

# Efficacy, Patient Satisfaction and Economics Generate Success for Accent XL

By Amy Kamin, Contributing Editor

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Arm before Tx



Arm after Accent XL Tx

Photos courtesy of Hernan Emilio Romero Duque, M.D.

Efficacy, patient satisfaction and economics are the key factors contributing to Accent XL's (Alma Lasers, Inc., Buffalo Grove, Ill.) success. Since its launch in April, this dual layer thermotherapy device has generated widespread success in the marketplace. It combines two radiofrequency (RF) modes in a single device, features novel IN-Motion™ technology to reduce pain, has decreased procedure time and delivers immediate and reproducible results.

Accent XL is very powerful and as a result produces dramatic results without the use of disposables. Its unique technology is easy-to-use, has a high safety factor and is comfortable for the patient without any need for anesthetics. Both doctors and patients are extremely satisfied with the efficacy of the Accent XL, including visible skin tightening results noticeable after just one to two treatments.

Accent XL has two proprietary modes that have the ability to deliver therapeutic heat at different tissue depths within the body. The bi-polar mode is for the superficial layers while the unipolar mode is for deeper layers down to 2 cm. Accent XL's technology works by gradually heating the dermal and subdermal tissue which enables the tissue to tighten and re-contour the skin both superficially and volumetrically. This process causes the collagen fibers to contract and multiply, which firms and improves the skin's laxity. The skin's contour, texture and architecture are improved due to the contraction of connective tissue. Circulation improves, therefore retained fluids drain from subcutaneous adipose tissue to reduce edema, erythema and overall volume.

Doctors like having the choice between unipolar and bi-polar, depending on whether they are treating superficial or

deeper areas. This combination of technologies enables the patient to have fewer treatments and longer lasting results. “Accent XL is particularly effective on large body parts. It is so powerful that it non-invasively heats areas very quickly and efficiently without pain,” explained Martin Braun, M.D., medical director of cosmetic rejuvenation at The Vancouver Laser and Skin Care Center, Inc. (Vancouver, BC, Canada).



**Martin Braun, M.D.**  
Medical Director of Cosmetic Rejuvenation at The Vancouver Laser and Skin Care Center, Inc. Vancouver, British Columbia, Canada

With respect to pain, the breakthrough IN-Motion technology makes the procedure completely comfortable for the patient. It works through a gradual rise to reach the target therapeutic temperatures without injury or pain. According to Dr. Braun, “Heat is your friend. Heating the underlying tissue is the entire point of RF. The patient is alert during the procedure and can advise the doctor if an area feels too warm. If this occurs I just move to another area and then return to the hot spot literally thirty seconds later.”

Dr. Braun referenced study data from his colleague Louis Grondin, M.D., FACPh (Canada). Dr. Grondin treated 120 patients on their faces, 60 with Thermage (Thermage, Hayward, Calif.) and 60 with Accent XL. The results showed that 57% of those treated with Thermage were satisfied while 85% of those treated with Accent XL were satisfied. Overall patient satisfaction focused on pain and visible results.

Although aesthetic medicine is highly competitive and the marketplace is becoming crowded, there is always room for a

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Stomach before Tx



Stomach after Accent XL Tx

Photos courtesy of Eduardo Weiss, M.D.

technology that is innovative and a device that is effective. "Accent XL has been a phenomenon in the market, as patients are continually looking for skin tightening and body contouring solutions," noted Bill Bruckner, vice president of global marketing at Alma Lasers. Alma is forecasting explosive growth in this niche, and Accent XL has become a leader due to the strong product features and benefits that it offers. Accent XL has the latest generation of RF technology, higher power, no anesthesia and no disposables.

Another important factor for an aesthetic doctor is the economics of the device. With the high cost of investing in capital equipment, and often the need to buy consumables, the income produced by an individual piece of equipment is paramount, and Accent XL is demonstrating high revenues. "I run a high volume practice and the cost of disposable items is a great consideration to me. Other companies base their entire economic model on disposables, which is difficult for the doctor. Accent XL allows the cost of the procedure to go straight into the doctors pocket to help pay for the rent, capital equipment leases and salaries," said Dr. Braun.

"Doctors only have so many rooms to place their equipment and each device must be productive," noted Mr. Bruckner. With the high cost of practicing medicine today, the profitability of a device has never been a more important. "When treating large surface areas like the abdomen and the buttocks with other technologies, I would have a disposable expense of over \$1,000 per treatment, but with Accent XL there are no disposable costs," said Dr. Braun.

Karen Harkaway, M.D., a board certified dermatologist in New Jersey, is

thrilled with her purchase of the Accent XL. She feels that any established aesthetic practice can easily incorporate this piece of equipment into their practice. Dr. Harkaway also believes that the continuing education and technical support from the company are key factors in her satisfaction with the equipment, in addition to the income it generates for her.



**Karen Harkaway, M.D.**  
Board Certified Dermatologist  
Delran, NJ

Flor A. Mayoral, M.D., director of Mayoral Dermatology (South Miami, Fla.) has found Accent XL to be a financially lucrative addition to her practice without any advertising. Since introducing the device in May she has brought in close to \$200,000 and that is all directly generated by her ancillary staff who perform the procedures. "The immediate results that patients see contribute to their high satisfaction with the procedure and their even greater desire to share that information with their family and friends," she noted.



**Flor A. Mayoral, M.D.**  
Director of Mayoral Dermatology  
So. Miami, FL

According to Dr. Harkaway, owner of Karen Harkaway, M.D., LLC (Delran, N.J.), "Patients paying out of pocket must always see results in order to come back. A doctor can easily justify the lease price since you can't lose money with the Accent XL. It consistently generates revenue for the practice."