



# New Technology Practice Impact.

*Microwave Therapy for Warts and IPKs*

swift

## Meet the Speaker



### Dr. Joel Foster

Dr. Joel Foster, DPM  
Podiatrist, Practice Owner  
Footcare Specialist Joel D. Foster, DPM



## Introducing Swift



Non-Destructive energy used to stimulate an immune response

Primary clinical application to date: Viral Warts (Significant Unmet Need)

300,000+ global procedures since 2016 with real world efficacy of 85%+

FDA 510K clearance in November 2018

Less than 1% recurrence

Significant Research Investments Underway

*\*US Providers Now Treating IPKs*

*\*\*Onychomycosis looking promising*



## Common Questions



1. How does it work?

1. Does it actually work as well as they say it does?

1. Will patients pay cash for wart treatment?

■ Question 1

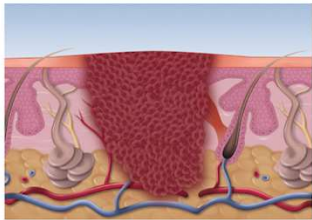


# How does it work?

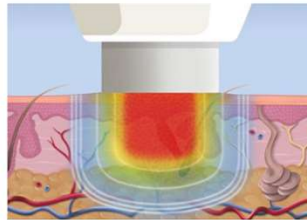
## How It Works



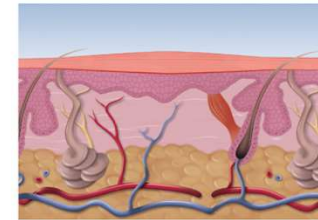
Microwave energy rapidly elevates tissue temperature, triggering a natural immune response.



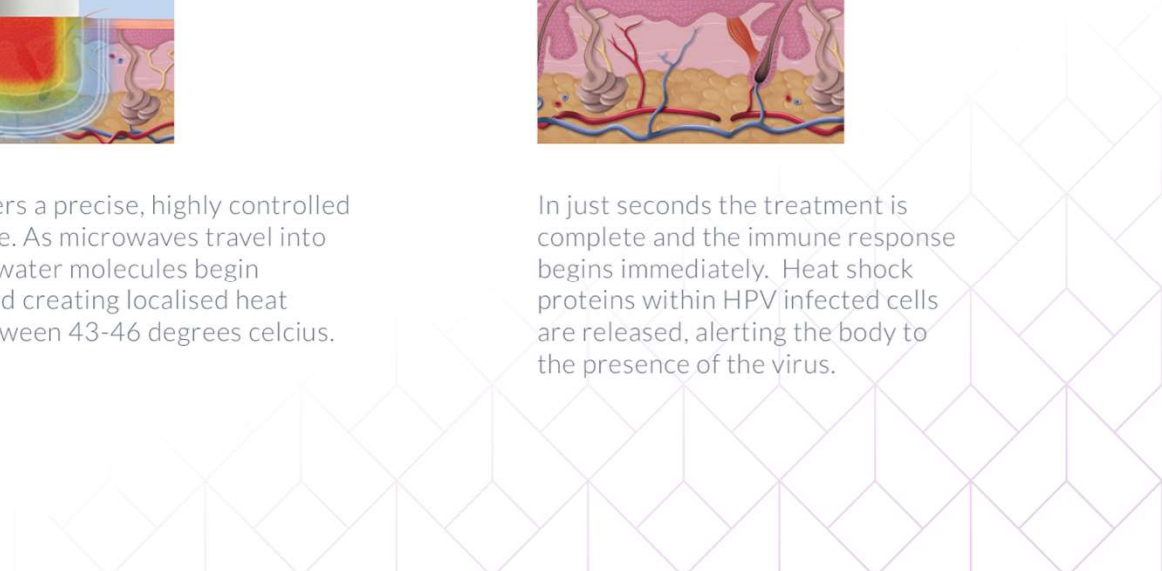
Infected tissue can exist several millimetres below the surface and can often be difficult to treat using traditional methods, resulting in either untreated tissue or significant damage,



Swift delivers a precise, highly controlled energy dose. As microwaves travel into the tissue, water molecules begin colliding and creating localised heat energy, between 43-46 degrees Celsius.



In just seconds the treatment is complete and the immune response begins immediately. Heat shock proteins within HPV infected cells are released, alerting the body to the presence of the virus.





## Swift Treatment



**Non Invasive - No Wound - No Smoke - No Dressings - No At Home Care**

# ■ The Treatment



## Wart & IPK Treatment Protocol



**2-3 treatments**  
4 weeks apart



Follow up 12 weeks  
after final treatment



8-10 watts / 2 seconds  
5 applications





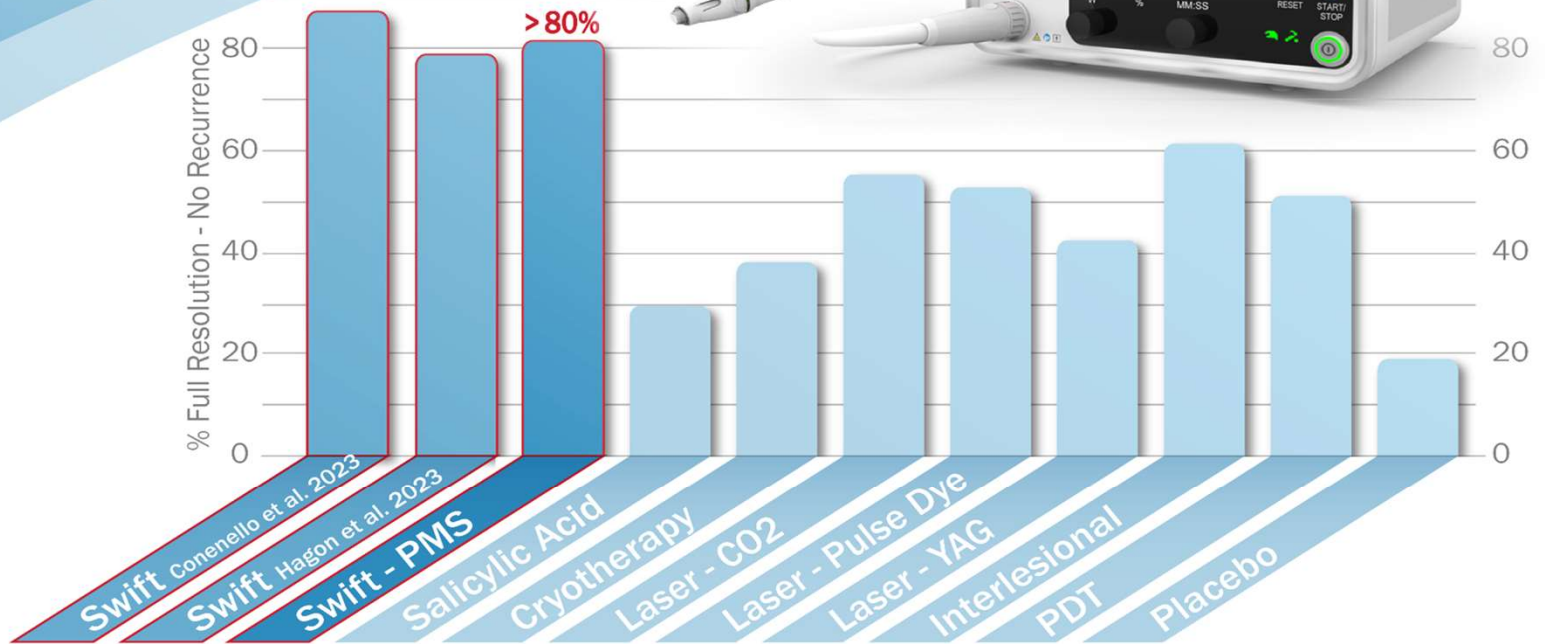
## Question 2



**Does it work as well as they say it will?**

# Swift Vs Traditional Therapy

## Patient Resolution Data from clinical case studies and RCTs



**Category means are based on minimum of 3 clinical studies**

Abd-Elazeim et al. (2014); Abou-Taleb et al. (2019); Akaru et al. (2006); Amirnia et al. (2016); Balevi et al. (2017); Bruggink et al. 2010); Chandra et al. (2019); Cockayne 2011); Gupta, Conenello et al. (2023) Dhakar et al. (2016); Fabbrocini et al. (2001); Ghonemy et al. (2017); Hagon et al. (2023); Lauchli et al. (2003); Li et al. (2014); Lim and Goh (1992); Liu et al. (2020); Logan and Zachary (1989); Oni and Mahaffey (2011); Park and Choi (2008); Rezai et al. (2019); Serour and Somekh (2003); Sethuraman et al. (2010); Shaheen et al. (2015); Shin et al. (2017); Spearreboom et al. (2014); Steele et al. (1988); Stender et al. (2000); Veien et al. (1977)

# Wart Case Study 1



Images Courtesy Dr. Joel Foster, DPM

## Wart Case Study 2



Images Courtesy Dr. Joel Foster, DPM

## Wart Case Study 3



Images Courtesy Dr. Joel Foster, DPM



## Wart Case Study 4



Images Courtesy Dr. Joel Foster, DPM



■ Question 3



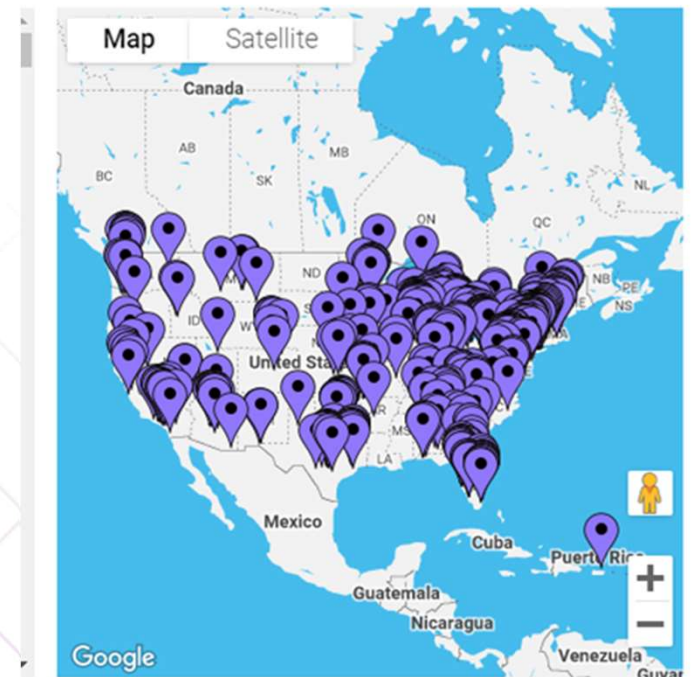
**Will patients pay cash for wart treatment?**

## Swift Acceptance

\*Data from 500 Swift Clinics in the US

	Months 1-6	Months 7+
Swift Acceptance %	52%	71%

**Dr. Foster Acceptance Rate: 85%**



## Swift Financial Case Study - Dr Joel Foster



### **Combined Revenue: 17110 & Swift - 42 Months Total Post Investment**

- Total Number of Wart Related Treatments - 335
- Total Number of Wart Related Patients - 136
- **Total Wart Related Revenue: \$63,000 - \$60,000 from Swift**
- Swift Conversion Rate: 85% (Patients choosing Swift over Reimbursed Therapy)

### **SWIFT ROI ANALYSIS**

1. 257% Return on Investment
2. Investment Payback: 11.2 Months



# Swift vs Traditional Reimbursement (17110)

## ■ The Truth about Destructive Therapy



1. Average # of 17110 Billings per patient = **1.6**
1. Mode (Most frequent # of treatments per patient) = **1 (Over 50%)**

**Instant Analysis:** You're losing more patients than you know due to ineffective treatment and lack of compliance.

Recalcitrant Patients are Looking for something **different**, NOT more of the same.

## Swift Vs Reimbursed Therapy



Data Supplied by Dr. Joel Foster:

	<b>17110</b>	<b>Swift</b>
Average # of Treatments	1.6	2.6
Average Margin/Tx	\$96	\$132
Average Profit per Pt	\$154	\$493

222% increase in Average Profit per Patient





# Swift 12@\$99 Lease Program and Payback Guarantee

## ■ New 12 @ 99 Swift Lease Program



**Your Commitment:** \$99/Month in Year 1

### **What you Receive:**

- 1 x Swift System
- 10 x Boxes of Swift Applicator Tips
- Swift Marketing System
- 50 x Swift Patient Brochures



### **After 12 Months:**

- System should be completely paid off
- Lease can be paid off without any penalty or additional interest

## Swift Payback Guarantee



After 24 Months of Ownership, If you have not fully paid off the device, you will be presented with 2 Options:

1. We (Swift USA) will buy back the device at the outstanding value
1. We (Swift USA) will spend our funds on paid ads until you've reached patient volume of 25.

*Ensures that Swift won't become your next coat hanger...*



## AMIFAS Show Special



Book a 20 Min Discovery Call while at the AMIFAS conference and receive:

1. \$100 UberEats or Starbucks Gift Card (regardless of purchase)
2. \$5,000 Off the Cost of Capital
3. 3 x Free box of Swift Tips to Kick off your Wart & IPK Programs

TOTAL PROMO VALUE: **\$7,040**



[www.swiftusa.com](http://www.swiftusa.com)  
[hello@swiftusa.com](mailto:hello@swiftusa.com)



**Coming Soon...**



## Conenello Patient – JP



**Treatment Conditions: 5 repetitions of 7W, 3s**



**If you want different results,  
do not do the same things.**

Albert Einstein

 quotefancy





# Let's Answer some Questions