

The London Nail Laser Clinic Case Study

How great patient service and Lunula have combined in a winning formula

// The return on investment with Lunula has far exceeded expectations. Each Lunula Laser has paid for itself within a matter of months. //

Martine Abrahams – The London Laser Nail Clinic

Started just over five years ago by Martine Abrahams, the London Nail Laser Clinic has achieved a meteoric rise. Martine graduated as a Podiatrist in 1998 before going on to work extensively in NHS practice and community health centres.

Her experience left Martine in no doubt: "What a nightmare nail fungus is for people. The treatment options are nearly all unreliable and some can have rather nasty side effects. I've had people crying as a result of the impact on their lives. One patient even changed jobs – a member of cabin crew for a major airline was too embarrassed to bare his feet when on the beach or by the pool with colleagues during stopovers."



Leap of faith

In 2009, Martine was looking for a change, when she heard from a friend of a new treatment being trialled to use lasers to tackle toe nail fungus. Seeking a challenge, Martine travelled to the US to find out more. Within months she had taken a huge leap and set up the first clinic of its type in the UK. She explains what happened next.

We wrote the book

At the time no one else was using laser in the UK, really effective treatment was almost non-existent – so what we did was pretty ambitious. But we started with some guiding principles that have served us well ever since.

- We did our homework – we spoke with everyone in researching the technology. We did the same with Lunula, so knew it was going to work.
- We've never bitten off more than we can chew – we have sensible ambitions. When we started we leased the technology and rented a room by the hour in Harley Street.
- We communicate effectively – we've invested: in advertising, in building a web and search engine presence and in public relations (that has got us on ITV's Good Morning). And have chosen the right media (titles like *Metro*, *The Daily Mail*, *Vogue*...)
- We treat our patients as we would like to be treated. We discuss everything before they sign-up so they know: the cost, the procedure, our expectations of the results their nails should achieve, how long results should take.
- And we help our patients take responsibility for aftercare and preventing re-infection. We keep in touch and our patients email us photos of their feet so we can assess progress without them having to come into the clinic.



LUNULA LASER

// As a practitioner – it is really straightforward to use. It is hands free, so is a change for podiatrist who are used to being very hands-on. That has freed up both time and concentration which we can devote to our patients. The results are better than they were with the hot laser. Our feedback and photographic results are testimony to that. //

Why Lunula?

I am always looking out for what's new. I aim to operate the leading clinic. I looked it up and got in touch with Erchonia. We were quickly convinced that this represented a major step forward (excuse the pun) and bought our first machine in June 2012.

What was the business case like for Lunula?

Although the initial cost of laser technology may look high to some people the business case is clear. Our first hot laser paid for itself in just over a year. In comparison, Lunula, which cost about the same paid for itself within a matter of months, largely because we can treat more people.



How has the adoption of the latest Lunula Laser technology gone?

Like the treatment – painless and effective!

In comparison, the hot laser has to be hot and that hurts the patient. For the podiatrist, using it is demanding, requiring concentration on each toe for long periods of time. And it's not nice to know you are hurting your patient – they flinch and that makes the treatment more difficult and can reduce its effect. I used to be shattered at the end of a day.

Lunula is an absolute revolution in every way.

- As a practitioner – it is really straightforward to use. Hands-free operation is a change for podiatrists. That has freed up time that we devote to our patients.

- The results are better than they were with the hot laser. Our feedback and photographic results are testimony.
- The patients are amazed that treatment is truly pain free. They are happier and treatment sessions are faster.

It is also worth noting that the folks from Erchonia are a great team. They aren't pushy, and take the time to listen and address questions and issues. The customer care has been very good.

Where is the clinic now?

Lunula has been such an asset that we've had to purchase several more devices to keep up with demand.

Our investment in advertising and communication brings in new clients. And our investment in great service means our patients are our advocates – their friends and relatives get in touch because they've heard good things.

We've established new clinics in Hertfordshire, at Moorgate in London and operate one of our Lunula machines in partnership with a clinic in Bromsgrove. We have to employ three people just to provide the management and administration for our podiatrists and patients.

That success wouldn't have been possible without Lunula.

To see how to do it:
<https://thelondonnailaserclinic.co.uk/>



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