The Value of Renuvion®

A Case Study with Paul G. Ruff IV, M.D.
Dr. Ruff was first drawn to Renuvion® as a new and unique energy platform. The early and lasting results have established the device as a fundamental part of his treatment algorithm, and Renuvion has quickly become the catalyst for unprecedented growth in his practice.

In Dr. Ruff’s words, these are the reasons Renuvion has had such an impact on the growth of West End Plastic Surgery:

- Renuvion fits a niche that had been difficult to fill
- Dr. Ruff is able to achieve more dramatic results than with liposuction alone
- Allows Dr. Ruff to expand his patient population by being able to now offer an alternative to patients who are not ready for excisional surgery
- Dr. Ruff is able to deliver consistent results ensuring the best patient experience and outcomes
- Renuvion offers unmatched versatility and can be used in a wide variety of procedures
- The Renuvion system is used every day because it also functions as Dr. Ruff’s primary electrosurgical unit
KEYS TO SUCCESSFUL ADOPTION

GET THE TEAM ON BOARD
- Educate the entire team on the value of Renuvion®
- Ensure everyone can clearly explain how the technology works and answer common questions

FOCUS ON THE PATIENT EXPERIENCE
- Offer a personal experience from the initial phone call to follow-up visits
- Patient satisfaction should always be the top priority

PATIENT SELECTION
- Understand the capabilities of the device
- Set realistic expectations
- Any patient not wanting excisional surgery
- Patient who can achieve additional benefit compared to liposuction alone

MAXIMIZE SOCIAL MEDIA IMPACT
- Introduce Renuvion to your followers
- Post content across all social media platforms
- Have all team members re-post the content on their personal accounts
- Check out Deb’s Top Tips on the next page

BY THE NUMBERS

Practice Growth since adoption of Renuvion® in November 2017

- **$1M Additional Revenue** in the first 16 months of Renuvion® ownership*
- **40% INCREASE IN NEW PATIENT LEADS**
- Renuvion was the catalyst for this growth
- This innovative technology and the promotion of it drove new patients into the practice

- **25% INCREASE IN EXISTING PATIENT CONVERSIONS**
- **Compared to conversion rate prior to Renuvion adoption**

*Revenue related to all procedures where Renuvion was used

**Compared to conversion rate prior to Renuvion adoption**
SOCIAL MEDIA KEYS TO SUCCESS

West End Plastic Surgery fully adopted social media marketing as an integral part of their practice promotion. Deb Schrag, the Administrator of West End Plastic Surgery, has been leading these efforts and seeing amazing success.

The results-proven tips below are keys to success from Deb and her team.

Create awareness!
- Incorporate new product offerings into in-office marketing and conversations
- Send eblasts to all current contacts highlighting new practice offerings
- Post about new products across all social media platforms

Engage with your followers!
- Use questions within your captions to increase engagement
- Respond to comments on your posts - show your followers there is a person behind the screen

Create varied content!
- Create educational posts, highlight your team members, post about what is happening in your practice, post videos of procedures in action
- Create a posting schedule based on specific content, e.g., Motivational Monday and Before and After Tuesday
- Create content around key seasonal events or holidays, e.g., Back to School and Halloween Specials

Post consistently!
- Posting on a consistent basis (a particular time/day of the week) is extremely important to retain followers and keep their attention
- Posting daily on Instagram is a key to success with this platform

Use Instagram stories!
- With Instagram’s new algorithm, posts may get missed by your followers, use Instagram stories to draw attention to new posts and direct people to your account
- Creating Instagram stories that relate to your Instagram post (using a different photo with the same topic) will perform significantly higher in engagement from followers
- Adding a location and appropriate hashtags to your story increases your reach to new followers

Use relevant hashtags!
- Instagram allows 30 hashtags per post, ensure that each hashtag used has over 5000 associated posts
- Mix up the hashtags – do not “cut and paste” the same 30 on every post
- Add 2-4 hashtags that relate to your post and your location, e.g., #plasticsurgerydc, #plasticsurgeonndc
- Use indirectly related hashtags e.g., #cosmeticsurgery, #plasticsurgery, #aestheticsurgery

The Renuvion®/J-Plasma® system is indicated for the delivery of helium plasma to cut, coagulate and ablate soft tissue during open surgical procedures. The system is cleared for general use and not for any specific indication or anatomical location.

Risk associated with the use of Renuvion may include: unintended burns (deep or superficial), scars, temporary or permanent nerve injury, pain, discomfort, gas buildup resulting in temporary and transient crepitus or pain, infection, hematoma, seroma, asymmetry and/or unacceptable cosmetic result. There may be additional risks associated with the use of other devices along with Renuvion and there may be an increased risk for patients who have undergone prior surgical or aesthetic procedures in the treatment area. As with any procedure, individual results may vary. As with all energy devices there are inherent risks associated with its use, refer to the IFU for further information.

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