

A faint, light-colored world map is visible in the background, centered behind the text. The map shows the outlines of continents and oceans.

LiteCure Lasers

Adapting to the New World

Export 301 May 2017

What We Do

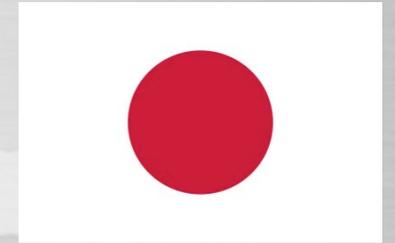
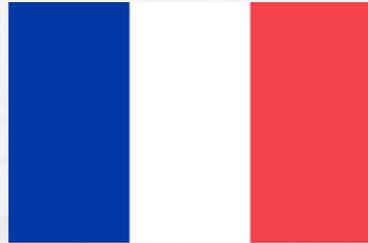
- Laser devices for effectively treating pain, inflammation, and speeding healing
- Used by 100+ Pro / Collegiate sports teams
- Now used by 25% of veterinary clinics in the US
- Growth inspired by the rising demand for effective, non pharmaceutical / surgical options for pain.

Going Global



- Initial approach, very reactive
- Chased every inquiry
- Formed export department in 2011
- Targeted specific countries based on pet ownership / affluence / sports

Going Global



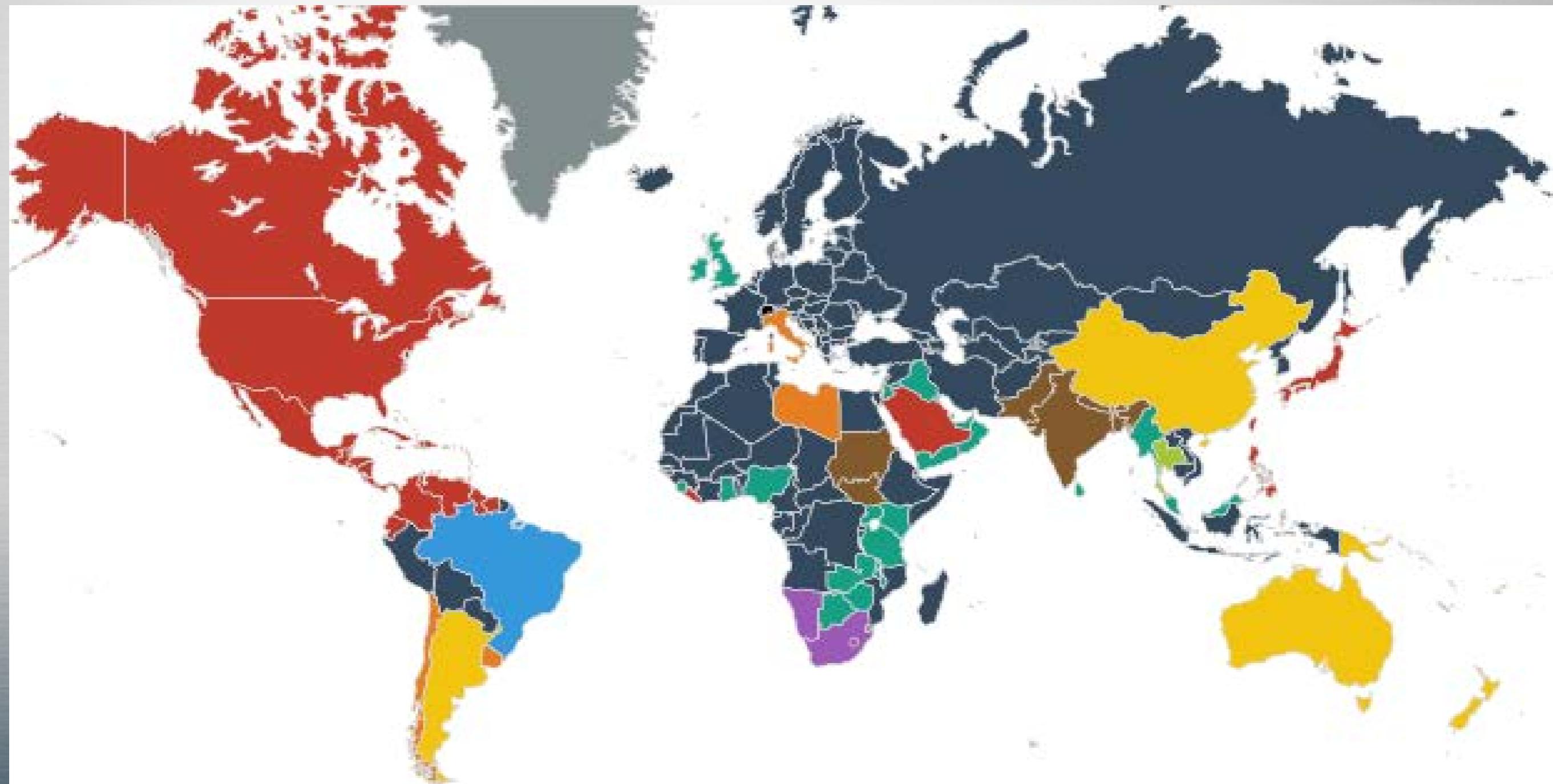
- Attended Overseas Trade shows, Petmed UAE, MEDICA Germany, Vet Summit China
- Utilized Census Bureau for Harmonized Tariff code research
- Connected with state and federal resources. IPS
- Web site translated into 5 languages - developing multi lingual screens for new products
- Developed country specific models for India / China and UAE

Product adaptation

- Power supply 110volt versus 250volt
- Majority of the world is 220-240 volt
- 15 different plug types around the world
- A & C the most common

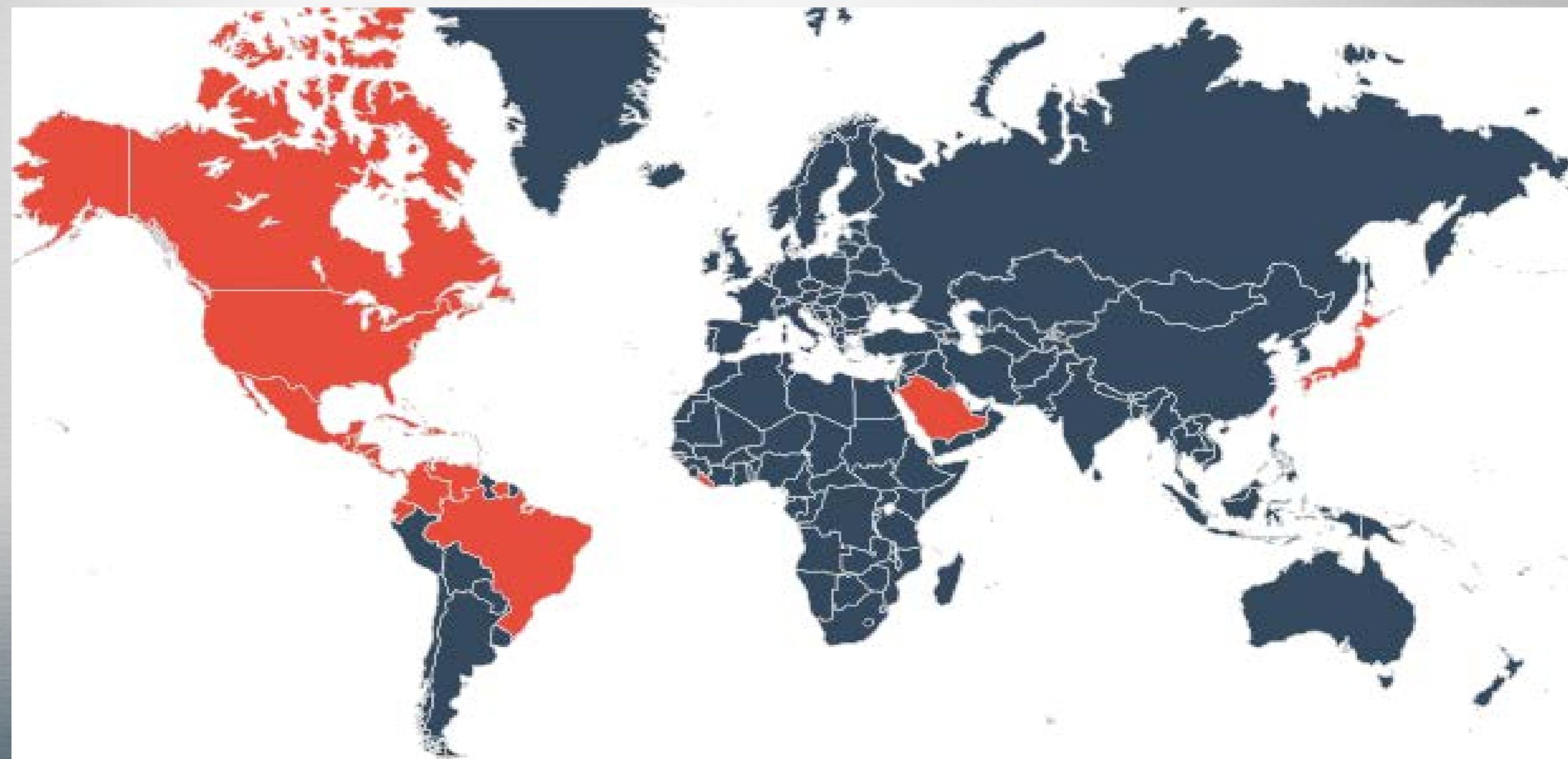
We created country specific pick lists for the BOM to ensure the right power cord went with the unit.

Power Cords around the world



110v

240v



Building the Bridge

- Live webinars held for Iran, China and Taiwan
- Delivered 9 seminars in 9 days in India
- Sent leading vet on lecture tour of Scandinavia
- Supported US speakers in NZ, Thailand, UAE
- European sales manager hired in UK, 2 support staff



Regulatory Compliance

- Extra layer of complexity with medical devices
- Often a barrier to entry, protecting local manufacturers
- Have had audits from KFDA and JETRO to enable compliance
- Visited Ottawa to meet with HCA chairperson. Agreed to remove two accessories for Canadian market. Canada specific picklist
- F/T regulatory manager monitoring CE/ FDA/ etc.
- China recently changed the rules, now only in country testing is approved

Service Challenges,



India and China product adaptation. Added a counter to facilitate revenue share model.



Choose Animal You Wish To Treat

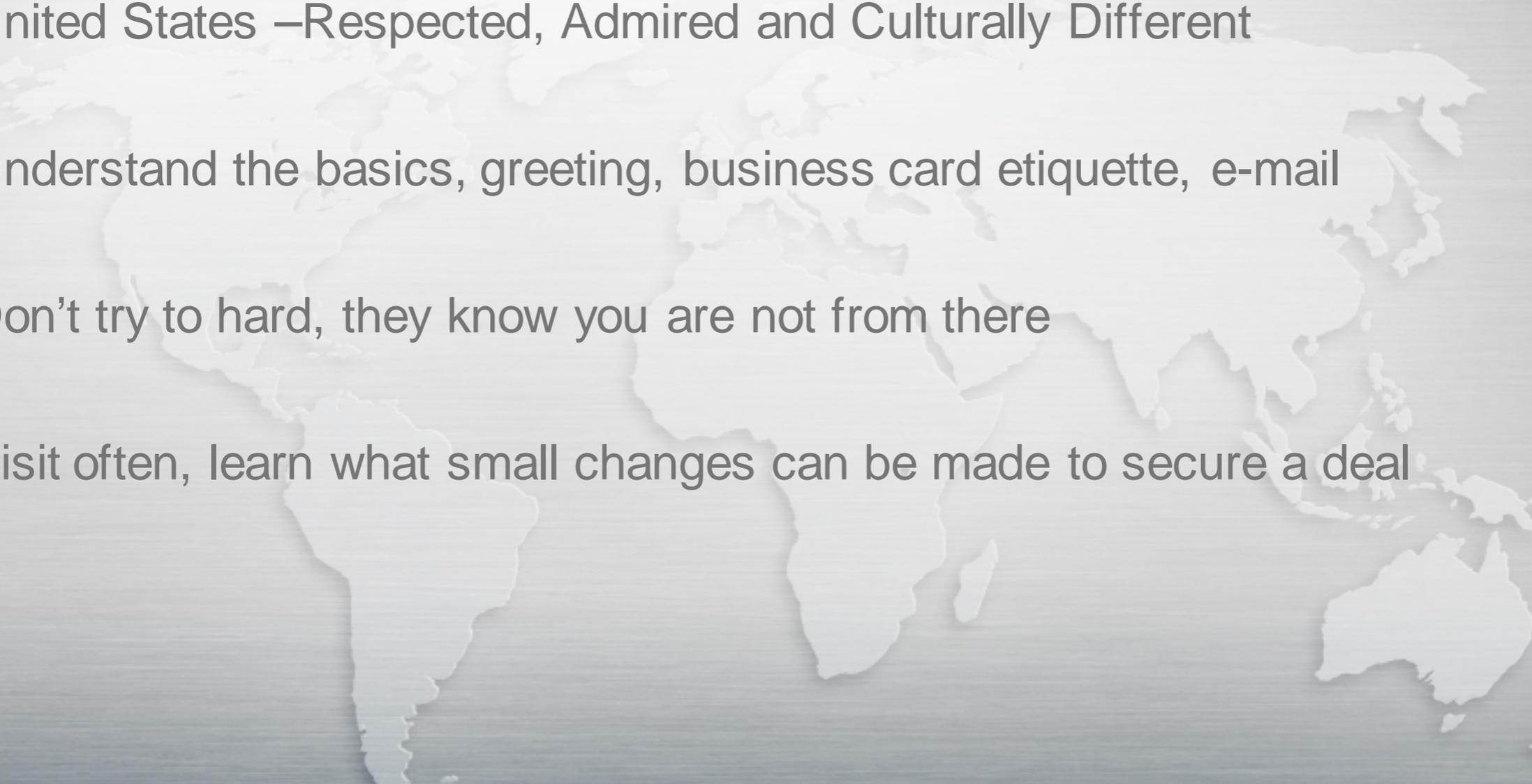


Select Condition to Treat

- | | |
|--|--|
| <input type="checkbox"/> Post Surgical | <input type="checkbox"/> Arthritis |
| <input type="checkbox"/> Wound | <input type="checkbox"/> Fractures |
| <input type="checkbox"/> Pain/Trauma | <input type="checkbox"/> Upper Respiratory |



It's a big world, modify to suit

- United States –Respected, Admired and Culturally Different
 - Understand the basics, greeting, business card etiquette, e-mail
 - Don't try to hard, they know you are not from there
 - Visit often, learn what small changes can be made to secure a deal
- 

Thank You!





Short-term effects of high-intensity laser therapy versus ultrasound therapy in the treatment of people with subacromial impingement syndrome: a randomized clinical trial

Randomized controlled trial of laser therapy vs. therapeutic ultrasound in 70 patients with clinically verified subacromial impingement syndrome. Laser therapy was shown to have significantly greater benefit than ultrasound in reducing pain and improving the articular movement, functionality and muscle strength of the affected shoulder.

Published: Phys Ther. 2009; 89(7): 643-652.

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Author(s): Santamato A, Solfrizzi V, Panza F, Tondi G, Frisardi V, Leggin BG, Ranieri M, Fiore P

[Read Study](#) ↘



Read full study

Opens in new page



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Exportech Results

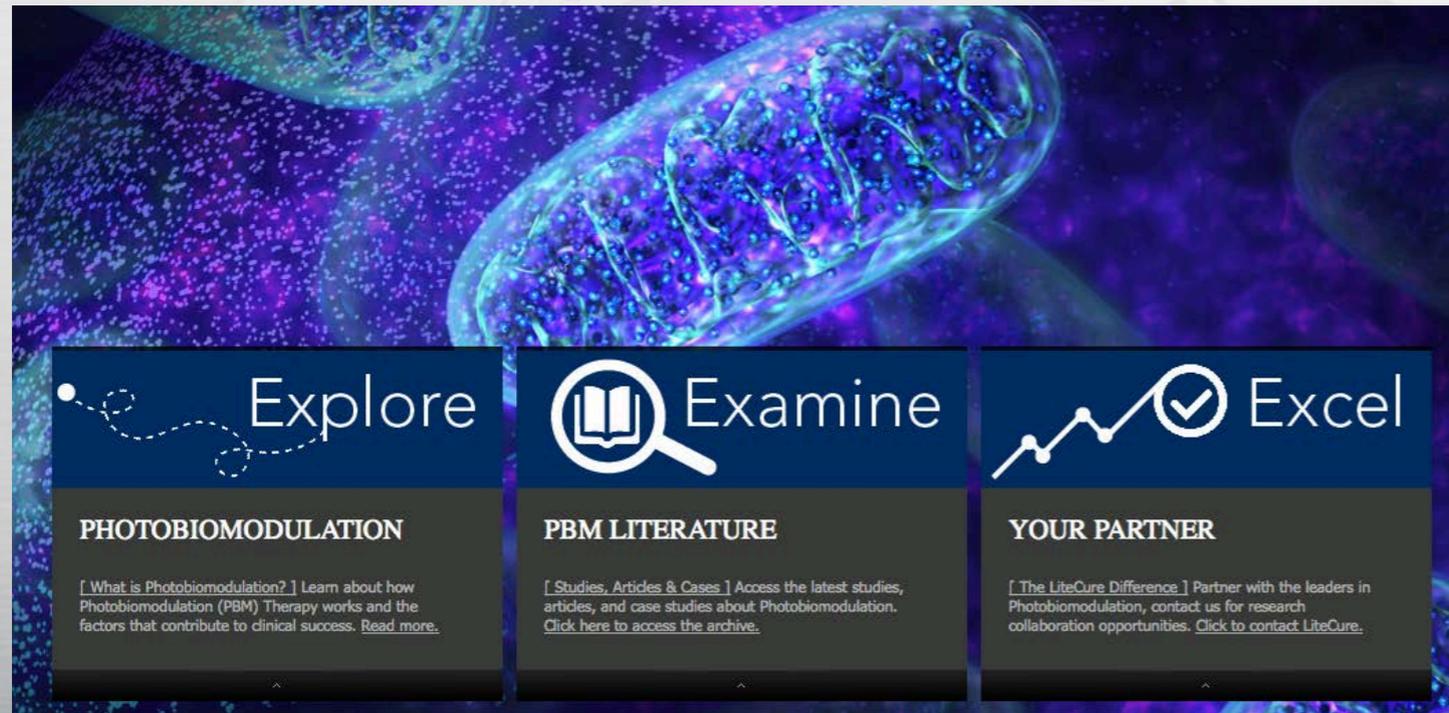
- Targeted Denmark specifically
- Encouraged a local distributor by assisting at a national clinical convention
- Forecast revenues of \$75,000 for 2016
- Actual Revenues \$130,000
- Engaged more company resources, Regulatory, Marketing, Operations

Making Progress



Scientific Leader

- Recently launched a “Photobiomodulation Website”
- Comprehensive database of PBM information, including:



- Glossary of Terms
- Educational Webinars
- Published Articles
- Research Abstracts

WHAT IS PHOTOBIMODULATION THERAPY?

