

ULTHERAPY® FROM WALL STREET TO MAIN STREET: TWO DOCTORS' PERSPECTIVES

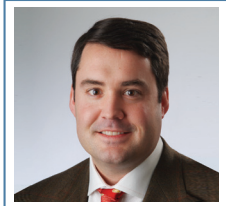
ULTHERAPY® CLINICIAN COMMUNIQUÉ

Andrew Campbell, M.D.
W. Matthew White, M.D.

Ultherapy®, a novel micro-focused ultrasound modality for non-invasive, non-surgical skin rejuvenation and lifting, is capturing growing niche. By treating the underlying facial tissue superficial muscular aponeurotic system (SMAS), as well as the skin dermis, Ultherapy represents an entirely unique approach to rejuvenating the aging face. It can stave off the need for surgery or serve as an alternative to those unwilling to go under the knife. As the device adoption continues to expand, aesthetic practitioners and patients alike are gaining increased experience with and exposure to the technology. Two facial plastic surgeons experienced with Ultherapy, recently shared their views and perspectives on the subject.

Practicing out of Wisconsin, facial plastic surgeon Andrew C. Campbell, M.D., was initially attracted to the physics behind Ultherapy. "I did some research before it received FDA clearance, and I realized right away they had something unique on their hands. By focusing the ultrasonic energy, completely bypassing the epidermis but still successfully depositing a therapeutic level of energy in deeper tissues, Ultherapy treats facial laxity without surgery, and nothing else does that. This is tailor-made for the large market composed of patients who may not need or want surgical intervention, but still want results. I've tried other technologies purported to serve this segment of the patient population, and the results were underwhelming at best. Ultherapy is remarkably consistent in that it regenerates collagen in everybody; in that sense, there are no non-responders. There are, however, people whose laxity is just too great for Ultherapy to overcome. These people need a facelift!"

Dr. Campbell's classic patient, he said, is between 40 and 60 years of age with early signs of laxity.



Dr. Andrew Campbell, M.D.



W. Matthew White, M.D.

"Improvement is much more noticeable on someone with early, as opposed to advanced, laxity."

Manhattan-based facial plastic surgeon W. Matthew White, M.D. sees his share of on-the-go, upwardly mobile business people who work on Wall Street. "A lot of patients are looking to stay competitive in the workplace, which they think is tied to their appearance. Whether it's improving their appearance to look more vibrant or the associated confidence boost, people perceive this to be important, and they come into my office looking for help."

Ultherapy offers a distinct advantage over other non-surgical alternatives, according to Dr. White. "Just about every other non-surgical, energy-based rejuvenation modality only treats the surface," he explained. "Ultherapy goes deeper, providing a different dimension to rejuvenation. Unlike traditional lasers and RF devices of the past, Ulthera is able to deposit ultrasound energy

at very precise depths, creating independent Thermal Coagulation Points (TCPs). In addition, those TCP's reach a precise temperature (65-70° C) in the therapeutic zone, which leads to aggressive neo-collagenesis in the deep soft tissues and ultimately produces a lift from below. With dual-layer treatment, we can produce an effect closer to the surface as well, creating a more well-rounded result. And, unlike surgery, which requires time off from work, Ultherapy has no downtime, so patients can get right back to the corner office."

"Ultherapy has been a gateway treatment for my practice... it quadrupled new patient traffic, which we've been able to maintain, giving people an opportunity to see the spectrum of my expertise. About 90% of them undergo some type of procedure, so Ultherapy has grown other aspects of my practice such as facial injectables and even facelifts as well. It paid for itself within a few months. Ultherapy has also given me a chance to build relationships with my patients. They come in, we get to know each other, they see results they can get excited about, and that patient stays in my practice. It's very rewarding."

Because the effect occurs below the surface, treating facial areas or the submental region individually is certainly possible with Ultherapy. However, most patients select full-face treatment and can be prompted to do so through careful and thorough education. "By far, the majority of our Ultherapy patients opt for full-face treatment. It's the best option for a more uniform result, and we offer package pricing to influence patients in their choice," said Dr. Campbell.

In Dr. White's practice, around 80% of patients receive full-face treatment. "Most come in for jowl and neck laxity, but, in the end, they choose full-face. I feel that a full-face treatment really puts

the facial features in harmony and allows for a more balanced, natural result. It only takes about an hour, and when they walk out of the office, they can go right back to work. I've seen mild bruising in maybe 2% of patients that lasts a few days at most, but that's all."

As with any aesthetic procedure, expectation management is a major component to the overall treatment protocol. "This is fairly easy to do," said Dr. White, "because the result is very natural. It isn't a facelift, and we need to make that clear. But, outcomes are visible as long as you don't treat the wrong patient. Ulthera provides great audio-visual materials I can show patients that effectively explain the way the device works. They tend to be comfortable with ultrasound because it's well known to be safe."

Satisfaction with Ultherapy is high for both patient and physician. "Typically, if patients aren't satisfied with a particular treatment, I re-treat at no cost to the patient," said Dr. Campbell, "and I haven't had to do much of that with Ultherapy. This technology enables me to get it right the first time." Highly trained registered nurses perform treatments in his office. "They love performing a treatment that brings patients back in saying, 'Wow, this is amazing!'"

Dr. White explained that, while he recognizes that Ultherapy is suitable for use by well-trained ancillary personnel, he prefers to perform the treatment himself. One exciting aspect of Ultherapy treatment: the half-time assessment. "We do half the face then let patients see the difference in the mirror," he said. "They can see the results, and that's very satisfying to everyone involved." His key for managing discomfort during treatment is thorough education and talking them through the procedure. "Other than giving them mild oral analgesia (Tylenol), I just make sure they know what to expect during treatment, beginning with a test spot on their neck. Once properly acquainted with the sights, sounds, and sensations of Ultherapy, patients don't seem to need anything else." Dr. White has treated well over 100 patients in this fashion.

Dr. Campbell uses a Zimmer cooler to manage patient comfort. "One patient who underwent treatment using old protocols, then later with my newer ones using the Zimmer cooler, said her treatment experience was at least 50% better with the

addition of the Zimmer. I don't think the cooling has nearly the impact that the simple distraction factor does. For patients who are very concerned, I may offer narcotic pain relief!"

Ultherapy is an ideal adjunct to other commonly-sought treatments, according to Dr. Campbell. "Laser skin treatments and Ultherapy are an obvious complementary package," he said, "because the laser adds the resurfacing component to the global result, but you can combine it with anything without worry because ultrasound is so safe."

Ultherapy fixed local media attention on Dr. Campbell and his practice, allowing him to showcase the device on local television news.

"That literally opened the floodgates; close to half the total number of patients we've treated were influenced in some way by that newscast exposure."

Dr. White said, "Ulthera has done a great job promoting this nationally. Once it was featured on the larger talk shows,

our phones were ringing off the hook and have continued to do so."

"Ultherapy has been a gateway treatment for my practice," he added. "It quadrupled new patient traffic, which we've been able to maintain, giving people an opportunity to see the spectrum of my expertise. About 90% of them undergo some type of procedure, so Ultherapy has grown other aspects of my practice, such as facial injectables and even facelifts as well. It paid for itself within a few months. Ultherapy has also given me a chance to build relationships with my patients. They come in, we get to know each other, they see results they can get excited about, and that patient stays in my practice. It's very rewarding."

FOR FURTHER READING

Alam M, White LE, Martin N, et al. Ultrasound tightening of facial and neck skin: a rater-blinded prospective cohort study. *Dermatol Surg* 2010;62:262-9.

Laubach HJ, Makin IRS, Barthe PG, et al. Intense focused ultrasound: evaluation of a new treatment modality for precise microcoagulation within the skin. *Dermatol Surg* 2008;34:727-34.

Gliklich RE, White WM, Slayton MH, et al. Clinical pilot study of intense ultrasound therapy to deep dermal facial skin and subcutaneous tissues. *Arch Facial Plast Surg* 2007;9:88-95.



The Ulthera® System is indicated for use as a "non-invasive dermatological treatment to lift the eyebrow to achieve a desired aesthetic effect."

Ulthera, Inc. 2150 S. Country Club Drive, Suite 21 Mesa, AZ 85210 tel 480.619.4069 fax 480.619.4071 www.Ulthera.com