

HOW MULTI-PLATFORM DEVICES CAN ELEVATE YOUR AESTHETIC PRACTICE'S RESULTS AND PROFITABILITY



As a medical aesthetics practitioner, your choice of treatment devices has a big impact on patient results and the financial health of your clinic. Multi-platform aesthetic devices are an often-overlooked way to improve both of these.

In this report, you will learn about the latest advances in multi-platform devices, their benefits, and how to know if one of these machines is a good fit for your practice. Venus Concept has partnered with aesthetics providers in more than 60 countries, and these insights are drawn from the experiences of the most successful clinics worldwide.



WHAT ARE MULTI-PLATFORM TREATMENT DEVICES?

Let's look more closely at what these machines offer.

A **multi-platform device** is an aesthetic workstation with a core energy-based system that can be customized to provide a variety of treatments by virtue of different applicators.

The technology combination depends on the product design and manufacturer. For example, some devices may combine various forms of radio frequency and/or IPL to achieve different clinical outcomes, while others incorporate a range of technologies including laser, microneedling, and infrared light. Based on the combination of technology and the configuration of applicators you choose, these workstations may be able to address a range of facial and body aesthetic concerns, including treatment of pigmented and vascular lesions, tattoo removal, cellulite remodeling, vaginal rejuvenation, body contouring, stretch marks, wrinkle reduction, and more.





BENEFITS OF MULTI-PLATFORM AESTHETIC DEVICES

While traditionally each modality is confined to its own device, multi-platform devices incorporate multiple technologies and treatments in one versatile workstation. This approach can offer several advantages for aesthetics practices:

SUPPORTS PHASED GROWTH

With multi-platform workstations, you can add treatments or expand into different client demographics (dark-skinned patients, acne sufferers, hair removal candidates, etc.) by adding applicators at a far lower cost of entry than acquiring a new device. A multi-platform device can also provide a versatile foundation for a new practice that may not have enough volume to justify multiple pieces of equipment.

BROADENS SERVICE OFFERINGS

Adding a multi-purpose device enables you to offer more therapies without investing in more equipment, and you can provide the treatments that best meet your clients' needs without compromising.

EFFICIENT USE OF CAPITAL

To maintain financial sustainability, clinic owners must make strategic use of resources. A multi-platform device is a good option for practices that do not have the budget for extensive equipment purchases or those that want to make sure that every expenditure gives them flexibility to adapt to market demands.

EASY INNOVATION

The best manufacturers will continue to innovate and expand the capabilities of their devices by offering new applicators and treatments, enabling you to stay on top of advances. Also, continuing education and post-sale support from the manufacturer can help take care of training for you and your staff with regard to new uses and techniques, keeping your practice current.

SPACE CONSCIOUS

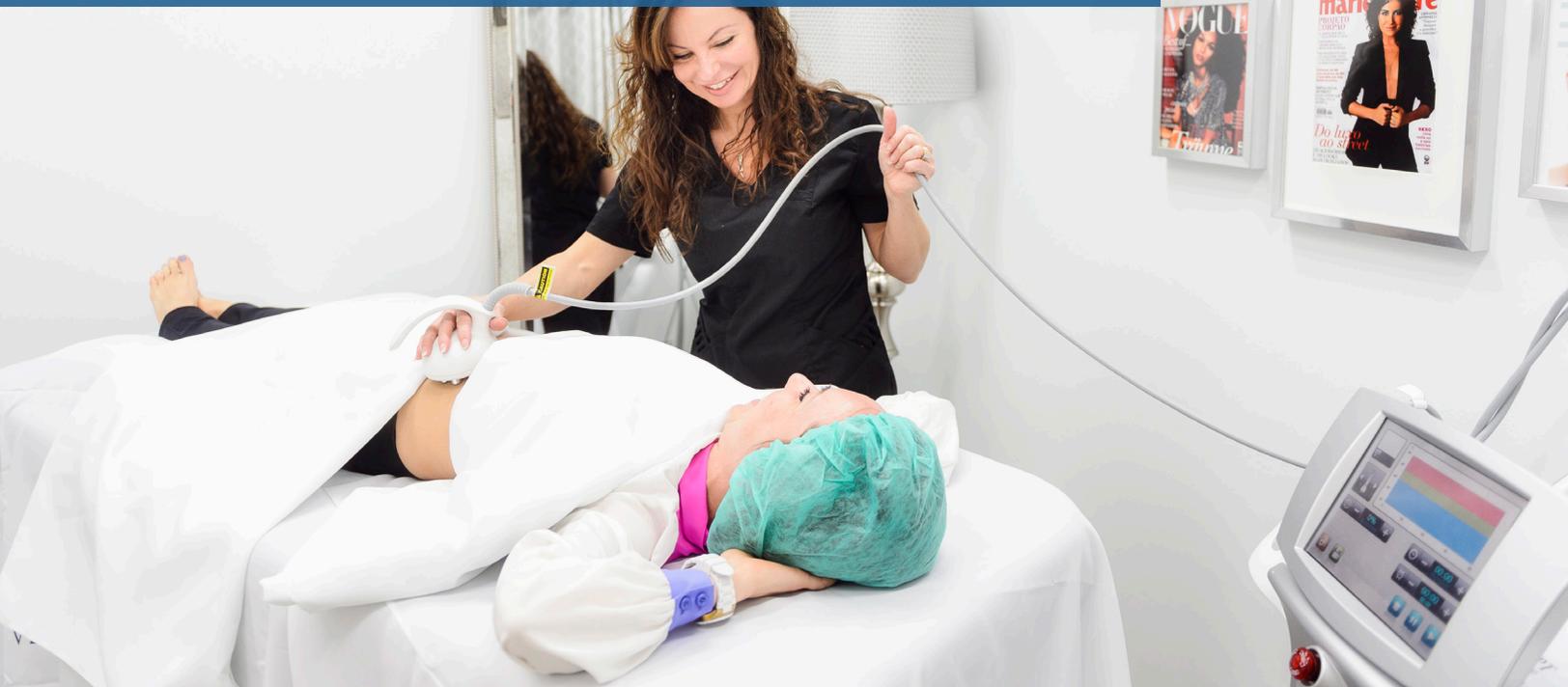
The footprint of a multi-platform device is much smaller than having several pieces of equipment that perform the same functions. This means your treatment rooms need less floor space, potentially reducing overhead or allowing you to configure more treatment rooms for higher patient volumes.

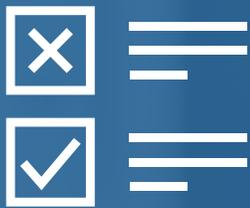
FLEXIBLE

Most multi-treatment workstations can easily be wheeled from location to location, so you can move your device from one treatment room to another depending on clinic load and client needs. This reduces scheduling headaches.

THE FOOTPRINT

OF A MULTI-PLATFORM DEVICE IS MUCH SMALLER ... THIS MEANS YOUR TREATMENT ROOMS NEED LESS FLOOR SPACE





HOW TO CHOOSE A MULTI-PLATFORM AESTHETIC DEVICE

Once you have decided to explore the selection of multi-platform devices, you may feel overwhelmed by the options. Here are some key points to consider.

HOW WELL DOES THE DEVICE WORK?

Study the technologies involved so you understand them, and evaluate efficacy of the treatments. Look at the specifications for power and speed for each technology and results of all treatments. Evaluate the applicators and consider such things as spot size, pulse duration, pulse width, wavelength, cooling, and more. You don't want to end up with equipment that is the jack of all trades but the master of none.

DO THE TREATMENT COMBINATIONS MAKE SENSE?

Does the multi-platform device offer a range of popular treatments that are likely to appeal to common patient concerns? Will it be easy to convince a patient who comes in for one service to consider another service delivered by the workstation? Can you combine any of the treatments into one session to offer a more effective protocol? If many of the workstation's treatments are not relevant, popular, or complementary to one another, then its purported versatility is not an asset to your clinic.



CONSIDER HOW YOU WOULD SCHEDULE THE DEVICE.

If you have enough technicians, patients, and treatment rooms to keep multiple pieces of equipment utilized throughout the day, a multi-platform device may complicate matters. Realistically map out where and how you would use the device. If you often would need it in multiple treatment rooms at the same time, consider acquiring more than one workstation to further multiply your service offerings. Otherwise perhaps standalone devices would better meet your needs.

IS YOUR MARKET A GOOD MATCH FOR THE DEVICE?

Evaluate your area and make sure it is not saturated by providers offering the same treatments. Look at your existing patients and see how many of them are candidates for these services. Estimate how many treatments you would need to perform each month to cover the cost of the device; then compare that with expected demand.

WHAT IS THE COST?

This is a critical consideration with any investment, but make sure you are factoring in upfront costs, consumables, and maintenance. You are also faced with questions of whether to lease, buy brand new, or buy used. Venus Concept has a unique subscription acquisition model that offers providers the most flexible, interest-free payment terms in the industry *without* involving third-party financing institutions, and we encourage you to check it out.

HOW IS THE CUSTOMER SERVICE AND POST-SALE SUPPORT?

When you acquire a multi-platform device, you are making a big commitment to one manufacturer, and you don't want to regret it. Before you commit, make sure the company is responsive to your needs in terms of support, marketing, repair, and warranty. Ask other providers about their experiences. The right manufacturer will be your partner in success.



CONCLUSION

As an aesthetics provider, you are seeking to offer your patients the most effective treatments while also strategically deploying your resources and managing your bottom line. As we have discussed in this report, multi-platform devices can help in all these areas.

To help equip your practice with true flexibility, as well as space and cost efficiency, Venus Concept has developed **Venus Versa™**, our most versatile multi-application platform that offers Intense Pulsed Light (IPL), NanoFractional RF™, and Multi-Polar Radio Frequency with Pulsed Electro Magnetic Fields in one workstation.

Providers can use **Venus Versa™** to offer today's most in-demand, non-invasive aesthetic treatments including photorejuvenation, acne treatments, hair removal, skin resurfacing, skin tightening*, body contouring*, cellulite reduction*, and wrinkle reduction. **Venus Versa™** also enables practitioners to offer the innovative TriBella™ treatment, exclusive to this device. TriBella™ is the most complete aesthetic facial therapy, combining photorejuvenation, anti-aging, and skin resurfacing treatments in one session to simultaneously enhance patients' skin tone, tightness, and texture.

There are many considerations in choosing the right device and suite of treatments, and we have outlined the most important of them. If you have more questions or want to learn about the most advanced multi-treatment aesthetic workstation on the market today, offering all the most in-demand treatments, please get in touch by calling 888.907.0115.

* Approved indications outside of the U.S.

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BY CALLING
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