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LAUNCH OF ORTHOLAZER ORTHOPEDIC LASER CENTERS OFFERS UNIQUE BUSINESS OPPORTUNITY FOR ORTHOPEDIC PROFESSIONALS

*Clinically validated, non-invasive, drug-free approach – championed by
the original opioid-sparing Surgeon – offers new revenue stream with
breakthrough technology to treat chronic pain and injury*

OrthoLazer Orthopedic Laser Centers are expanding across the U.S., presenting a unique franchise opportunity for orthopedic professionals. Founded by internationally recognized champion of opioid-sparing surgery Scott A. Sigman, M.D., the franchises will further his mission to provide patients with non-operative and non-opioid treatment options.

“We’re offering like-minded, innovative, entrepreneurial orthopedic surgeons across the country access to the best laser on the market through a ‘business-in-a-box’ franchise system that offers an effective, alternative pain management option to treat acute and chronic orthopedic conditions,” said Dr. Sigman.

Available exclusively to OrthoLazer Centers, the FDA-cleared MLS® M8 Robotic Laser is the only fully automated, high-powered Class IV laser that does not generate debilitating heat. The MLS M8 is three times more powerful than its M6 predecessor with up to 75 watts of peak power to efficiently reduce inflammation, promote healing and restore mobility.



OrthoLazer MLS M8 Robotic Laser

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Scott A. Sigman, M.D. Orthopedic Surgeon and
Founder of OrthoLazer Orthopedic Laser Centers

Having experienced the devastating impact of opioids on friends, family, patients and society, Dr. Sigman began his OrthoLazer journey by searching for alternative adjuvant therapies for the treatment of acute and chronic orthopedic conditions. That’s when he discovered MLS Laser Therapy from Cutting Edge Laser Technology.

In 2018, Dr. Sigman opened the first free-standing OrthoLazer Orthopedic Laser Center in Chelmsford, Mass. The new center was a natural extension of his mission to change the culture of postoperative pain management. The center’s overwhelming success led to the development of the OrthoLazer Center Franchise business model.

OrthoLazer Orthopedic Laser Centers offer a new revenue stream supported by a powerful business model and a clinically validated, non-invasive, drug-free way to help patients suffering with chronic pain and injury. Using a state-of-the-art robotic delivery system, MLS M8 Laser

Therapy can safely and effectively treat a wide range of conditions, including arthritis, back pain, neck pain, shoulder pain, sprains and strains.

Much of the supporting literature to date on low-level laser therapy (LLLT) has been spread out over different types of class III and class IV lasers. However, a recently published systematic review on the efficacy of LLLT in treating knee osteoarthritis showed significant clinical benefit and was recognized by the American Association of Orthopaedic Surgeons (AAOS). Study results showed that overall, pain was significantly reduced by LLLT compared with placebo at the end of therapy, and the results also revealed a significant dose-response relationship.¹

“OrthoLazer handled a lot of the up-front costs. It’s almost like pushing a button, and you’re ready to go in a short period of time. We’ve had a very successful first few months of operation.”

Wallace Huff, Jr., M.D. & O.C., owner,
OrthoLazer Center, Lexington, KY.

Prior to opening his OrthoLazer Center franchise in Lexington, KY, owner Wallace Huff, Jr., M.D. & O.C., was skeptical. But after visiting with Dr. Sigman at his Chelmsford location and reviewing the literature related to laser technology, he became very interested.

“In talking to his staff and patients, there was a lot of therapeutic success,” Dr. Huff emphasized. “And the applications for this technology are broad enough that it fits well with any orthopedic specialty or practice.”

Dr. Huff’s patients responded very positively to the availability of MLS Laser, and he was able to build a three-month waiting list prior to opening. From a franchising standpoint, Dr. Huff said OrthoLazer was well prepared with an excellent business model.

“They made it very easy, it was pretty much a set template,” noted Dr. Huff. “OrthoLazer handled a lot of the up-front costs, and I didn’t have to think about little details such as the software, number of staff needed and other concerns. It’s almost like pushing a button,

and you’re ready to go in a short period of time. We’ve had a very successful first few months of operation.”

Orthopedic surgeon Wasik Ashraf, D.O., owner of the OrthoLazer Center in Newburgh, N.Y., said his relationship with OrthoLazer started because of his patients.

“My patients were looking for a non-invasive, opioid-sparing way to help with pain,” Dr. Ashraf explained. “They wanted to know what we could do for them without surgery or injections, but we really didn’t have other options. Then I heard about Dr. Sigman and the OrthoLazer opportunity, so I decided to check it out.”

Dr. Ashraf met with Dr. Sigman, discussed and vetted the technology and reviewed the supporting literature. “The more I looked into it, the more I thought ‘How come we’re not doing this? This is great.’ And that’s how the whole thing really came into being,” described Dr. Ashraf.

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Wasik Ashraf, D.O., orthopedic surgeon and owner, OrthoLazer Center, Newburgh, N.Y.

Dr. Ashraf uses the MLS laser post-operatively, for acute sports and athletic injuries and for chronic conditions such as tendonitis, arthritis and bursitis. Some of the first patients at his new OrthoLazer center were some of the most challenging, but the MLS Laser was prepared for the challenge. One such patient was a 52-year-old police officer struggling with range of motion and swelling problems three months after knee replacement surgery. Due to

an extensive cardiac history, the officer could not be put on anti-inflammatories or oral steroids.

“I had him come to the OrthoLazer Center for approximately eight sessions,” Dr. Ashraf said. “After those initial sessions, he called and emailed to let me know how great things were going. His range of motion had improved, his pain was much better, and he was back to jogging. He had also returned to work full-duty. That really opened my eyes as to what this technology could do.”

For patients on blood thinners, with reflux issues or who can’t undergo surgery due to medical issues, the ML8 available through OrthoLazer Centers gives orthopedic professionals a non-invasive, drug-free approach to decrease inflammation and pain.

“This has been a great experience to be able to offer this to my patients,” Dr. Ashraf noted. “MLS laser is easy, patients absolutely love it, and there’s no down time, so patients can get back to their lives.”

Built on a 30-year foundation of scientific research, the patented MLS pulse-pattern laser has been proven safe and effective for a wide range of pain-related conditions. OrthoLazer is an exclusive business opportunity for select orthopedic surgeons to generate passive income while offering patients an effective, alternative pain management option to treat acute and chronic orthopedic conditions. ♦



Scott A. Sigman, MD.
Team Physician,
UMASS Lowell.
Fellow of the World Society
of Sports and Exercise
Medicine. Fellow of the
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OrthoLazer is now accepting franchise applications in select cities nationwide. To learn more about MLS Laser Therapy, visit www.ortholazer.com/doctors/#doctor-information.

REFERENCE:

1. Stausholm MB, Naterstad IF, Joensen J, et al. Efficacy of low-level laser therapy on pain and disability in knee osteoarthritis: systematic review and meta-analysis of randomised placebo-controlled trials. *BMJ Open*. 2019;9(10):e031142. doi:10.1136/bmjopen-2019-031142