

Physicians Report BTL Vanquish ME Attracts Male Patients



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More than ever, men have acknowledged that aesthetic procedures to maintain or re-introduce a youthful appearance are acceptable. According to Medical Insight's (Aliso Viejo, Calif.) recent market research report, *Male Aesthetic Market Study* published in November 2015, male patients account for nearly 12% of aesthetic clients, with global sales of products and equipment for the treatment of men reaching \$580.6 million.

With aesthetic techniques and technologies continually improving to achieve better results with reduced discomfort and downtime, BTL Vanquish ME (Maximum Energy) from BTL Aesthetics (Framingham, Mass.) is proving to be a leading energy-based aesthetic platform that helps practices directly address the concerns of male patients in terms of fat reduction and overall body contouring.

"It really has had a major impact on our practice," expressed Suneel Chilukuri, M.D., F.A.A.D., F.A.C.M.S., a cosmetic dermatologist in Bellaire, Texas. "In just the past six months since we introduced the BTL Vanquish, we have seen an increase from about 17% to 31% in male clients."

According to Gregory Mueller, M.D., F.A.C.S., a plastic surgeon in Beverly Hills, Calif., BTL Vanquish ME has also attracted new patients to his office, where he specializes in body contouring and possesses an unusually high 50% male clientele. "It has been an incredible addition to our practice that has brought in more foot traffic, especially men," he said. "Lately, we have been seeing more of the younger generation of men, including Millennials coming in. These are people that work out and want to deal with some extra fat that is difficult to eliminate. BTL Vanquish ME has been a good procedure for them and the new business has been great."

The non-invasive BTL Vanquish ME treats circumferential reduction of fat via patented Selective Radiofrequency (RF)-based technology that literally dissolves fat while protecting other tissue layers. With its operator ease-of-use, safety, efficacy and lack of consumables, BTL Vanquish ME also offers improved tuning performance, more concentrated thermal energy and less scatter to non-fatty tissue. The system features the industry's largest spot size and is designed to treat the entire abdomen from flank to flank during a single session and provide the patient with unparalleled comfort and no downtime.

While physicians consider BTL Vanquish ME to be a go-to procedure for male customers, the system works equally well for women. "The body areas that most females want to treat are the midsection and the back," stated Dr. Chilukuri. "Once they see the results from treatment of these areas, they ask about the thighs. They also want to decrease cellulite and tighten skin. BTL Vanquish ME does not treat cellulite, but it does help with the fat pocket that highlights it."

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Before Tx



After four BTL Vanquish ME treatments
Photos courtesy of Gregory Mueller, M.D., F.A.C.S.



Before Tx



Two weeks after four BTL Vanquish ME treatments
Photos courtesy of Suneel Chilukuri, M.D., F.A.A.D., F.A.C.M.S.

In Dr. Mueller's experience, "Men are more concerned than women about the entire midsection and love handles. Women often talk about the lower abdomen and bra fat, by comparison."

The ideal candidate for BTL Vanquish ME usually does not have enough fat to recommend body contouring surgery, stated Dr. Mueller. "In those cases, I'll recommend that they do Vanquish ME. Men will present typical fat deposits around the love handles and belly area, whereas women want to address the hips, medial thighs and knees. These patients all want to improve the shape of their body and achieve better toning of the skin. They have a healthy diet and stable weight, as well as a regular exercise program, but are not necessarily intense workout fanatics."

In the case of male patients, "They want fast procedures with no downtime, which is a specialty of the Vanquish ME," Dr. Mueller continued. "They want a treatment that allows them to go right back to work and continue to work out normally."

Dr. Chilukuri concurred. "These are candidates that might go to the gym regularly, but still have a problem area of fat here and there. However, we treat a variety of body types with Vanquish ME. Extremely large patients are often just looking for a 'jump start' to get into a weight loss and diet regimen," he reported.

As Dr. Mueller pointed out, it is important to educate the male patient during the consult that they will notice some changes after only a single session, but they won't see the full results of treatments right away, "which encourages them to continue with the program," he stated.

"One of the beauties of this technology is that it is fairly 'cookie cutter'," Dr. Mueller continued. "For instance, whether it's a 50-year-old man who wants a little more definition or a 30-year-old that wants a six pack, the treatment protocols are nearly identical. We begin to see results after one session, but four sessions are typical. If they want some additional skin toning then we most likely will offer a total of six treatments. We perform the procedures one week apart and will wait another ten weeks after the last session before we re-image the patient and look at their before and after photos side-by-side."

According to Medical Insight's *Male Aesthetics Market Study*, body contouring is now considered a top gateway procedure that brings men into practices. "Body shaping is huge with men," Dr. Mueller noted. "It gets them into the office on multiple occasions. During the sessions we show our own videos informing them about the different services we offer. They also get to know the staff. It's like they're coming in for their weekly massage. Most patients look forward to it, and many of them will book other procedures."

Prior to the initial BTL Vanquish ME treatment most men may be apprehensive, stated Dr. Chilukuri, "But after a few minutes they will invariably ask, 'What else can I do while I'm sitting here?'" We also offer a variety of TV entertainment while they

are being treated. Every male patient barely feels the high energy used during the procedure due to the system's excellent skin cooling features. This makes them happy and they look forward to any future sessions."

The best way to attract more male patients, Dr. Chilukuri stated, is word-of-mouth. "People go online and use specific search terms. They find our website where we publish a lot of before and after images of body contouring patients, both men and women. Especially in the case of men, when they see other guys are getting work done they begin to think there is not such a stigma attached to going in to the dermatologist's or plastic surgeon's office. As a whole, they are starting to accept it as something they do for maintenance," he said.

Similarly, Dr. Mueller does not use external advertising to promote BTL Vanquish ME procedures. "For instance, one guy who has had the treatment will tell his friends and then those people tell their friends. We have people calling our office requesting Vanquish ME. Sometimes wives or significant others are our patients and they encourage their spouses to come in. We also see couples coming in to get work done at the same time. They will book two hours, come in together, and the husband waits while she gets her treatment. Then they will swap places," he explained.

Once they arrive for a consultation, most men want to see proven results before they will pull the trigger, Dr. Mueller added. "We have before and after images of men that have gone through the Vanquish ME treatment and perhaps have bodies similar to the men that are sitting across the desk from me. So, we are able to show real results. Both men and women want to see outcomes that show the procedure works, but men in particular are sticklers about it."

One of the most popular BTL Vanquish ME approaches involves the system's large applicator. "It can yield truly amazing results," stated Dr. Chilukuri.

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This device is also valuable as an adjunct procedure to surgery, stated Dr. Mueller. "If someone has had liposuction, I use Vanquish ME to even out the body contour post-operatively, and to correct symmetry, with the end result being no lines of demarcation and no unevenness. The large applicator is good for this."

Both physicians recommend that patients should be well hydrated the day before, the day of and the day after the procedure. "The reason for this is just the way the technology works," noted Dr. Chilukuri. "There is more water content in the skin and muscle. Since fat doesn't contain as much water and the RF waves



Before Tx



After four BTL Vanquish ME treatments

Photos courtesy of Gregory Mueller, M.D., F.A.C.S.



Before Tx



One week after three BTL Vanquish ME treatments

Photos courtesy of Suneel Chilukuri, M.D., F.A.A.D., F.A.C.M.S.



Before Tx



After four BTL Vanquish ME treatments

Photos courtesy of Melanie Palm, M.D.



Before Tx



One week after three BTL Vanquish ME treatments

Photos courtesy of Suneel Chilukuri, M.D., F.A.A.D., F.A.C.M.S.

penetrate through water easier, the energy can basically become impeded inside the fat."

Another potential issue with male patients is pain. Although BTL Vanquish ME works equally well for both men and women, male patients are far more pain averse compared to females. "Pain control for men is a huge issue," said Dr. Chilukuri. "Women almost never ask about it and they are usually willing to tolerate the pain. With every gentleman that comes into our practice, that's their first question: 'Is it going to hurt?' It does make some difference in terms of the consultation. I tell them truthfully that the Vanquish ME procedure is painless. I ask them if they've ever had a hot stone massage, and explain that this procedure is more comfortable. That is a relief to them."

Another area of relief is cost. "Price point can play a significant part in the male's willingness to undergo a procedure, added Dr. Chilukuri. "For instance, say we have a large person who gets one treatment and needs to come back for additional sessions. He's achieved some fat reduction, but needs more. Since the Vanquish ME procedure has no consumable, I can offer him a discount on subsequent appointments. It is nice to have a single device that doesn't have any consumables."

As stated by Dr. Mueller, "People love to purchase treatment packages. When you're talking around \$700 per session, which is what we charge, we'll sell them a package of four or six and then throw in one or one-and-a-half treatments for free. They jump at any savings you can offer in that package up front. That way the practice collects the money, which is good for cash flow, and the patients feel like they are getting a very good value. The cost is reasonable and we have not experienced any pushback on this approach."

Consequently, taking in all of the positives of BTL Vanquish ME, patient satisfaction is extremely high with many returning to receive additional treatments in different body areas, Dr. Mueller indicated.

Return on investment for the physician, therefore, is a no-brainer, Dr. Chilukuri said. "In our practice, patient satisfaction with the BTL Vanquish is 100%. We have been very pleased and so have our patients. In addition, we have started combining procedures with skin tightening. Usually around four to six weeks after treatment we will still find a remaining little pocket of fat that needs attention."

Dr. Mueller is content that BTL Vanquish ME can help practices build an accretive revenue source and solid financial annuity stream around male aesthetics. "Of all the technologies I've been exposed to in the last 17 years, this one has definitely been the most rewarding," he expressed. "I don't worry about complications like I do with lasers and other energy-based systems. It is a valuable, extremely safe technology."