

NON-INVASIVE FAT DESTRUCTION IN A PLASTIC SURGERY PRACTICE: OUR ULTRA SHAPE EXPERIENCE

Today, there exist a wide range of invasive and non-invasive treatments for fat reduction. Consumers interested in body shaping / fat reduction treatments are typically sophisticated, spending significant time researching available treatment options. A medical practice with a core focus on body shaping and fat reduction must offer a wide range of treatment technologies to accommodate for the broad range of patient needs and desired outcomes.

Background

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I have been in practice for more than 30 years. 98% of my practice is devoted to aesthetic surgery. I opened Skin Deep Med Spa more than 20 years ago to better serve patients who were interested in minimally invasive modalities. Growing patient demand coupled with recent technological advances in non-invasive fat reduction modalities made me interested in adding these treatments to our practice. When deciding what

Steven Bloch, MD, founder and director of Body by Bloch and Skin Deep Medical Spa is an internationally recognized board certified Plastic Surgeon in the Chicago metropolitan area. Below, Dr. Bloch discusses the UltraShape difference, why he chose UltraShape for his practice as well as shares insights from his practice and patients.

to offer my patients, I always try the products on myself first. Only those that demonstrate reasonable visible improvement make it into our practice. The majority of technology that I purchase pays for itself within three months. UltraShape was no exception.

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Mapping the Right Patient with the Right Technology

In my opinion, mapping the right technique to the right patient is key to success in the arena of body contouring and fat removal. Patients who have high BMI's (over 30) and patients who are looking for dramatic improvements are not appropriate candidates for any non-invasive fat reduction technology. By contrast, patients who are generally in shape, have BMI's below 30, who are averse to discomfort and surgery are typically the most appropriate patients for non-invasive fat removal technologies. Maintaining a healthy diet and exercise are always emphasized, irrespective of the treatment option.

UltraShape Technology

I purchased my UltraShape system in 2015 after significant research. I do believe this is the best technology for non-invasive fat reduction presently available on the market. The system is FDA cleared and uses pulsed focused ultrasound to mechanically and selectively destroy fat cells at a designated focal point in the subcutaneous fat layer, sparing blood vessels, nerves and connective tissue. Precisely delivered acoustic energy selectively disrupts fat cells without generating heat, resulting in a painless treatment experience.

UltraShape is an excellent adjunct tool and expands the area that a surgeon can effectively treat non-surgically. If you are using any skin-tightening technologies on the body, most of your patients would likely be interested in fat reduction as well.

The UltraShape Difference

Economical for Large Treatment Areas: In our practice, we use UltraShape to treat patients who present with larger treatment areas. We can treat the whole mid abdomen – above and below the umbilicus – quickly in a single treatment. The coverage of the UltraShape system is about 50% greater than that of other similar devices, making the device particularly economical for larger treatment areas. This is also significant in making the treatment affordable for patients.

Customizable Treatments: The UltraShape device allows our treatment providers to define the treatment area according to the specific needs of every patient. In that sense we have greater aesthetic license with UltraShape versus other treatment modalities, where the treatment area has to fit neatly into a hand piece.

Painless: UltraShape is truly painless. There is no bruising, discomfort, or downtime post-treatment. Older generations of ultrasound technology for fat reduction were extremely painful – largely because they used continuous wave ultrasound (resulting in the accumulation of heat in tissue) versus UltraShape's pulsed delivery of energy.

The Treatment and Patient Satisfaction

Often, our patients come to us when a problem area has been resistant to their best efforts. UltraShape targets those problem areas that are resistant to diet and exercise. All our patients love the fact that UltraShape is painless. The exact number of treatments depends on the patient's expectations and goals. Our patients typically receive three treatments. In our practice, many patients start to see outcomes within two to three weeks post their first treatment. Our patients also love the smooth visual outcomes. There is no shelving, unevenness or divots. Our patients are very happy and satisfied with the consistency of outcomes.

UltraShape in our Practice

I have one aesthetician on staff who focuses solely on body treatments. The majority of her patients undergo UltraShape. She performs about six treatments a day, five days a week. The average UltraShape treatment takes about an hour and the cost is roughly \$1,000. Most patients purchase an initial package of three UltraShape treatments for around \$3,000.

I market the procedure largely by word of mouth. If the technology works, people will tell friends, and nothing is better than that.