




LUNULA LASER ROI:

IS IT WORTH THE INVESTMENT FOR YOUR CLINIC?


The Erchonia™ Lunula laser is **proven** to treat fungal nail infections.

IT USES TWO UNIQUE WAVELENGTHS OF LOW-LEVEL LIGHT TO:

-  Increase new nail growth
-  Increase circulation
-  Improve the body's immune response



LUNULA LASER HAS A HIGHER SUCCESS RATE THAN:

- Topical creams and lacquers 
- Oral medications 
- Hot/thermal lasers 

YOUR RETURN ON INVESTMENT

HOW DO YOUR EXPENSES & PROFIT STACK UP?

Which **socioeconomic area** does your clinic & patients best represent?

	LOW SOCIO-ECONOMIC AREA	MODERATE SOCIO-ECONOMIC AREA	HIGH SOCIO-ECONOMIC AREA
Lunula treatment package	\$400.00	\$700.00	\$1,200.00
One-off marketing spend	\$2,500.00	\$4,000.00	\$6,000.00
Monthly advertising	\$500.00	\$2,000.00	\$4,000.00
New patients per month	10	12	14
AVG ANNUAL RETURN:	\$26,000	\$58,000	\$130,000

Three Keys To Lunula Success

- compiled directly from feedback from existing lunula laser clinic users

✓ ONE: EDUCATION & MANAGING PATIENT EXPECTATIONS

Explaining the fundamentals of fungal nail infections, how they spread, how to prevent reinfection & signs to look out for help maintain patient satisfaction by managing expectations

✓ TWO: TREATMENT BUNDLES

Lunula sessions are best offered as treatment bundles, instead of a pay-per-treatment model, to maintain the best compliance rates for returning for weekly appointments. Compliance means better treatment success and profitability for your clinic

✓ THREE: TOUCHLESS & UNATTENDED TREATMENTS

The Lunula laser is one of the fastest & safest treatments for toenail fungus. With ONLY 12-minute treatment times and can treat all 5 toes at once!

BOOST YOUR ROI WITH MARKETING

Gain more new patients by further marketing the Lunula laser using:

- ✓ Google ads
- ✓ Facebook ads
- ✓ Referral programs
- ✓ Nail salons
- ✓ Targeted campaigns

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"Lunula laser is one of the best investments we made in our podiatry clinic"
 CLIENT TESTIMONIAL”

THE LUNULA TREATMENT PROCESS OVERVIEW

- * Patient information, suitability & consent
- * Nail debridement
- * Treatment with laser, 12 minutes per foot
- * 4-6 sessions spaced one week apart
- * Follow-up reviews as needed