

# Buying Energy-Based Devices for your Practice

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Presented by Michael H. Gold, MD  
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# Academic Appointments

## 01. Assistant Clinical Professor

- Department of Medicine, Division of Dermatology, Nashville, TN USA
- Vanderbilt University School of Medicine: 2006-2014
- Vanderbilt University School of Nursing: 2006-2020

## 02. Adjunct Assistant Professor

- Meharry Medical College: 2013 – Present
- School of Medicine, Nashville, TN

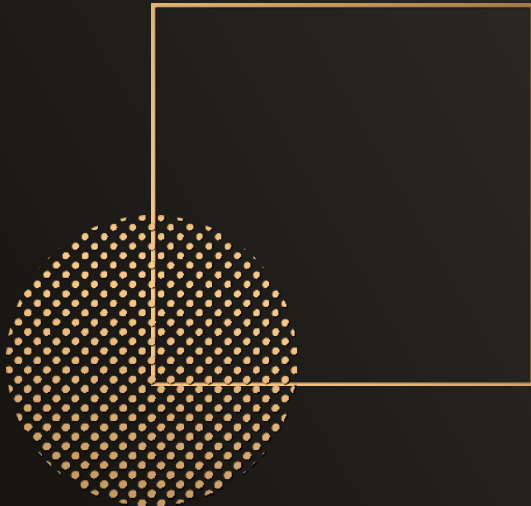
## 03. Visiting Professor of Dermatology

- Huashan Hospital, Fudan University (Shanghai Medical University), Shanghai, China
- The First Hospital of China Medical University, Shenyang, China:
- Guangdong Provincial People's Hospital, Guangzhou, Zhejiang

## 04. Visiting Professor of Plastic Surgery

- First People's Hospital of Foshan University, Guangdong, China
- The First Affiliated Hospital of Zhejiang University, Hangzhou, Zhejiang
- Rongjun Hospital, Jiaying, China
- The People's Hospital of Hunan Province, Changsha, China

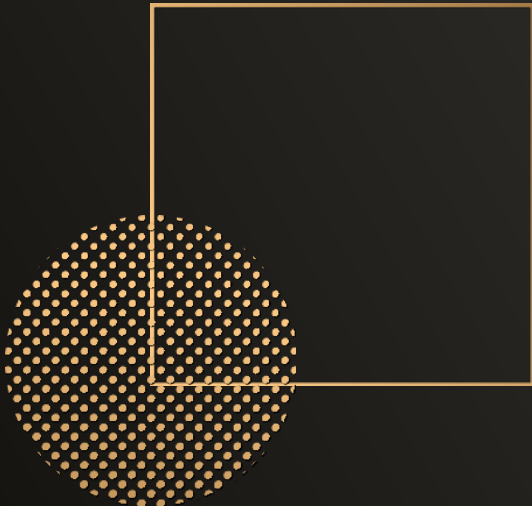
- ## 05.
- Editor-in-Chief – Journal of Cosmetic Dermatology – Wiley: 2016-Present
  - Editor-in-Chief- Dermatological Reviews – Wiley: 2019 - Present



# Conflict of Interest

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- 01.** Consultant to many pharmaceutical, cosmeceutical, laser and energy-based device companies
- 02.** Consultant, performs research and speaks on behalf of numerous pharmaceutical and medical device companies
- 03.** For the benefit of this presentation Dr. Gold has no conflicts of interest



# Buying Energy-Based Devices for your Practice

- Buying Energy-Based Devices is one of the most important decisions that one is going to make when starting or wanting to expand your cosmetic practice
- And it's not just cosmetics, there are EBDs that can also enhance medical practices
- You need to be pragmatic, you need to be smart, and you must know something about negotiating

# Buying Energy-Based Devices for your Practice

- Keep this in mind as we are in month 2 of 2025
- The EBD companies will tell you we are booming in aesthetics
- And we are!!!
- But we are also at a time where most every EBD company is struggling to some degree – inflation, political climate, and competition
- And there are way too many providers out there which has – without a doubt – hurt the core market and now is seriously affecting the non-core market



# Buying Energy-Based Devices for your Practice

- So – you are wanting to buy an EBD?
- How do you decide which one to buy?
- Do you buy a stand alone device or do you buy a platform device
- And what technology should be first?
- These are things that one must decide

# Buying Energy-Based Devices for your Practice

- What do you do first???
- First, figure the technology that you want to be doing the most of
- Then check your competition in the area where you practice
- If there are 10 offices and all 10 do IPL, should you consider an IPL or look for something different?
- Do they know something you don't know?

# Buying Energy-Based Devices for your Practice

- If you ask 10 laser docs which laser to buy first you are going to get 10 different answers
- One may like this one and others will like others
- So there is no right answer
- But here are my thoughts



# Buying Energy-Based Devices for your Practice

- Stand alone or Platform device
- Stand alone allows you to focus on that technology
- If you have several stand alone devices – make sure that you have the room to have these
- May be harder in big cities compared with other locals

# Buying Energy-Based Devices for your Practice

- Platform devices allow you to buy now what you need or want and then grow with newer technologies that may work well in your office
- You can buy 1, 2, or 3 part of the platform – and grow as the business grows
- There is one main problem with platform devices – you can only do one treatment at a time and the other parts of the platform may not be used in that particular treatment

# Buying Energy-Based Devices for your Practice

- What order do you buy EBDs for your practice?
- There is no firm rule
- This next slide is a list I made when I did this kind of talk in 2017

# Buying Energy-Based Devices for your Practice

- My order to buy (2017) –
  - IPL
  - Laser Hair Removal
  - RF for Skin Tightening +/- Ultrasound for Skin Tightening
  - Fractional Ablative System
  - Fractionated RF
  - Fractionated US
  - Cryolipolysis
  - Tattoo Lasers
- Not necessarily right, but would fit into what I like to do and have done over my career

# Buying Energy-Based Devices for your Practice

- 2025 – my order
  - 1. IPL – to me, still the most versatile device I own
  - 2. Microneedling RF
  - 3. Short-Pulsed 1064 nm laser
  - 4. Ultrasound for Skin Tightening
  - 5. RF or Laser for Fat Reduction
  - 6. 589 nm Vascular Laser
  - 7. 2710 nm Fiber Laser for resurfacing
  - 8. Picosecond Laser
  - 9. Laser Hair Removal
  - 10. Ablative Fractional Laser
  - 11. Non-Ablative Fractional Laser
- All of these come stand alone and some come on various platforms

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- Now you know what you want – what's next?
- What's the best way to get rid of a laser salesman????
  - Buy a laser!!!
  - This used to be a true statement – it cannot be that way in 2025
  - The laser salesman play an integral role – during the process and making sure that you are connected with all the integral players within the laser company
  - You need to make sure that you are connected to everyone who can help you grow your business and can take care of you when a situation arises



# Buying Energy-Based Devices for your Practice

- You are ready to buy your laser – what next?
  - 1. Buy or lease?
  - 2. Warranty – How Long?
  - 3. Service Contracts – Negotiate at the beginning or not?
  - 4. Teaching and in-service agreements
  - 5. Marketing Material?
  - 6. Being on the company's Find a Doc
  - 7. And most important == when do you buy your device???

# Buying Energy-Based Devices for your Practice

- When should you buy your laser???

# Buying Energy-Based Devices for your Practice

- Buying a Laser
- Best time to buy a laser is –
  - 1. At the end of each quarter
  - 2. The best time is December 31<sup>st</sup> at about 11:55 PM

# Buying Energy-Based Devices for your Practice

- You must negotiate your EBD price
- Every EBD is negotiable
- Every EBD has large markups – the salesman needs to make a commission, his or her manager needs to make a commission, their manager needs to make a commission, and on and on
- Be smart – play the game
- Ask experts – we have all been there before

# Buying Energy-Based Devices for your Practice

- In the end – have fun with this process
- EBDs are toys for adults
- They are expensive toys but if done right, they can surely enhance your practice

# Buying Energy-Based Devices for your Practice

