



# SUMMUS™

VETERINARY LASER

Knowledge. Innovation. Technology.



# WHY SUMMUS MEDICAL LASER®?

Our goal is to improve the quality of life, not only through revolutionizing laser therapy, but also by ensuring the success of our providers. We are relentlessly focused on developing the most advanced therapeutic lasers that provide a non-surgical solution for practitioners to treat pain, reduce inflammation, and aid healing.



## 15 years in the industry

Summus is a U.S. pioneer in Class IV laser therapy with over 15 years of experience.



## Guided by Physicians

Our product development is guided by physicians, who pour their knowledge of healing into our lasers.



## Innovation

Our deep knowledge of therapy lasers and market demands allows Summus to lead an industry to a new horizon.



## Scientifically-Proven

Summus-built products are backed by two decades of research to help patients regain a higher quality of life.



## Supported In America

Our service is right here in the US. Whether you need troubleshooting or repairs, we are here to make sure your laser is in tip-top shape.



## Marketing Support

From advertising & patient brochures to signage & social media, we are here for you.



## Training Program

Our training is best in class. We provide you and your staff with the knowledge that you need to use the laser with confidence.



## Clinical Expertise

With decades of combined clinical laser therapy expertise, Summus understands what clinicians need from their equipment.



## Dedicated Response Team

More questions? No problem! Access our dedicated staff at the touch of a button with SUMMUS ON CALL.



## Business Support

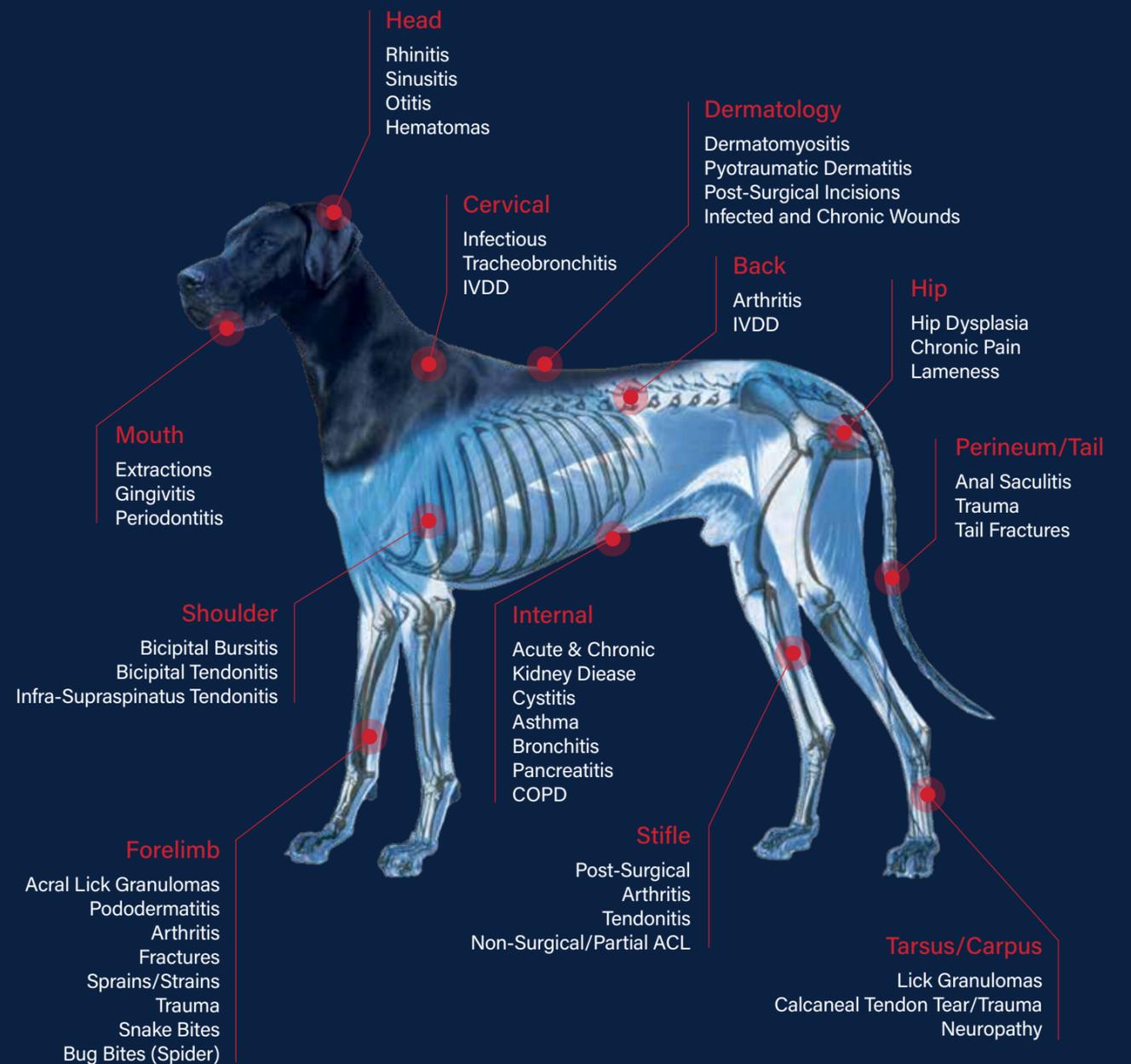
Our promise to you is that we are here to support you to get the best ROI possible.

"It more than pays for itself every month, and I haven't even really advertised it. My patients love it!"

- Dr. Shelly King

# LASER THERAPY TREATMENTS & APPLICATIONS

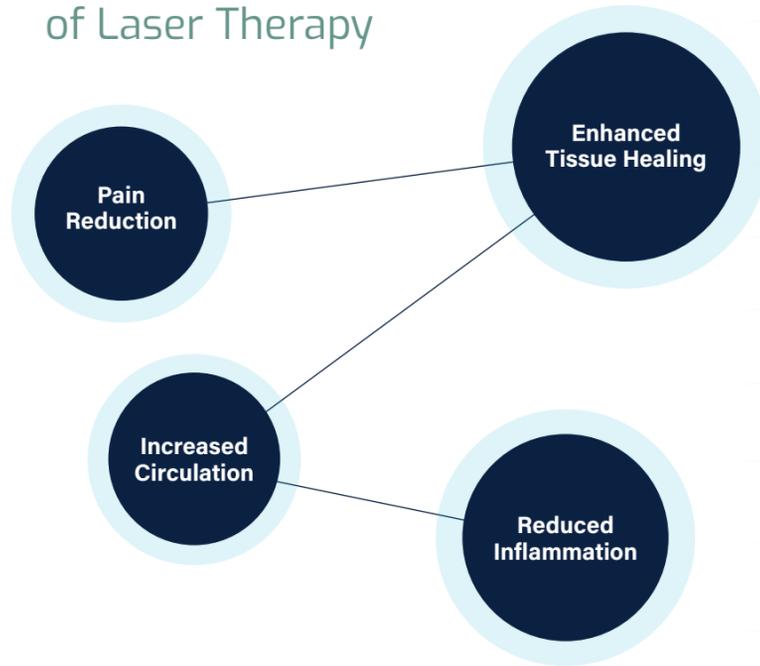
For acute or chronic, superficial or deep conditions, laser therapy can help. By accelerating the healing process with increased circulation and enhanced tissue repair, laser therapy decreases inflammation and pain. In the management of chronic and acute pain, Class IV lasers created by Summus Medical Laser® are a preferred choice for practitioners worldwide.



# LASER FUNDAMENTALS

Summus Medical Lasers® deliver specific red and near-infrared wavelengths of laser light to induce a photochemical reaction and therapeutic effect. Laser therapy has been used in Europe since the 1970's and Summus Medical Laser® was cleared by the United States Food and Drug Administration (FDA) in 2005.

## Physiological Effects of Laser Therapy



## Cellular Effects

During laser therapy, infrared laser light interacts with tissues at the cellular level increasing metabolic activity within the cell. By improving the transport of nutrients across the cell membrane, the increased production of cellular energy (ATP) is stimulated. The cascade of beneficial effects that follows includes increased cellular function and tissue repair.

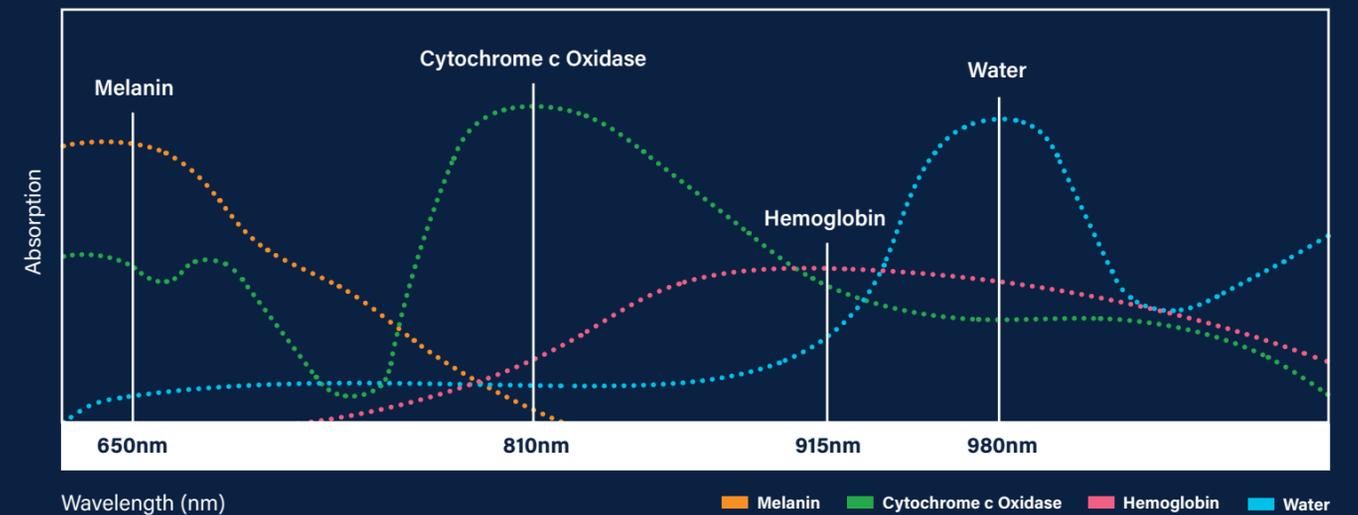
## Therapeutic Effects

During each pain-free treatment, laser energy increases circulation, drawing water, oxygen, and nutrients to the damaged area. This creates an optimal healing environment that reduces inflammation, swelling, muscle spasms, stiffness and pain. As the injured area returns to normal, function is restored and pain is relieved.



Horizon Laser System

# WAVELENGTHS



## Why is Power Important?

Power (Watts) is the rate of energy delivery and energy is measured in Joules (1 Watt = 1 Joule per second). Higher power at the surface will deliver more energy to the desired depth.

Wavelengths determine a therapeutic laser's depth of penetration and power determines the dosage delivered to depth in tissues.

### 650nm Targets Superficial Receptors

- Accelerates Surface Healing
- Increases Cellular Regeneration
- Shortens Healing Time

### 810nm Targets Mitochondria

- Increases Conversion of O<sub>2</sub> to ATP
- Accelerates Cellular Metabolism
- Deepest Tissue Penetration

### 915nm Targets Hemoglobin

- Doubled O<sub>2</sub> Delivery to Tissues
- Improves Pain Relief
- Enhances Healing Effects

### 980nm Targets Water in Blood

- Improves Circulation
- Pain Relief
- Decreases Morbidity
- Faster Recovery

## The Importance Of Laser Pulsing

Studies prove that pulse frequencies elicit different physiological responses, and that different tissue types (muscle, connective tissue, bone, etc.) respond better to different pulse frequencies. Summus Medical Laser® protocols use continuous wave and various pulse frequencies in combination with multiple therapeutic wavelengths to optimize clinical outcomes.

## How Does Intense Super Pulse (ISP) Enhance Laser Therapy?

Lasers operating in super pulse mode deliver bursts of high peak power for a short period of time. Our Intense Super Pulse (ISP) mode delivers a peak of up to 30w of laser energy to deeper tissues, mitigating superficial heat build-up.

# FEATURES & BENEFITS

## H<sup>1</sup>

With a lightweight yet sturdy design, the H1 delivers powerful results and simple operation. It's built on our advanced Android platform so that you can easily and quickly select an expert treatment protocol that will get your patients healing better, faster.

- ✓ **165 Treatment Protocols**  
Designed and tested by doctors for doctors. Plus, create and save your own custom protocols.
- ✓ **Portable & Sturdy**  
Lightweight yet durable construction allows you to take the laser everywhere you need it.
- ✓ **3 Wavelengths**  
915nm Enhances Oxygen Delivery  
810nm Increases ATP Production  
650nm Accelerates Surface Healing.



## P<sup>4</sup>

We not only developed the most advanced Class IV therapy laser, but also built a technology platform that redefines the therapy laser industry. No other therapeutic laser can deliver usage metrics and tools on the laser interface to help your practice succeed with laser therapy.

- ✓ **Faster Treatment Times**  
The right combination of power, wavelengths and pulsing delivers an optimal therapeutic dose in less time.
- ✓ **1,300+ Treatment Protocols**  
Designed and tested by doctors for doctors. Plus, programmable custom protocols.
- ✓ **5 Hand Piece Lenses**  
Maximum treatment versatility with our 50 mm broad beam (open lens & curved contact lens), 25 mm zoom (open lens), 25 mm (curved contact lens) & ENT lenses.
- ✓ **4 Wavelengths**  
980nm Improves Circulation  
915nm Enhances Oxygen Delivery  
810nm Increases ATP Production  
650nm Accelerates Surface Healing.



Programs Included: Performance Tracker and On Demand

# HORIZON

The first of its kind complete laser system that allows you to easily & affordably integrate laser therapy into your practice. We partner with you to provide consistent, precise, reproducible results for your patients.

- ✓ **Progressive Treatments**  
A patient can be set-up for a treatment plan. The protocol will vary as the patient progresses through the plan.
- ✓ **Independent Wavelength Control**  
Each wavelength has a different effect on the body. This allows a condition to receive the optimal therapy.
- ✓ **Automatic Optic Identification**  
The laser automatically recognizes which optic is being used. This is important from a safety and user experience standpoint.
- ✓ **Phased Protocols**  
Each protocol is built with multiple phases of wavelengths and pulsing.
- ✓ **Visual Guidance**  
Motion graphics displayed on screen will guide you through treatments with confidence.
- ✓ **4 Wavelengths**  
980nm Improves Circulation  
915nm Enhances Oxygen Delivery  
810nm Increases ATP Production  
650nm Accelerates Surface Healing.

Programs Included: Performance Tracker, On Call and Connect



### Weekly Revenue Analysis

Musculoskeletal Cases	# _____	x \$ 210*	= \$ _____
Post-Trauma/Injury Cases	# _____	x \$ 210*	= \$ _____
Dermatologic Cases	# _____	x \$ 210*	= \$ _____
Intra-Abdominal & Thoracic Cases	# _____	x \$ 210*	= \$ _____
Post-Operative & Post-Dental Cases	# _____	x \$ 15	= \$ _____
<b>Total Weekly Revenue</b>			<b>= \$ _____</b>

### Return on Investment

Laser Revenue Per Month	-	Laser Payment Per Month	=	Laser Profit Per Month
_____		_____		_____

\* Examples based on a typical 3-2-1 protocol at \$35 per treatment. Some protocols differ by condition/chronicity.



# PRODUCT COMPARISON



# HORIZON



Portable & Battery Operated	✓	✓	✓
Frequencies	Continuous Wave (CW) +1-20,000 Hz in 1 Hz steps		
Condition Specific Protocols	165	1,300+	30,000+
Unlimited Patient History Data	✓	✓	✓
Adaptive Handpiece Optics	1	5	5
Rugged 3 Layer Polyimide 400-micron Fiber	✓	✓	✓
WiFi Enabled Software Updates	✓	✓	✓
Safety Goggles For Providers	3 Pairs	3 Pairs	3 Pairs
Coat Color Selection	X	✓	✓
Wavelength Combinations (nm)	650 810 915	650 810 915 980	650 810 915 980
Wavelength Selectability	7 Combinations	15 Combinations	15 Combinations + Independent Control
Intense SuperPulse (ISP)	16W	28W	30W
Continuous Wave (CW) Power	15W	24W	28W
Beam Profile	Homogeneous	Homogeneous	Homogeneous
Warranty	3 Year Manufacturer Warranty & Lifetime Diode Warranty		
Marketing Materials	Comprehensive Implementation & Marketing Plan		
No Charge Unlimited CE	✓	✓	✓
Clinical Support	✓	✓	✓
Performance Tracking App	X	✓	✓



# ON CALL

## The First Live Access Interactive Solution

Summus **ON CALL** exclusive technology, which includes a camera & tablet, that allows you to directly access our concierge-style service at the touch of a button. Connect with our dedicated staff of knowledgeable laser therapy experts to answer clinical questions, schedule a training, access marketing & service support, and more. It couldn't be easier!



### Training Library

Access pre-recorded training and record your own trainings with Summus Laser Experts.



### Schedule Training

Use this button to schedule your own live training sessions.



### Contact Summus

Whether you want to call, mail, or email, all of our contact information can be found here.



### Call Service

Need to speak to service ASAP? Connect with one touch to our friendly service department.



### Call Now

When you need assistance immediately, our Summus laser experts can answer your questions at the touch of a button.



# PERFORMANCE TRACKER

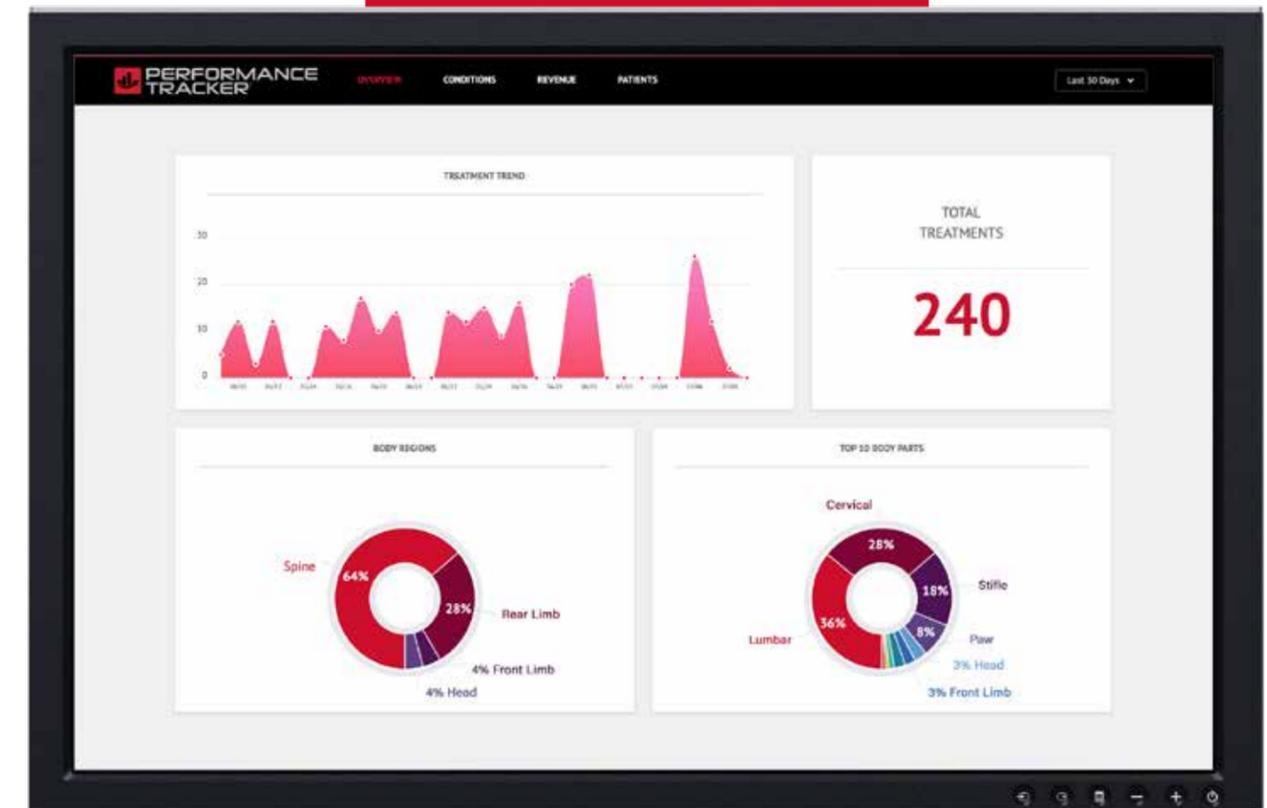
The Performance Tracker, included on the P4 and the Horizon, is an advanced practice management tool that will ensure your practice's success with laser therapy. No other therapy laser can give you a real-time perspective on how you can utilize the laser and maximize the return on your investment.

## With the Performance Tracker app you can:

- Display the number of treatments given
- Review the type of treatments being administered
- See who is using the laser and for how long
- View patient profiles
- Calculate the revenue you are generating



Available on your laser, online, and on your phone.



# ON DEMAND

Our On Demand pay-per-treatment program is designed to implement Class IV Laser Therapy into your practice, risk free and with no upfront expense. You receive the same equipment, training, and resources that all of our Summus customers receive. It's more than a free trial; it's a partnership for success.

- Platinum 4 Class IV Therapy Laser
- Product Warranty Throughout Program Participation
- In-Practice Training
- Marketing & Implementation Resources
- Client Portal Access for Laser Certification Exam
- Performance Tracker App to Help Maximize Outcomes
- 10 Free Treatment Credits
- 3 Pairs of Safety Glasses

## 6 Reasons to Join On Demand

- 1 Risk-Free**  
No down payment or long-term commitment
- 2 Superior Product**  
Industry-leading Class IV therapy laser
- 3 Effective**  
Proven clinical & financial model
- 4 Easy**  
Simple & quick implementation
- 5 Partnership**  
We're committed to your success
- 6 Proven**  
5 years of program success

## How it Works



You receive a Platinum 4 therapy laser at **no cost or long-term commitment**



We train you and your staff to expertly use the laser to ensure successful implementation.



You purchase treatments directly from the WIFI connected laser.



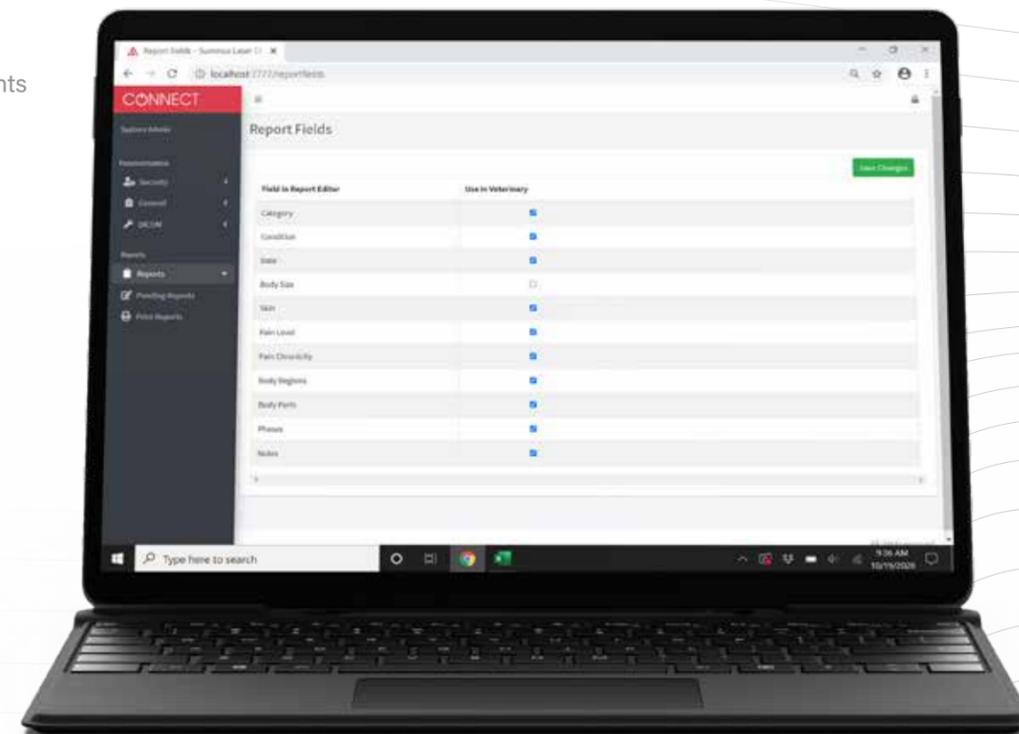
Your clients recover **more quickly** with laser therapy.

# CONNECT

The Connect software, only available on the Horizon Laser System, helps you seamlessly integrate your native practice software with the Horizon laser. The days of manually inputting treatment details or having duplicate entries are over. Have your practice & treatments running smoother than ever, with Connect.

## Stay Connected

- Connect your appointments
- Add treatment details
- Add patient notes
- Connect your billing



# UNPARALLELED SERVICE

Keep your therapeutic treatment schedule humming along seamlessly

Our therapeutic laser is backed by our U.S. service department. All regular service and repairs are covered for the life of your system's warranty. Our service department located at our corporate headquarters in Franklin, TN means rapid turnaround when you need it.

- Rapid Turnaround
- Second-to-none Warranty
- Instant Access To Service Experts
- Peace Of Mind
- Loaner Program

"The On Demand program allowed me the opportunity to bring in the laser at no cost and build a program that patients were able to see the benefits and also generate additional revenue."

- Henry N.

# IMPLEMENTATION & MARKETING MATERIALS



## Join The Summus Family

As a part of the Summus Family, we provide you the guidance and materials you need to seamlessly integrate the laser into your practice. With our step-by-step marketing and implementation plan, we help you educate your staff and existing patients, as well as connect to new patients, by providing customized materials you can use immediately in print, web, email, and social media format.

## Educate & Grow Your Patient Base

Outfit your office to educate your patients using our patient brochures and waiting room posters. Then reach your existing patients through emails, letters, and postcards—all of which are included in your marketing kit. When you are ready to connect with new patients, we supply referral cards, press releases, and advertisements.

## One Touch Access

We stand with you, when it counts and when you need it, should you have questions for our marketing team or require assistance with materials. We are one touch away with **SUMMUS ON CALL**.

## Share The News

Keep the spotlight on your practice with social media posts. Share the posts straight from the Summus Marketing Team or customize them to share your success stories!

# STAFF TRAINING & EDUCATION

## 01 Initial Training

Start your therapeutic laser journey with live interactive and hands on training where you will learn about using the laser including:

- How to Use Your Laser
- Navigation System
- Treatment Guidance
- Clinical Applications
- Safety Protocols
- Patient Education
- Treatment Protocols & Pricing

Summus provides additional resources to prepare you and your staff:

- Online certification course for all staff members
- The Little Red Book, our complete guide to laser therapy treatment protocols, applications and science
- Treatment example videos

## 02 Ongoing Training

With **SUMMUS ON CALL** training is at your finger tips. Whether you need a refresher or want to explore topics in depth we are here for you.

- New Staff
- Clinical Advice
- Special Treatment & Conditions

"The training and marketing teams are great to work with. The training program is well put together and there are dozens of videos for additional support."

- Jacob Murray

## 03 Next Level Training

Laser therapy is always evolving. We are committed to staying at the forefront of the industry by continuously providing our customers with advanced research on the trends and applications of laser therapy. We offer:

- Advanced training seminars conducted by our medical directors at locations throughout the U.S.
- Clinical experts available to answer any treatment questions
- Webinars covering a range of topics on laser therapy
- Speaking engagements at local and national industry events
- Educational Podcasts





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