

Unique RF Device Considered Clinical and Financial Winner



F. Victor Rueckl, M.D.
Dermatologist
Owner
Lakes Dermatology & The Spa at
Lakes Dermatology
Las Vegas, NV



64 year old patient before Tx



64 year old patient eight weeks after one Fractora Tx session
(two passes with 60 pin applicator, 211 pulses)

Photos courtesy of F. Victor Rueckl, M.D.

By Rochelle Nataloni, Contributing Editor

With seven different devices, 25 applicators and the InMode platform with Fractora from InMode (Richmond Hill, Ontario, Canada), F. Victor Rueckl, M.D. – a dermatologist and owner of Lakes Dermatology & The Spa at Lakes Dermatology (Las Vegas, Nev.) – has an impressive selection of anti-aging treatment modalities from which to choose. However, in his experience, “the Fractora has provided the best results from both a clinical and financial perspective.”

“I have found that Fractora is superior especially for ablative treatments,” said Dr. Rueckl. “It is far superior to modalities such as CO₂ or erbium lasers, not only because the results are better, but also because the recovery is dramatically easier,” he explained. “There is no pain after treatment, and post treatment redness is gone within a week.”

According to users, Fractora provides moderate to profound ablative results up to 3,000 microns deep. Radiofrequency (RF) energy heats the skin in a controlled method to remodel deep collagen and improve the appearance of the skin. This unique treatment allows physicians to provide precise, optimal skin contraction.

“Fractora is a unique and very productive piece of equipment,” Dr. Rueckl emphasized. “It works extremely well and it generates money.” In fact, within the first three months of having Fractora in his practice, Dr. Rueckl generated \$90,000 solely from the use of that single piece of equipment. “My staff and I performed 89 procedures using Fractora within the first 90 days of having the system,” he said. “Patients love

the results, and word-of-mouth referrals are common.”

Dr. Rueckl uses Fractora in two ways – high energy treatments, which he performs in his clinic; and lower energy treatments in the spa portion of his practice, which his staff performs. The high energy treatments are accompanied by local anesthesia, and one or two treatments typically suffice, while lower energy treatments are performed under topical anesthesia and are usually provided in a series of three. Patients who opt for the low energy spa treatments tend to have dyschromia or early sun damage, as opposed to tremendous wrinkling or skin laxity.

Among Fractora’s capabilities is its ability to tighten skin on the neck. “There really is nothing else that can safely and effectively tighten skin on the neck without surgery,” Dr. Rueckl noted. Fractora can be used in areas that demonstrate fine or deep wrinkles, scars or excessively discolored red and brown skin tone. The most common areas of treatment are the crow’s feet, fine lines around the mouth, smile lines, cheeks and neck. “While the full face and neck are often treated, it is also possible to treat smaller areas like cheeks and crow’s feet, where many people have localized wrinkling,” he advised.

Remarkably, based only on Fractora, in just months Dr. Rueckl can cover the cost of the entire InMode platform, but Fractora is only one modality of the system, he pointed out. “The results are wonderful, and it makes financial sense.”