried about declining income at my practice and had stress from all the unknowns involved with a new business launch. But once the NerveCenter opened, all my stress disappeared. Opening a Neurogenx NerveCenter is honestly the best thing I've ever done in my practice," said Swangim.

Physicians with small practices face common concerns when trying to manage the business and marketing needed to build a successful medical practice. "I honestly wasn't a very good businessman," commented Swangim. "It was hard to navigate the finances, marketing and planning on my own. Neurogenx has been very helpful in all those areas. My collections are now 150% ahead of what they were a year ago. In fact, things are going so good that I'm considering opening a second location."

"I'm not trying to be a million-dollar practice," added Swangim. "My goal was to generate about \$60,000 per month and I've done that—most of it in cash, some financed. For comparison's sake, 130 routine foot care cases earn income equal to one Neurogenx patient. As a result, I am able to pay myself better and don't have to do weekend work anymore. I'm more relaxed and have more income—thanks to Neurogenx."

Swangim's treatment results have been equally pos-

Neurogenx (continued)

itive—and on target with the 87% published success rate. “I can actually help neuropathy patients now,” exclaimed Swangim. I’ve even had patients come from 2.5 hours away and stay overnight for treatment. It’s amazing!”

“The patient that stands out most is a 60-year man with idiopathic neuropathy who was on Gabapentin,” shared Swangim. He had seen many doctors and even spent \$20,000 at the Mayo Clinic only to be told there was nothing more that could help. He was at a point where he was considering a wheelchair. After treatment, he was able to take a trip to Disneyworld with his family and his children were all impressed with how well he could walk!”

“I’ve never been happier than I have been with Neurogenx,” concluded Swangim. “I don’t think any physician would ever regret moving forward with the Neurogenx program.”



Dr. LeBeau

Meet Thom LeBeau, DPM
Executive Medical Director,
Neurogenx NerveCenters of
St. Augustine & The Beaches

About the NerveCenters: Dr. LeBeau is the first Neurogenx physician to operate two NerveCenters. The Beaches NerveCenter is located in Jacksonville, FL and is a stand-alone facility. The St. Augustine NerveCenter is integrated into Dr. LeBeau’s existing practice, an 8500 square foot facility with podiatry, physical therapy and spa departments. A combined team of 18 employees, a nurse practitioner and two doctors see 80-100 patients per day.

About Dr. LeBeau: Dual board-certified in podiatric surgery and wound management, he has special expertise

As an added benefit, the NerveCenter has increased patient flow to the other parts of LeBeau’s practice.

in neuropathy treatment and diabetic wound care. He has been practicing medicine for over 25 years and has been in private practice in Florida since 2009.

“After 25 years of being frustrated with neuropathy treatments, it’s great to be able to offer a treatment that works without side effects,” said LeBeau. “One of my most memorable patients suffered with chemotherapy-in-

duced neuropathy for five years. It affected her sleep, ability to stand, walk and work. She was using Gabapentin and narcotics daily. Now she is pain-free, sleeping better and no longer needs medication. It’s very gratifying to make such a positive impact on a patient and her family.”

“The Neurogenx cash business model brings a whole new aspect to our practice,” said LeBeau. “Having a stream of income that doesn’t rely on third-party payment is like a breath of fresh air. The influx of cash was immediate and allowed me to quickly add another physician on staff.”

LeBeau continued, “On the patient side, there is some resistance, but not as much as you might think. These days, most patients know that health insurance changes mean they have to pay something. Once patients learn

If you want to make a huge leap forward with the business of your practice, look at Neurogenx—Dr. Thom LeBeau

what they’re getting with the Neurogenx Treatment, many actually say, ‘*Hmm. I thought it would be more.*’” In addition, the NerveCenter program includes payment options and financing for patients with limited or fixed incomes.

LeBeau reports that they are seeing a continually growing number of neuropathy patients due to marketing and referral efforts. “We do have a full-time physician liaison on staff and I’m proud to say that 230 practitioners now refer to our practice,” said LeBeau. “This includes specialists that don’t typically refer, such as neurologists, neurosurgeons and oncologists.”

As an added benefit, the NerveCenter has increased patient flow to the other parts of LeBeau’s practice. “Our podiatry and physical therapy departments have all grown since we opened the NerveCenter,” said LeBeau.

“I am absolutely thrilled with the Neurogenx program and am looking forward to doing more,” said LeBeau. I am actively looking to partner with other physicians to open more NerveCenters.”

LeBeau encourages other physicians who are curious about Neurogenx to find out more. “There are two things I would like to say to any interested physician,” said LeBeau. “First, if you ever wanted to do something positive for your neuropathy patients, **look at Neurogenx**. Second, if you want to make a huge leap forward with the business of your practice, **look at Neurogenx**.”

For more information on becoming a member of the Neurogenx NerveCare Network, call 800-335-7624, visit www.neurogenx.com, or click here.