

There's a Photoceutical for That

How to use laser therapy in the full continuum of care for pain relief, tissue healing, and maintenance



Table of Contents

Why is laser therapy an important part of the continuum of care in a general practice?	Page 3
But let's have real talk	Page 4
Translating photobiomodulation into real-world clinical outcomes: Photoceuticals	Page 5
How photoceuticals compare to pharmaceuticals	Page 7
The laser therapy continuum of care, a review of the stages	Page 8
Stage 1: Acute trauma.....	Page 9
Stage 2: Ready for recovery.....	Page 10
Stage 3: Maintenance care.....	Page 11
The laser therapy continuum of care	Page 12



Why is laser therapy an important part of the continuum of care in a general practice?

Achieving optimal clinical outcomes means reaching for the right tool from your toolbox at each stage of care. A multi-modal approach to care can produce incredible results—but what's the role of light-based therapy?



Laser therapy, also known as photobiomodulation, has become an important part of care in many practices. However, the utility of photobiomodulation across every stage of a disease state, or through each step of plan of care for a specific condition, is often overlooked. If you're just reaching for laser therapy for post-surgical applications, and acute wounds, then you're missing opportunities to use light to produce incredible outcomes across the entire continuum of care.

But Let's Have Real Talk...

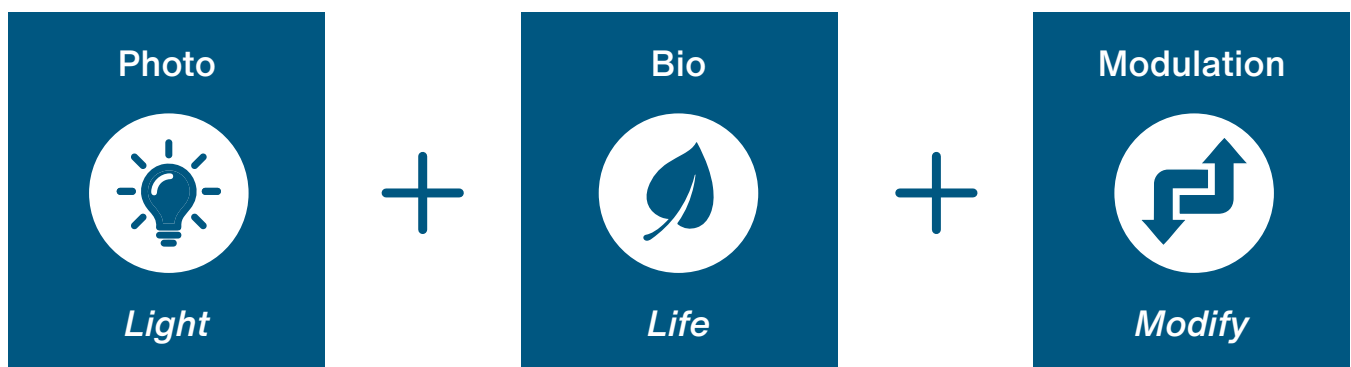
Laser therapy has been a challenging modality for many veterinarians to decipher. If classes, wavelengths, and power have your head spinning, don't worry—we're here to clear it up. We're leaving behind confusing marketing terms to provide an easy roadmap to determine the right light-based tool for the clinical job at hand—for each stage in the continuum of care.

Non-invasive treatments that produce real results gain favor with pet owners and practitioners alike—this is where laser therapy shines, at every stage of care.

Translating Photobiomodulation into Real-World Outcomes: Photoceuticals

Over the years photobiomodulation has become the recognized term describing what happens on a cellular level during laser therapy. Photobiomodulation is the term used to describe the process by which light interacts with tissue for therapeutic applications.¹

Think of photobiomodulation as the term that explains the mechanism of action. Let's break the word down:



Therefore, photobiomodulation is a treatment that uses light to create changes in tissue. But how do we harness the mechanism of action and turn it into clinical results?

¹ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4390214>

Photobiomodulation is the foundational mechanism of action at play—but determining the proper target dose is drastically different at each stage of care. Would you treat an open wound the same way you'd treat chronic osteoarthritis? No. Clinical goals are different, target tissue is different, absorption characteristics are different, chronicity is different, and the list goes on. In pharmaceuticals, dosage and delivery of medications is determined based on the desired mechanism of action, and the presenting condition.

Similar to pharmaceutical methods, photoceuticals take real-world conditions and translate the science of photobiomodulation into the right dose of light to create consistent outcomes.

A Photoceutical device delivers optimized doses of light energy using curated wavelengths and the ideal frequency of exposure to significantly impact treatment effectiveness, improve the quality of life, and support the continuum of care over the life span.

How Photoceuticals Compare to Pharmaceuticals

In a pharmaceutical approach to care, proper drug dosing and delivery is essential to clinical outcomes. The same concept is true of laser therapy. Take this example: a German Shepherd named Rufus arrives at the clinic, he's been hit by a car. He's got a broken leg and needs immediate surgery.

STAGE OF CARE	PHARMACEUTICAL CARE	PHOTOCEUTICAL CARE
STAGE 1 SURGICAL PROCEDURE	 Pain Medication, via IV During surgery, a first dose of analgesia is often delivered via IV	High-Dose Laser Therapy Delivered post-surgically to his surgical site and surrounding tissue to quickly reduce pain
STAGE 2 READY FOR RECOVERY	 Prescription opioids: Hydrocodone, oxycodone, and morphine are some of the many options for treating severe acute pain.	Tissue-Repairing Optimized Dose of Laser Therapy Delivered to the damaged tissue to stimulate repair of the injured tissue
STAGE 3 LONG-TERM CARE	 OTC pain medicines: Acetaminophen (Tylenol) and nonsteroidal anti-inflammatory drugs (NSAIDs)	Long-Term Care Laser, via At-Home Device, Patient Administered Patient maintains outcomes with dose of laser optimized for long-term care

The Laser Therapy Continuum of Care, a Review of the Stages

The Laser Therapy Continuum of Care is designed to provide you with the right non-invasive tools in your laser therapy toolbox to meet your clinical goals throughout a complete plan of care.

As in our example with Rufus, we have a different job to do at each step of his care that requires three distinct approaches to treatment:

- Initially our goal was to cover a large area of his body with light to quickly control his pain and inflammation.
- Next, we adopted a targeted approach to treatment to heal his disrupted tissue.
- Finally, to continue Rufus's rehabilitation journey, we sent him home with a device optimized for safe, at-home maintenance care.



Stage 1: Acute Trauma

What's going on:

- **Pain.** Pets don't want to be touched, making treatment hard to administer.
- **Large Area of Interest.** Widespread inflammation makes the area of injury difficult to discern.

Stage 1 Condition Examples:

- Trauma
- Wounds
- Otitis
- Dermatitis
- Hot Spots
- Post-Surgery

Clinical goal:

Relieve pain and enable targeted treatment delivery.

Photoceutical tool:

High-powered class 4 devices quickly relieve pain to pave the way for treatment in areas where active hemorrhaging is not present. Multi Radiance's ALPHAVET laser optimizes outcomes based on patient characteristics and proprietary Priority Principle technology.

Stage 2: Ready for Recovery

What's going on:

- **Tissue is Still Damaged.** Patients are now out of acute pain, but they still have tissue damage that needs to be addressed.
- **Targeted Treatment.** The area of dysfunction is now easier to see and targeted treatments are feasible now that the acute inflammation is gone.

Stage 2 Condition Examples:

- Sprains & Strains
- Stomatitis
- Arthritis
- Dermatitis
- Hip Dysplasia
- Chronic Otitis
- Post-Surgery

Clinical goal:

Repair dysfunctional tissue.

Photoceutical tool:

Narrowly target damaged tissue with wavelengths optimized for absorption by the specific type of injured tissue. The ACTIVet PRO Series has Super Pulsed Laser technology to jump-start damaged cells in stage 2 of recovery. Blue light is added to treatment protocols for areas with broken skin for added infection control.



Stage 3: Maintenance Care

What's going on:

- **Tissue Requires Maintenance.** Tissue healing has started but needs to be maintained to ensure ongoing clinical improvement.
- **At-Home Treatment.** The patient has been discharged and either needs to come back to the clinic for ongoing care, or they need to be treated at home.

Stage 3 Condition Examples:

- Sprains & Strains
- Arthritis
- Hip Dysplasia
- Chronic Otitis
- Post-Surgery

Clinical goal:

Maintain tissue healing for either complete recovery or long-term care for chronic conditions.

Photoceutical tool:

Improve outcomes and client compliance with take-home laser devices. The My Pet Laser 2.0 therapy laser gives veterinarians the flexibility to prescribe one of 5 built-in protocols to maintain tissue healing.



The Laser Therapy Continuum of Care

Good for Pets

Using photoceuticals as part of a multi-modal approach to pain management, tissue healing, and maintenance care provides significant benefits to pets:



Non-Invasive: Photoceuticals are non-invasive at every stage of care and can help avoid complications that can result in more costly and invasive procedures.



Drug-Free: Often NSAIDs can be eliminated or greatly reduced when photoceuticals are added to the plan of care.



Easy: Laser therapy is easy to administer and doesn't hurt, or produce loud sounds, making it well-tolerated by pets.



No Clipping or Shaving: Treatment is fast to administer and doesn't require clipping or shaving, which can be uncomfortable for injured patients.

Good for Practices

Leveraging a photoceutical approach to care also has significant practice benefits:



Easy: Laser therapy treatments are easy to administer and can be delivered by technicians.



Fast: Treatments are fast and fit seamlessly into busy workflows.



Compliance: Getting pet owner compliance with long-term treatments is a common challenge. The photoceutical continuum of care eliminates the task of getting pet owners to return to the clinic for care with take-home therapy.



Revenue: When pet owners aren't compliant with treatments that require them to return the clinic, the revenue associated with that service is lost. With at-home therapy, veterinarians have a way to provide outstanding maintenance care and protect revenue lost from poor compliance.

For Veterinary Use ONLY

Proven. Multi Radiance Veterinary has the largest body of clinical evidence supporting the Laser Therapy Continuum of Care. There is much available science regarding therapeutic lasers, but we believe in furthering the industry with our own studies. We've published over 50 studies using our technology to ensure you're getting the best products backed by research done with the same product we put in your hands.

Practical. Our clinical team takes the results from our vigorous research and translates it into practical applications so you can focus on clinical excellence, not laser physics.

Complete. The Multi Radiance Veterinary team is focused on providing complete solutions for every stage of care and for every level of experienced laser therapy user. We provide ongoing education and support to ensure you always have the resources you need.



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