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## Publication Information

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### **APYX™ MEDICAL FINANCIAL DISCLOSURES**

Apyx Medical has no financial ties to disclose and did not purchase or pay for this article. Apyx Medical did provide payment for an advertisement to be placed in the magazine to accompany the article.

### **CLEARED INDICATIONS & MANUFACTURING DISCLOSURES**

- The opinions contained herein are those of the authors and do not necessarily represent the official regulatory position or policies of Apyx Medical, Inc.
- Specific usage outside of the general cleared indication may not be safe or effective. Renuvion®/J-Plasma® has received a general clearance and has not been determined to be safe or effective for use in any specific indication or anatomical location. Additionally, Apyx Medical does not promote its general clearance products for any specific surgical specialty or subspecialty.
- The use of the terms “skin tightening” and “skin contraction” in relation to the use of the Renuvion technology has not been approved or cleared by the FDA.
- The Renuvion System’s mechanism of action involves the percutaneous application of energy to the underlying tissue that results in the coagulation of soft tissue, causing a contraction effect on that tissue.<sup>1-5</sup>
- Apyx Medical manufactures and owns the Renuvion/J-Plasma technology discussed in this article.

**RISKS:** Risk associated with the use of Renuvion may include: unintended burns (deep or superficial), pneumothorax, 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.

**INTENDED USE DISCLOSURE:** The Renuvion system is intended to be used for the delivery of radiofrequency energy and/or a helium gas plasma for electrosurgical cutting, coagulation and ablation of soft tissue during open surgical procedures. The Apyx Plasma/RF Handpiece (APR HP) is intended to be used with compatible electrosurgical generators for the delivery of radiofrequency energy and/or helium plasma for cutting, coagulation and ablation of soft tissue during open surgical procedures. The APR HP is a sterile, single use electrosurgical (monopolar) device intended to be used in conjunction with compatible generators for the percutaneous delivery of radiofrequency energy and/or helium plasma for cutting, coagulation and ablation of soft tissue.

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# TECH

**OUTLOOK**



**COMPANY:**

Apyx Medical

**WEBSITE:**

[apyxmedical.com](http://apyxmedical.com)

**KEY PERSON:**

Todd Hornsby,  
Executive Vice President

**DESCRIPTION:**

Apyx Medical provides unique and creative solutions to transform physician's practices and the lives of their patients

## TOP 20 MEDTECH PROVIDERS - 2019

The contemporary healthcare system relies majorly on medical technology industry as it equips healthcare providers with tools to perform their functions effectively and efficiently. MedTech companies also improve the quality of healthcare through earlier diagnosis, less invasive treatment options, and reduction in hospital stays and rehabilitation times. Apart from saving lives, these companies are also the drivers of economic growth and job creation in the United States.

It is an exciting time for the U.S. healthcare sector as the nation's MedTech evolves rapidly with new trends on the horizon. Internet of Medical Things (IoMT) is revolutionizing the industry by combining IoT devices, telemedicine, and telehealth technologies. Meanwhile, understanding that data is fast becoming the currency of life sciences, the MedTech industry is investing more effort in analytics-based solutions that enable seamless, real-time care management. On the other hand, artificial intelligence (AI) is helping doctors diagnose a patient's medical issues earlier, leading to better patient care.

Following the newest trends, a variety of organizations are seeking for the best breed of MedTech solutions to decode healthcare challenges and enhance patient care. As an effort to help companies strengthen their MedTech capabilities and simultaneously enable growth in the industry, MedTech Outlook has compiled a list of the top 20 medtech providers. The enlisted organizations are transforming the healthcare operations and processes at the convergence of several disruptive technologies. Moreover, with their innovative solutions, these companies are driving greater value to patients, healthcare professionals, and society.

To further substantiate the technological advancement in the MedTech realm, CIOs working in the industry have penned their insights about innovations, industry best practices, and their advice to the aspiring CIOs seeking for it.

We present to you MedTech Outlook's, "Top 20 Medtech Providers - 2019."

## Apyx Medical

# Elevating People's Lives through Innovative Products

Plastic surgeons and cosmetic physicians are bombarded every day with numerous products and technologies that are marketed as 'the best in the industry.' However, most of these solutions fail to deliver on those promises. Apyx™ Medical is an advanced energy company that is focused on bringing transformative solutions to the customers they serve. Formerly known as Bovie Medical, Apyx applies deep expertise and decades of experience in unique waveforms to the changing needs and opportunities of today's physicians and patients. Primarily focused on the cosmetics market, the company has product offerings for hospital-based surgical markets as well. "As opposed to many other companies that make unsubstantiated product claims, we bring the discipline from our hospital-based surgical experience to the cosmetics market and offer an evidence-based technology for improving patient outcomes," says Todd Hornsby, EVP of Apyx.

The company manufactures and sells Renuvion®, a helium-based plasma technology (originally branded as J-Plasma® when first introduced in the healthcare market) that gives doctors the precision and control they need for optimizing the outcomes on their patients. Published studies on this helium plasma technology reveal the extremely low thermal spread to the surrounding tissue, thus increasing a surgeon's confidence and the utility of the product in both surgical and cosmetic applications.

With more and more people seeking the assistance of plastic surgeons and cosmetic physicians to help them maintain a youthful appearance, there continues to be a strong increase in both non-invasive and minimally-invasive procedures. One of the most common procedures for the past few decades is liposuction. While liposuction is a great procedure for removing a patient's excess fat, it does very little for loose skin. In fact, for many patients, their loose skin actually becomes worse after a liposuction procedure. This is where Apyx comes in with its Renuvion technology. Doctors use Renuvion after a liposuction procedure to provide controlled skin contraction and improve the overall cosmetic results on their patients.

The physicians who do these procedures may not just be clinicians, but also business owners. As such, they have the added responsibility of keeping their doors open by staying profitable. Here, rather than following a typical one-time buyer-seller interaction, Apyx employs a team of qualified clinical nurses who get involved post-sale to provide education to physicians and their staff to ensure maximum utilization of



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We have a passion for elevating people's lives through innovative products in the cosmetics and surgical markets

Renuvion and the smart generation of revenue. "We are in this for a long haul, not just to sell products, but provide continuous support to our physician partners," says Hornsby.

Plastic surgeons and cosmetic physicians from around the world have used Apyx's solution to improve their patient outcomes and grow their practice very quickly. As an example, quickly after one of their physician partners adopted the technology to help improve a patient's outcomes, they started to see an increase in new patients from word-of-mouth referrals. Within the first 16 months of ownership of Renuvion, this practice saw a 40 percent increase in new patient leads, a 25 percent increase in patient conversions, and achieved \$1 million of additional revenue.

While Renuvion's use for skin contraction remains a \$1.5 billion market in the US alone, the rest of the regions across the world are also showing strong acceptance of the technology. To that end, Apyx continues to engage in additional clinical studies with the goal of further proving the benefit of its helium plasma technology, and expand its applications.

Apyx's tagline, "Energy Elevating Lives," speaks volumes of the decades of experience the company has in developing unique energy devices to improve people's lives. Taking the mission forward, Apyx aims to build a world-class organization to address the needs of the cosmetic market globally. It is also striving to be the world's leading innovator in unique energy solutions that transform physicians' practices and patients' lives. 