

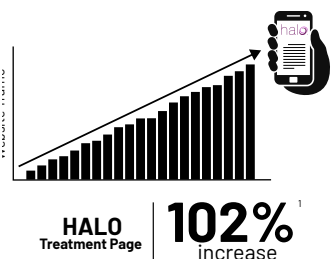
## Sciton is Best-in-Class, with a Legacy of Success!



Fredric Stern, MD, FACS

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Dr. Fredric Stern has always been at the forefront of plastic surgery and aesthetic laser procedures and will deliver nothing less than best-in-class results. He began his career using CO2 lasers, however at that time, he found himself frustrated with the small spot sizes and the length of time required to complete each treatment. The healing process was a challenge for his patients. Many of them experienced lengthy recovery times, undesired side effects and required extensive care following treatment. When Dr. Stern entered private practice, he began looking toward new treatment options that could be performed more efficiently with minimized downtime. That's when he discovered Sciton's Erbium YAG laser, a precision scanner device that far exceeded his expectations. Not only could it shorten treatment time and reduce downtime, it could also produce far superior results. Plus, the technological engineering behind the device was unmatched by any other in the field. By 2001, Dr. Stern had purchased his first Sciton platform and the rest is history! We spoke with Dr. Stern about his journey with Sciton and how it has made such a difference within his practice.



**BBL Face**  
**50,000** Web Searches<sup>2</sup>  
per month

**900%**  
increase online search demand<sup>2</sup>

**SCITON**  
**iQ**  
Sciton Customers  
Earn Average **4X's**<sup>4</sup>  
their monthly  
lease payment in revenue!

## ***A Sciton Practice For Over 20 Years!***

# ***What Makes Sciton Such a Worthwhile Investment?***

### ***It Stands the Test of Time!***

I've performed countless resurfacing procedures over the years with my Profile™, the predecessor to JOULE™, and despite its extensive use, it's still going strong. It's equipped with ProFractional™, a fractional erbium scanner that I use on all lower blepharoplasty patients and those with peripheral wrinkles, and is my laser of choice when I treat scars. Additionally, we love HALO®, the first of its kind hybrid fractional laser and BBL® (BroadBand Light). Once I added the mJOULE™, my aestheticians were seeing an influx of younger patients interested in MOXI™, the non-ablative 1927nm laser. Some of my systems are 20 years old and have rarely needed service. These machines are engineered for durability and truly stand the test of time!

### ***The Sky's the Limit with the Expandable Platform***

One of the most defining features of Sciton lasers is the expandability of their platforms. The number of different modalities you can run through any given system and the ability to combine treatments from different platforms opens the door for so many possible treatment combinations, enabling me to custom-tailor treatment plans to

meet every patient's needs. All the treatments I offer are very synergistic with each other. Common treatment combinations include:

- BBL® HERO™ and HALO®
- BBL® HERO™ and MOXI™
- HALO® and ProFractional™
- BBL®, ClearSilk®, and HALO®
- BBL®, ClearSilk®, and ClearV®
- BBL® HERO™, HALO® and MOXI™

Not only can we treat fine lines and wrinkles, but we can also clear a wide range of pigmentary and vascular conditions. These treatment combinations have made a huge difference to our patients and what we can treat.

### ***An Ever-expanding Portfolio of Treatments for Every Skin Type and Age Group***

In my practice, the demographic that has sought laser resurfacing procedures in the past was typically above 50 years old, Fitzpatrick skin types I to III. The mJOULE has opened our practice up to a much broader demographic. We now have a large millennial and Gen Z population coming in for MOXI treatments and BBL/HALO has been the treatment of choice for those in their 40s looking for a more corrective solution. MOXI has also opened the door to a wider range of

skin types as it can treat a variety of conditions without post-inflammatory hyperpigmentation in Fitzpatrick skin types IV and above. It's really broadened our spectrum and we now have something we can offer to everyone, every season of the year!

### ***Strong Safety Profile***

Sciton has always made its platforms safe and easy to use. I found this to be exceptionally true with BBL HERO. The safe start settings allow you to enter the patient's skin type and condition being treated to generate appropriate settings. It makes the provider feel so much more secure knowing that by simply entering the patient's clinical assessment data they can provide both a safe and effective treatment.

### ***Extremely Happy Patients***

Our patients have been extremely happy with their treatments. Satisfaction has been tremendous and the results have been outstanding! Our patients love what they see in the mirror and are highly motivated to continue with their maintenance.

### ***Top Notch Educational Opportunities***

My staff and I love the educational opportunities that Sciton provides to its customers. We especially appreciate the Rockstar Experience, a weekend long event where experts in the field share knowledge of Sciton devices, protocols and offer application demonstrations. Our entire



Dr. Fredric Stern and team, The Stern Center for Aesthetics

office participates in these events and we learn so much every time! It helps us to become better at what we do.

## ***Secrets to Success Incorporate Laser Treatments into Patients' OR Time***

Whether for eyelid surgery or facial surgery, brow lift or facelift, I always incorporate laser into my surgical treatments. All of my surgical patients can benefit from the addition of a laser treatment during surgery as it improves both their tone and texture. Most of my patients are receptive to it and are extremely happy with the results! And why not get it all done in one shot while your under anesthesia and recovering from a surgical procedure? It spares my patients an extra trip to the office. It ensures that the laser gets more utility and increases the return on my surgical fees.

## ***Delegate Your Treatments but Stay Connected with Your Patients and Your Staff***

One of the things I love about Sciton devices is how user friendly the devices are and how comfortable I am delegating many of the treatments to my aestheticians. Even so, it's important to maintain a connection with both your staff and your patients. While my aestheticians perform many of our treatments, we implement a shared care model within our practice. When I'm not in surgery, I meet with my aestheticians daily to review all of their cases and treatment plans. Plus, I have an open-door policy under which my aestheticians can approach me at any time for assistance or to ask questions. I also like to meet every patient that walks through our doors, even if it's just for a brief consult. I want to make that personal connection and answer any questions

they may have. I want to assess their skin and give them confidence that they will receive exceptional medically supervised care from my staff. This allows our patients to feel a special connection with our practice and it shows them we care about the long-term health of their skin.

## ***Educate Your Patients on the Need for Maintenance and Provide them with a Plan***

We spend a lot of time educating our patients on the importance of maintenance. Whenever a patient completes a series of treatments, we book them for maintenance treatments. We really emphasize that it's never a one and done deal and that their skin will continue to age. We always provide our patients with a long-term plan, what treatments they need for maintenance, and how often they should have them and when.

## ***Track Your Treatment Volume with Sciton iQ***

To maximize the utility of all of our treatments, we track how often each individual treatment and each combination of treatments was administered each month. We set monthly goals for all of our treatments with the expectation that each treatment will be performed above a set minimum. This enables us to identify any underutilized treatments and then redirect our marketing efforts or staff education toward them. This strategy helps us to maximize our return on investment. Sciton also has a web-based data analytics tool,

Sciton iQ™, that monitors the usage and health of our systems in real-time. It's extremely helpful to use this data to validate our internal reports.

### *Have Digital Marketing Strategies and Develop a Strong Presence on Social Media*

We do a lot of digital marketing and have really hit it hard on social media. We work with a really great web company to maximize our search engine optimization and we spend a lot of time keeping our social media accounts up to date with fresh content. Many of the new patients we get have found us through Instagram or through Google searches on non-invasive laser treatments. This has been especially

helpful in allowing us to reach our younger demographics.

### *Host Special Events to Promote Your Treatments*

Every year, in the fall, we host a special evening to promote all of our treatments and it has been a great boon to our laser practice. We invite our reps to set up demonstrations in our procedure rooms where patients can learn about the treatments while sipping on wine and noshing on hors d'oeuvres. Each attendee gets a passport which they can use to check off all the demonstrations they've seen and we give out small prizes at the end. We also offer a promotional

### *Did you know?*

Sciton offers one-stop support and concierge services to assist your practice in developing a comprehensive marketing strategy with customized tools to drive business.

discount to those who purchase treatment packages at the event. We get a great turnout and everyone has a lot of fun!

## *Exceptional Return on Investment*

The return on investment from my Sciton platforms has far exceeded my expectations. And being able to review the treatment data with Sciton iQ further validates my purchasing decisions. Sciton brands are so popular that patients ask for them by name, and the results keep them coming back. The proof is in the pudding. It's astounding!

### *Concluding Remarks*

Sciton lasers are revolutionary, hands down. They manufacture the Ferrari of lasers, and for every reason – their systems are durable, incredibly well-engineered, user friendly, expandable, safe, and they consistently deliver best-in-class results. It's worth every dollar if you're going to commit to delivering the best laser treatments available. Sciton has given our practice a reputation for being the place to go for state-of-the-art laser treatments. It's the only way to go and I believe that wholeheartedly!

### **References:**

- 1,3 Google Trends
- 2 Google Keyword Planner
- 4 Sciton iQ data on file



MOXI | 2 months post 2tx | Courtesy of Fredric Stern, MD, FACS



HALO + BBL | 2 months post 1tx | Courtesy of Fredric Stern, MD, FACS