A Laser Focused Approach to Patient & Practice Success! Transcript

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Introduction to Practice Upgrade Summit

This is doctor Bob Hoffman from the mass, The Circle Global. Welcome to today's Practice Upgrade Summit. We are committed to upgrading your practice in every way possible through this summit and this conversation.

This interview right now is absolutely, 100% going to help you with that. Today, we're going to be talking about a laser focused approach to patient and practice success.

And we have the distinct pleasure and honor to have our conversation today with doctor Rob Hannah. Paul, whose previous career in the fast paced world of fortune 500 marketing and management consulting, coupled with the last 25 years flourishing and thriving in multiple offices and practice building ventures, has uniquely positioned him to help you achieve massive cash based practice success by becoming a laser master provider on a mission to assist colleagues to attain higher levels of personal fulfillment through providing noninvasive alternative solutions to drugs and surgery.

Rob will teach you his business within a business. Successful cash based laser therapy practice system. Doctor Rob shows doctors that they don't need to complicate their lives and their finances by opening up multiple locations, because their current location can actually host additional separate and distinct thriving profit centers.

His favored philosophy is do all you can with what you have from where you are. When Rob isn't busy researching the latest laser technology and practice model applications, he spends his quality time with his family enjoying an active and healthy lifestyle in Southern Florida.

Welcome on to this conversation and interview, Rob. It's such a pleasure. Such a pleasure to have you on. We've known you known each other for years. We've done a lot of work together.

But I am super excited about today's interview. Me too. Thanks for having me, Bob.

Why Laser Therapy Fits Chiropractic

I'm really grateful to be on today and to, really help your members to achieve much greater success. Thank you. Thank you. You know, for years we worked together on you helping the members of the Masters Circle Global write their own book, and to use their book to market themselves to get new patients.

And that was enormously successful. But over the last few years, you made a transition like you're supposed to make. We all adapt when exactly, and why exactly did you get interested in laser therapy?

Well, I would say, like, you know, most of your members and, and chiropractors, you know, out there, we always recognize that we see a relatively small portion of the population, but we our hearts are a lot bigger than, you know, the amount of people that we get to see.

A lot of people still come to chiropractors specifically, you know, for back pain, neck pain, headaches, because that's always been the messaging that's been out there.

And there's always been a disconnect also between, you know, the much greater good that we do as chiropractors. So, you know, I've always felt, look, if I can have people come to the office for what they perceive that they need, and then I can teach them, you know, really what it is that they need.

You know, you want to give people what they want. I'll put it that way. And then when I come in the office, that's our opportunity to really show them, teach them and treat them with what they need.

So most people you know, in the world still, you know, are of that pain based model and we know that pain is just the effect and we're just treating the effects of problems.

But if that's how most of the population, you know, views health care by treating effects and not really looking at things proactively, then I say, you know, why do we want to swim, you know, against the current let's, you know, swim with the current row, row, row your boat, you know, gently down the stream.

And then when they finally come to the office, boom. You know, that's our opportunity to really teach them, you know, really what's important. So most of the patients, you know, chiropractic we will come in, like I said, with the back pain in the neck pain, headaches.

But we really saw people for all the other things that they were, you know, concerned with, which was, you know, the extremities, the shoulders, the knees, the feet.

There's so many other conditions that people have and that also tie into spinal problems that they don't even know yet, but they have all these other issues.

And, I said, well, you know, what is the best way that we can help more people and more people to again, avoid, you know, going down that route and that rabbit hole and Pandora's box of all the drugs and the surgery.

And it's just, you know, it gets worse and worse. How can we help them? So I realized that laser, you know, really can help a lot of the extremity conditions.

It helps to reduce pain, swelling, inflammation and actually helps to regenerate tissue. I've had some really miraculous results, with it that have had our mind blowing.

But I also realized it's a great way to have more patients come to the office. And also, you know, there's still an issue with some portion of the population that just has a problem with going to a chiropractor.

I mean, let's face it. I mean, that's just the reality of it. We don't like to acknowledge that because it hurts our ego. But the truth is that there's still people that would never go to a chiropractor.

However, what I realized was they will go and see me for laser therapy. And I really had an moment in practice when I was treating patients for laser.

And this happened probably several times within a week that I was treating patients with laser for things like plantar fasciitis and rotator cuff injuries and knee pain, meniscus tear, things like that.

And they would look up on the table from me and say, well, you know, tomorrow I'm going to my chiropractor to get an adjustment. And I was like, whoa, that is amazing.

Because they're coming to me for a separate and distinct service. They're they're not putting 2 or 2 together. I mean, they see, you know, chiropractic, you know, on some of our signage.

But wow, this is a completely separate business. The laser is not just a technology. The laser is an actual business, you see, but you can't have the heart packed center and you can't have the, you know, electric muscle stimulation center.

But you surely can have the laser pain center. And laser lends itself to a whole business. So, so many doctors have these lasers sitting there collecting dust.

They look at the laser just like another piece of equipment, and they don't realize that that unit is a completely separate business that can produce so much extra revenue, helps so many more patients.

And then those patients can also learn about chiropractic and how chiropractic works.

Class Four Laser vs Cold Laser

Now let me say, you know, all these patients that have come in and have other chiropractors, I tell them, that's great, go get your adjustment. I never, ever try to steer them towards me because I don't want to take them away from their other doctors.

However, some of them say, oh, I see you do chiropractic care, you know, can I try you? And I said, of course you can. But again the moment was this is a separate business.

You know, I've been through, you know, 11 different practices, you know, in my career, you know, alone or with partners. And I realized, gee, I don't have to go open up more offices and have more expenses and more rent and more overhead and more staff and staff issues.

I can have another business within my business producing a totally new, separate, distinct revenue stream, and I have hardly any other overhead. So, you know, we created, you know, this company called the Laser Masters.

And we also have created the relief now laser methods. So what we're teaching doctors is how to, you know, work this system, provide the proprietary methods for conditions which just keeps on growing and teach them how to have a business just like you.

See, you know, when I go to the truck stop or, you know, you see Dunkin Donuts and Baskin Robbins, two separate identities within the same building. And that's what we're doing in our practice.

And that's what we teach other chiropractors. And you really can show them how to have, you know, really massive success with this. I mean, really collect an extra 150 to $250,000 a year cash, private pay revenue in addition to their practice.

You know, that wasn't too much information. No, not at all. That was beautiful and, well said. And, I wish I could argue with you on some of the points, but I can't.

There are some people who are still so naive or prejudiced that they will not go to the chiropractor. You're right. I wish that weren't the case. I'm thrilled that it's less today than it was ten years ago, but it's still there.

You're absolutely right, Rob. That pain is not the problem. Pain is an indication that there is a problem. I also agree with you 100% that people don't utilize, as a rule of thumb, chiropractic care for its full benefit of optimum neurological expression.

You know, coming to a chiropractor for neck pain is kind of like buying an iPhone for the calculator. You know, it's a small, minuscule part of the function of what we do, but it's it's what we created.

You know, in my personal belief, Rob, you know, a subluxation is a structural problem where the bone is out of alignment that is causing neurological complications.

And for 125 years, we put way, way too much emphasis on the bone and way, way too little emphasis on the neurological complications. So I, I agree with all that, laser is proven, it's highly effective and there's no reason not to utilize it and help as many people as you can.

But I think it's important for the people watching and listening to this is we need to start to distinguish. There's lots of different types of lasers.

There's different power lasers. I'm sure in all of your research and all of your experimentation, you kind of knowing you as well as I know you, you've probably really zeroed in that there's a specific type of laser in a specific type of power to that laser that's getting the predictable clinical outcomes.

Could you speak about that a bit? Sure. So when I started with laser, I was just really fascinated with the whole,

you know, the whole technology and the physics behind it.

You know, you know, reading about Albert Einstein and Laser. I mean, it's just fascinating, you know, that you realize that, you know, our bodies are obviously energy and how it affects us energetically.

So I started with cold laser, because that was really the only thing that was, was available at the time. And, you know, from a, you know, I can't think of the word, but basically, you know, it, it made sense that the laser would it would help the body, you know, a wavelength, it's a wavelength.

And, you know, certain wavelengths affect the body physiologically in different ways. But what I found was that the cold laser would take way too long, you know, to get the result, the desired result I was looking for.

And sometimes I wasn't getting great results. But again, it made sense to me philosophically. You know, that light energy, you know, photo bio stimulation or photo bio modulation, you know how it how it helps the tissues, how the laser gets absorbed by the chroma force of the cells and increases cellular metabolism.

You all made sense. But I still wasn't getting the desired, you know, result. And then class for high powered laser came out and I gave it a try. And I mean unbelievable night and day difference.

And I know there's a lot of people that have, you know, different, views on this, but what I have found personally in practice is that the higher power class for lasers, I get faster results, you know, better results with patients, just better outcomes.

And, you know, that's what I have found in my practice. So that's what we teach, you know, our doctors, we also have, you know, with our group, one of the, you know, renowned laser experts, he used to own one of the laser manufacturing companies.

He is like, he is our, you know, scientist because, you know, sometimes, you know, for me, I see the bigger picture.

Clinical Success Stories and Conditions Treated

But, you know, I need to have that person that really, you know, is the scientist, the one that really has studied laser down to, you know, and, so we have that, part of our, you know, our, of our organization, but class for laser with the latest technology.

I have found to get, you know, just just phenomenal results for my patients. Beautiful. And in simple terms, Rob, for the people watching this, what makes a class for high powered cold laser different from a more generic cold laser that so many of the doctors watching this would see at, at a chiropractic seminar and in their expo hall.

Okay. Well, first of all, I can make the distinction that class four laser I really don't call classical laser cold laser because code laser really is not cold.

It just means that there's no heat. You know? Really, the patient doesn't feel anything with cold laser. And the typical cold laser, you know, is anywhere from five milliwatts up to 500ml.

And if somebody has a 500 mil, like cold laser, you know, it's kind of wow, this is, you know, super powerful. Well, anything above 500mW is considered class for laser.

And I don't call that cold laser because the patients will feel a thermal effect. So when you're treating them, they will feel some heat. I make sure to tell a patient that it is not a heating modality.

It's, you know, because a lot of them will say, oh, this feels soothing and this feels nice, which is great, but I really make sure to tell them that that's not what's actually healing them.

That's not what's really causing the, you know, the cellular to function to increase more ATP and more energy and

speed up the healing process. It's actually that laser is so powerful.

I mean, some of them are surgical power lasers, you know, that we use. But the handpiece and the lens is set up in a way that the light energy gets spread out as it as it gets absorbed.

So it's not going in like a fine needle. It's not cutting anything, it's not cauterizing anything. It's not destroying any tissue. It's actually healing tissue.

So you can have a cold laser, for instance, with a wavelength of, 810 nanometers. And you can have a high powered class for laser with a wavelength of 810 nanometers.

And both of them will have the same physiological effect on the cells. But the high power laser is going to do the job in a much quicker time and get better results.

In my opinion. Beautiful. But I want your opinion. You're the expert. So when you started using originally what you call the cold laser, you weren't getting predictable clinical outcomes.

The results weren't fast enough. It was only when you went to the class for a high powered laser that all of a sudden, like magic, more consistently, more predictably, you were getting excellent results.

And this is an important point. Not not just the obviousness of this point, but when we are providing any service to a patient who is not functioning well, is in pain, is has information, we want to earn their trust and you can earn their trust if it's taking 3 or 4 or 6 or 10 visits before they're starting to notice any improvement because they'll try you.

But if they're not seeing a quick enough result resolved, they're done. So having that quick resolve I think is pivotal to earn their trust and to earn their repeat business.

I'm sure you would agree with that. I do agree, I mean, again, in theory, the same way the wavelength is a wavelength, but just having that added power makes all the difference in the world for me.

Because yes, the cold laser less powerful laser can do the job over more time. But it's basically no, listen, if I want to travel, you know, from, you know, Boca Raton, where I'm sitting right now to Orlando, you know, I want to get there in the quickest time possible.

I don't want to put my foot on the gas and then lift it up and coast and put my foot on the gas again to lift it up and coast. I want to put my foot on the gas and just go.

And that's what I have found happens with the higher powered laser, a much quicker result. And the patients, you know, they there is a perception with the higher power laser because they do feel some of that warmth.

They feel like it's it's doing something and that, you know, there is an effect there in terms of that helping with with the with the outcome. Because what the called laser, they don't feel anything.

And again, patients are coming into me because they feel pain. And how you feel is really, you know, about determining factor. And when they feel the warmth, it also tells them, hey, something's happened happening.

That's right, that's right. So we're up earlier in our conversation we talked about very good, excellent, amazing clinical results with things like plantar fasciitis.

But I'd love you to share more of your success stories. For the people watching this who aren't knowledgeable like you about class four lasers, or maybe have never used the class four laser or had one used on them, what are some of the more common problems that you consistently see excellent results with?

Well, I would say the number one type of patient that comes to the office for laser is plantar fasciitis. Believe it or not. You know, I think it's just because what happens is we don't market laser therapy.

And again, we this is what we teach our doctors. We don't market laser. We market the conditions. So if somebody goes to the orthopedic or they go to their podiatrist and they're told they may need surgery or they're going to need, you know, injections, cortisone, things like that, what do they do?

They go to their phone or they go to the computer and they look up ideas, treatments for and, you know, we show up as, you know, a noninvasive therapeutic treatment for plastic.

I say this, no drugs, no surgery. So that's, you know, that that's what they click on. That's what they find us. We get a lot of, foot pain. We get a lot of rotator cuff from a more, I would say chiropractic, perspective.

We get a lot of sciatica patients also, which we get tremendous results with laser. Tremendous sciatica is also I'd say that's the number two type of patient that will come in for laser.

That's also a really easy transition from Carol Practic to the laser part of the practice, because a lot of the chiropractic patients are coming in with patty fasciitis.

Also. But when it comes to the results, you know, you're providing a treatment that, you know, is working deep in the body. And, you know, we don't have X-ray vision or MRI vision.

So we really can't see what's going on. But I have seen the results more superficially because I'll just give you one example. We had a nurse come into the office.

Never met her before, but she, by staff came to me and said, hey, doc, you know, you better come out here. This new patient's crying. And I said, well, I never had anybody walk in my office crying.

Thank God they never had anyone to leave the office crying. But, but she was crying, had literal tears in her eyes, and I introduced myself, you know, brought her back and said, you know, how can I help you?

And she said, I was just told I have to have two of my toes amputated. Diabetic ulcers. And she says, she said to me, and I can't believe she said this, but she said, I know that just my toes.

It's not a big deal. But I said, it's a huge deal. You know, you only have ten of them and you know, they're part of your body. And, you know, we don't want you to have those amputated.

She said. Can the laser save my toes? So. I really went into another room and had to think about how I wanted to answer her, because I didn't want to make her promise that I couldn't, you know, I couldn't help her with that.

I couldn't, make it happen. But I also didn't want to take her hope away because, you know, I reasoned that if lasers can help tissues to heal and if it increases the stimulation and circulation and, you know, it's possible it can help her.

So I went back and I said, listen. I said, look, you know, I want to help you. I want to make sure that you have realistic expectations. I don't know if it's going to help, but at this point it surely can't hurt because, you know, what's the alternative?

You know, they want to amputate. So if you're willing to try it under, you know, under that circumstance, I'm willing to provide the care. And let's let's see how it goes.

So after the first treatment she came in, it was a day or two later, and we both noticed the same thing. The all sorts of obviously was still there, but they they were more of a, and it seemed like they were like shiny versus dull.

We noticed that something changed because we said it at the same time. We both looked and said, oh, wow, they look like a little shiny, like almost like a a thin layer of Saran wrap.

And I reasoned, well, maybe that's some granulation tissue part of the healing process. I didn't know, but I knew it

was something was different. Well, literally about seven treatments later completely healed.

Beautiful, completely healed, and her husband, who happens to be an attorney, so thank God it worked. He became a great friend of mine. And we go out to lunch all the time.

We go out to dinner. He tells everybody, every server, hey, he saved my wife's toes. You know? But I did a little research afterwards, and I found that.

And I think it's in, in the UK, they actually use lasers for diabetic ulcers and burn victims. Really? In this country you hear nothing of that. And I did a little more research and found and I found more information on that.

So again, it just makes sense because it actually stimulates regeneration of tissue. So that was that was a great case even by myself. All right. Again these are things you wouldn't even think laser would help with.

But it's really showing you if it can help with that, it surely can help with these musculoskeletal conditions and these neuro musculoskeletal conditions.

But myself, I, I had a root canal in my, front tooth, and it wasn't healing very well. Abscess, you know, just disgusting. And it would come. Kept coming back.

So the dental specialist says to me, you know, the root canal is just not healing. It's not working. We're going to have to do an implant. And I said, she says, no, what am I thinking?

Let me try the laser. So I changed the the aperture and I put a real small one on there and five days straight, just use it on my gum. Abscess gone. Never came back.

Never needed the implant. You know what's really interesting about that story is about two weeks later, I had a family brunch and there was a dentist there that is a distant cousin.

And he just says to me, out of the blue, do you ever use lasers in your practice? He goes, because I use lasers in dentistry.

Building a Laser Practice System

I said, oh, I got a story for you. And he said, of course it makes so much sense. But again, we never hear about anything like this. So it works for all these other conditions and it works.

And all these other, professions. You know, I don't know why we're not using it more chiropractic because again, you know, it does. So it helps us to see patients we would never, ever, ever see before.

Patients that would never seek our services. Because they don't they don't think that we're going to help them with the foot or the knee or the elbow or the finger.

They don't think it's better. But now we get them to come into the office and then we get to teach them about chiropractic, which is great. So, knowing you as well as I know you, you're a systems guy.

You know, in it, so am I. And to me, system is an acronym that stands for Save Yourself stress, time, energy and money. I'm sure once you realize the predictable, terrific clinical outcomes, you put together a whole system.

And when doctors work with you, you probably give them the whole program. Without going into all the details or any proprietary information, could you just share with the people watching this that if they want to start using a class for laser the way you do for the condition, review the way you market it, the way you build it, etc., etc.

could you just give them a little bit of an overview of what they might get? They get everything. That's my overview. They get everything. All right. So if you don't have a laser, if they're new to laser, if they want to upgrade from,

called laser, we have lasers.

And what's great about the lasers that we have, we have everything from, you know, 25,000mW to 45,000mW. I mean, super power lasers. But any other lasers on the market are double or triple the price of what we have.

And I tell them I'm, I have a doctor I've been talking to last week. I said, you know, why would you spend all that money on something that's going to be the exact, you know, the exact same thing.

So we have unbelievable lasers that, I mean, the prices are ridiculous. There's no reason to spend more, for a laser than what we have. But we're doing all the training.

Okay? So we're teaching them how to become an expert in class for laser therapy. We're training them on how to really build a practice within a practice.

And the branding that goes along with that and all the business coaching, okay. Because it's very, very important to create either a subbrand or a total separate brand for laser.

Because this is what's worked with us really well. People again will come to the office specifically for laser, and we want to make sure there's a distinction between the laser and the chiropractic.

And we have all the branding. They actually can become a relief. Now laser methods provider, we let them use that and that branding if they want to. So it could be like, you know, doctor Bob Hoffman Chiropractic center, and doctor Bob Hoffman, you know, relief now, laser center, they can you know, they can use that.

But they don't have to they're going to have their own website and, you know, micro site, that's, that's going to, for marketing purposes and, you know, become a natural provider.

Now, it's not a franchise, but it's more of a licensing, you know, to, to use all of our tools and, and to be involved with this, we're having, we have online training videos.

The research keeps on getting updated. So our main website, which is the Laser masters.com, has a specific provider portal that they can go on there and that has, you know, they're going to have the credentials.

They can have a password username and they can go on there for all of the marketing materials. So we have customized marketing materials, landing pages, social media posts, advertisements, all the collateral materials, fliers, brochures, signage.

And then you also can use the trademark relief now laser methods, branding and the laser methods pain center. I mean, in my office, we've got as far as the signage above the office that says laser pain relief, because we know we're already getting the chiropractic patients and we've been around for a long time.

We're on a lot of the plans. Still, market chiropractic is still on the window. So but, you know, we really wanted to get these people in for laser. So we show you how to do that.

We also have all of the office scripting pricing suggestions. Again, we're not a franchise. We just want to get suggestions. You know what works for us?

What works for us in one geographic area may be a little different than another. And, you know, inbound calls. You know, that they can call and they can keep on getting, you know, information.

We're also going to get geographic exclusivity to these providers, you know, by zip code. So there's not going to be, you know, two doctors that are relief now, laser methods providers in the same town.

And again, special members only discounts on the laser equipment. So, you know, even whatever this equipment is listed at 20 other dealers, they're going to get a lower price through us and then, la carte, what we're going to do

is offer them, very condition specific laser Google ads program so we can, you know, drive those patients into their office.

They don't have to have figure out how to do it themselves. We already have done this, and we're doing it right now. And then we're developing an actual TV commercial that they'll have access to, which we hope to do on a pay per call basis.

So basically they won't have to do a media buy and produce. The commercial will be condition specific, and they'll just pay per call. That's being worked on right now.

And I know, Bob, you mentioned earlier, you know, about that segue or transition from totally booked practice of us helping over 400 doctors to write their own books and become nationally published authors and become viewed as the expert authority in their area.

Well, what we're doing is we've now made that into one offer, which is they can become the expert authority laser practitioner, and they can actually have a book specific to laser therapy.

Our book that we've written is called The Pain Blasters. And what I've done is I, I'm on the cover, my associate doctor's on the cover, and one of my laser technicians is on the cover because I wanted them to feel like they were really, you know, the really part of this.

And they love being now they're they're actually expert authorities and they're nationally published authors. And that book reached bestselling status.

So now they have a bestselling book, and it makes them they're more engaged in the whole process. But we're also offering our doctors the ability to have their own book on laser therapy, and then they're going to we're going to teach them to 28 ways to utilize their book to build our laser practice.

Beautiful, beautiful. So it's a turnkey system for sure. And I love that. And the people watching this, I'm sure love that. But can we get some specifics here?

Rob the doctors that have hired you, who use your turnkey system about how many new patients a month do they get for laser? What's an average case range in price, just so they can get a sense of the enormity of the value of this?

Well, I'll tell you about, you know, again, every geographic area is different. We really make sure that the way that we promote this is, again, it's not a franchise where, you know, you have to have this pricing and this pricing and this pricing.

Everyone's practice is a little bit different. Everybody has different, you know, comfort or discomfort levels when it comes to, you know, pricing. So you know, it's all different.

I can tell you what, you know, in in our practice, I'd say that the average laser, case is anywhere between a thousand. Excuse me, thousand and and 1500 or more.

All right. For her per case, doctors could expect anywhere from. And again, every office is different. Okay. But in our office, you know, when I say we can teach you how to collect an extra 150 to $250,000 per year, that's that's what we're doing, you know, in our, in our office.

Okay. Right now, but we we teach them, you know, ways to think about about starting these laser patients up. You know, for instance, I've met some doctors that that want to say, okay, you know what?

Let's start them out with 25 visits right off the bat. And, you know, let's, you know, charge 3000. I said, whoa, whoa, whoa. You know, that's not the way to go about doing it.

You know, what we teach is let's get their feet wet. Let's start out with a very small package. So, for instance, when we treat sciatica, we charge 129 per visit.

Pricing, Staffing, and Getting Started

And we teach that you should start the patient out just with six visits. Very digestible for the patient. And you tell the patient, we're not telling you that the sciatica is going to be gone in six visits, or the plantar fasciitis is going to be gone in six visits.

But we want to get a benchmark or a baseline. So if you're 90 to 100% better, guess what? You don't need any more treatment. If you're 50% better, terrific.

You're doing really great. But this is what we recommend. If you're 25% better, that's good too. But this is what we recommend. So, you know, we found through trial and error what works and what doesn't work and how to start people up.

So this is what the doctors you know are using right now. And this has made it it makes a big difference because, you know, if you if you have a patient and you tell them right off the bat, you know, this is going to be 1500 or 2000, you're going to lose a lot of people.

But if you just ease them into it and you show them how it's working, it makes it so much easier. So these are the kind of little things that we've learned to experience that help our doctors.

But again, very easy to to increase that revenue, you know, when you just follow the system. Now is the laser therapy provided by the doctor or by the staff, that is every state a little different about that.

Yeah. And you have to check with you again. Every doctor has to check with their own states. Again, like I said, we're not a franchise. You know, we're just giving, you know, the information and the doctors have that responsibility to, you know, to be within their scope and within our state, you know, laws and regulations.

I can tell you in our office, it's provided by both. Okay. We have a certified chiropractic physician's assistant that is totally immersed and engaged in laser.

Basically, again, she became an author of the book and, you know, she she gets bonuses, you know, based on the laser. So she's doing laser all the time.

And like I said, it's both, because sometimes we're so busy with laser that will have two lasers going at the same time. And what we have to do is we have to take a room in the office.

It's a large enough room, but we have to split it into two laser sections, and we show the doctors how to do this because we branded that room also. So when a patient walks into that room, they say this, they see this beautiful, you know, office dividers that has the branding where, you know, it says your laser pain center.

And again, in the patient's mind, they see, oh, wow, you guys are really specialists in this. You have one room that's dedicated specifically for this treatment.

And then we have two equal bays with, you know, both lasers. Everything's set up nicely. It's a beautiful room. Now these are all really important things because perception is reality.

And we want the patients to understand that, you know, we are experts in this. This is our passion. You know, you're in the right place. So many days we have two lasers going, you know, side by side.

All day long, which, you know, we haven't hired another laser practitioner, but I actually myself enjoyed it. I enjoy doing it because then it gives me more opportunities to teach the patients about chiropractic, about subluxation, about all the other services that we provide in the office.

So, you know, I am able to utilize, you know, that 10 or 15 minutes to really help you know all the other aspects of our practice and build rapport and build the relationship.

How to Contact Laser Masters

Doctor Rob, I have to absolutely imagine that there are many doctors watching this conversation, listening to this interview, who this resonate with them deeply.

You know, maybe they have, a rather small cold laser that they've used with mixed results. They get that laser therapy is important. They never made the distinction to a class four laser.

They don't have a system in place. They don't have the communication or the business model in place. And they probably desperately want to get in touch with you.

How does somebody who is interested, who does resonate with all of this information? Of course, this isn't for everybody, but there is a lot of our colleagues out there that would resonate with this.

What's their next step? How do they reach out to you? Okay, and just on that point, just recently, I had, an old friend of mine, a classmate of mine, call me.

He texted me and he said, you know, I'm thinking about doing something with my late now. He bought a laser for about, I don't know, probably close to $30,000 a couple of years ago.

And I got a text that said, I'm thinking about doing something with my laser. I'm thinking about starting to charge for it. What do you think? But I couldn't believe.

I couldn't believe what I just saw. I said, he's thinking about charging for a piece of equipment that he just spent $30,000 on. Well, first of all, he should have bought a laser from us because it would have been much less expensive.

But for the doctors that are interested and really want to grow their practice and especially grow the private pay portion of the practice and have a lot of really happy patients, you can go to the Laser masters.com and feel free to reach out to me.

(954) 296-8473 you can reach out to me directly and our 800 number is (888) 290-9921. And be happy to, you know, speak to anyone that's really interested in, in, you know, really elevating their practice, actually gaining some more passion, getting interested in something different and something that's really going to help a ton of more patients.

Beautiful. Doctor. Rob. Hannah. Paul, you're a dear friend. You're a superstar. You've created so much good success in our profession for so many. Thank you for this conversation today.

Thank you for bringing, laser therapy class for laser therapy to light, no pun intended. And I certainly hope that many of these practitioners watching reach out to you, because I think it will upgrade their practice.

Again, it's not for everyone, but there is a lot of people that will definitely resonate with this. And this entire summit is about practice, upgrade, and certainly what you bring to us today is a definite way to do that.

Thank you so much. Keep up the great work. And, the people who contact you take great care of them. Thank you so much for having me on. And, very, very grateful for this.

You're very welcome. Have a great day. You, too.