

KEY Laser

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Center for Regenerative Cosmetic Medicine

WELCOME TO KEY LASER

THE CENTER FOR COSMETIC REGENERATIVE MEDICINE



# WHY **THERM**iva<sup>®</sup>

**“It’s Not Just How It Looks,  
It’s How It *Works!*”**

DOUGLAS KEY, MD

KEY LASER CENTER FOR COSMETIC REGENERATIVE MEDICINE

Portland, Oregon, USA



WHY **THERMiVa**<sup>®</sup>

## **Busting The Myth**

**Why are women choosing  
ThermiVa<sup>™</sup> in a non-gynecological  
setting?**



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## What Patients Are Telling Us

**\*Concerns expressed by patients at initial consult**

**\*Results of Female Sexual Function Index Survey (FSFI)**

1. Rosen R, et al. *J Sex Marital Ther.* 2000;26:191-208
2. Meston, CM. *J Sex Marital Ther.* 2003;29:39-46



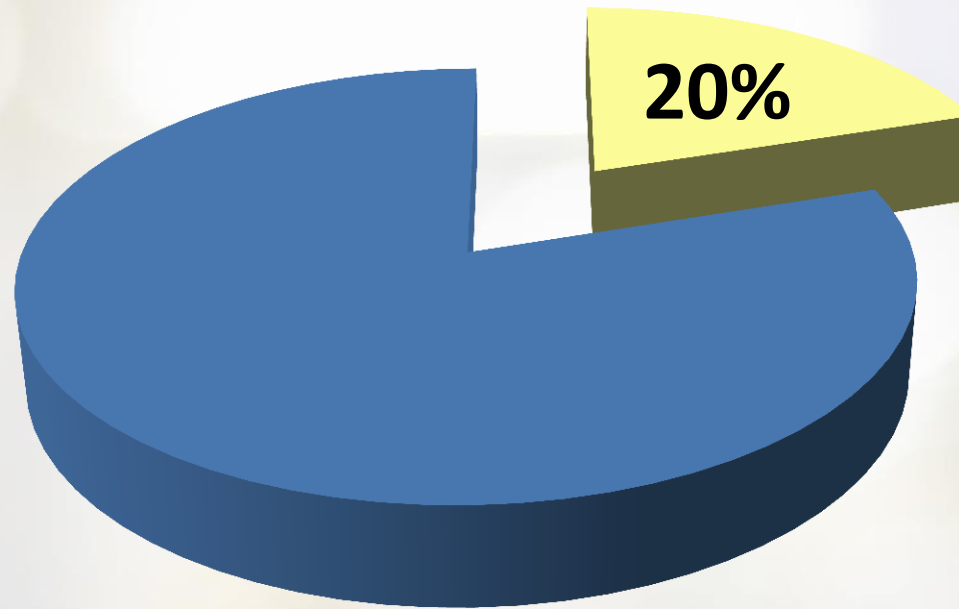
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## Initial Consult Concerns

Visual Appearance  
Cosmetic



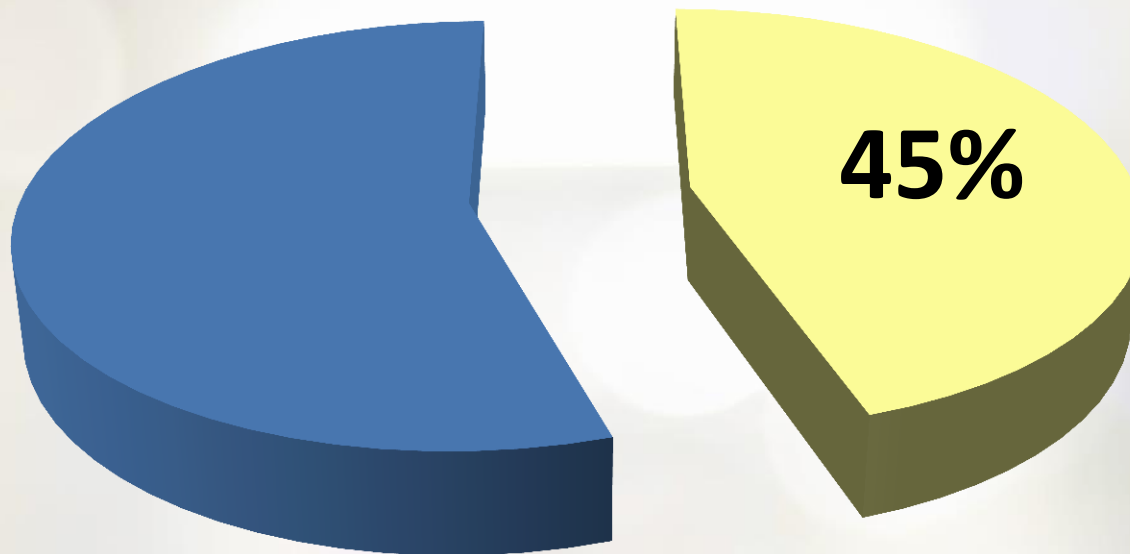
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## Initial Consult Concerns

Laxity



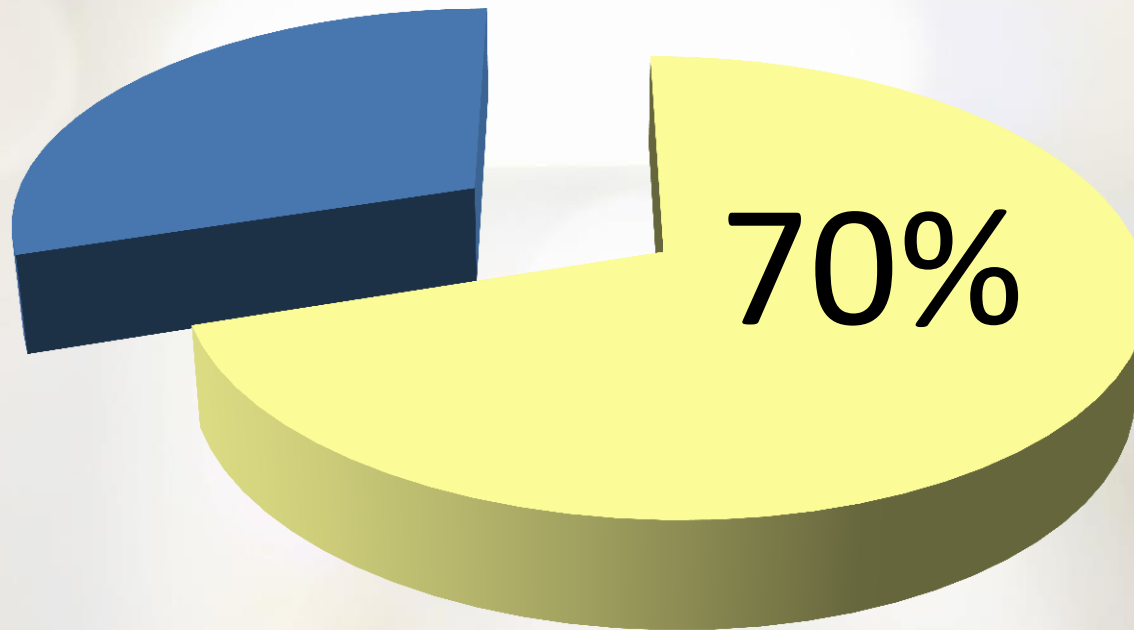
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## Initial Consult Concerns

Incontinence



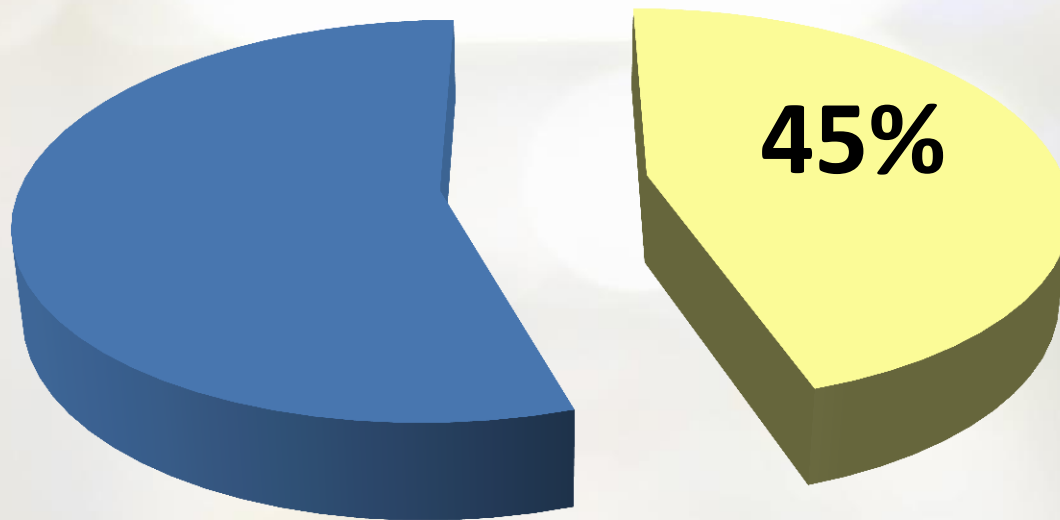
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## Initial Consult Concerns

**Sexual Function  
Sensation, Satisfaction & Dryness**



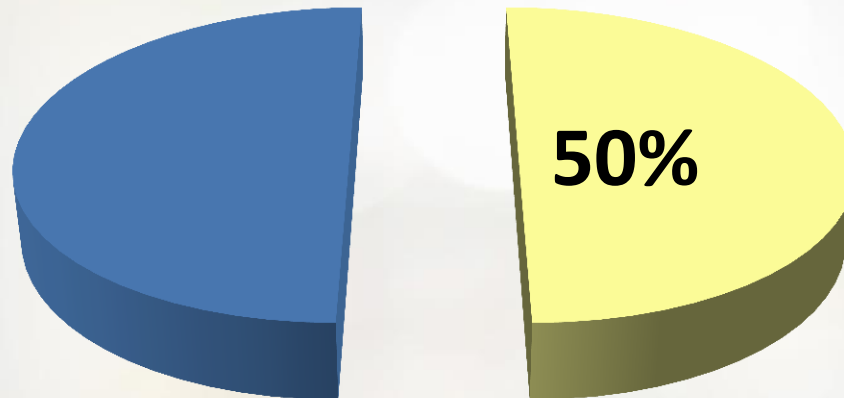
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**Women who saw improvement in their initial concerns of Visual Appearance, Laxity, Incontinence and/or Sexual Function after 1 treatment**



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**“The patients I am treating for incontinence and labial laxity are seeing results after 1 session. Those I am treating for sexual dysfunction seem to need several treatments before they notice results. Every patient I have treated has seen improvement and is happy with treatment results.”**

**S.G. RN**



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- **The Female Sexual Function Index Survey (FSFI) can be used to better hear what our patients are telling us.**
- **The Female Sexual function Index (FSFI) is a 19 item questionnaire for assessing sexual function in women\* and provides scores on desire, arousal, lubrication, orgasm, satisfaction, and pain.**
- \*Meston CM. J Sex Marital Therm.2003;29:39-46

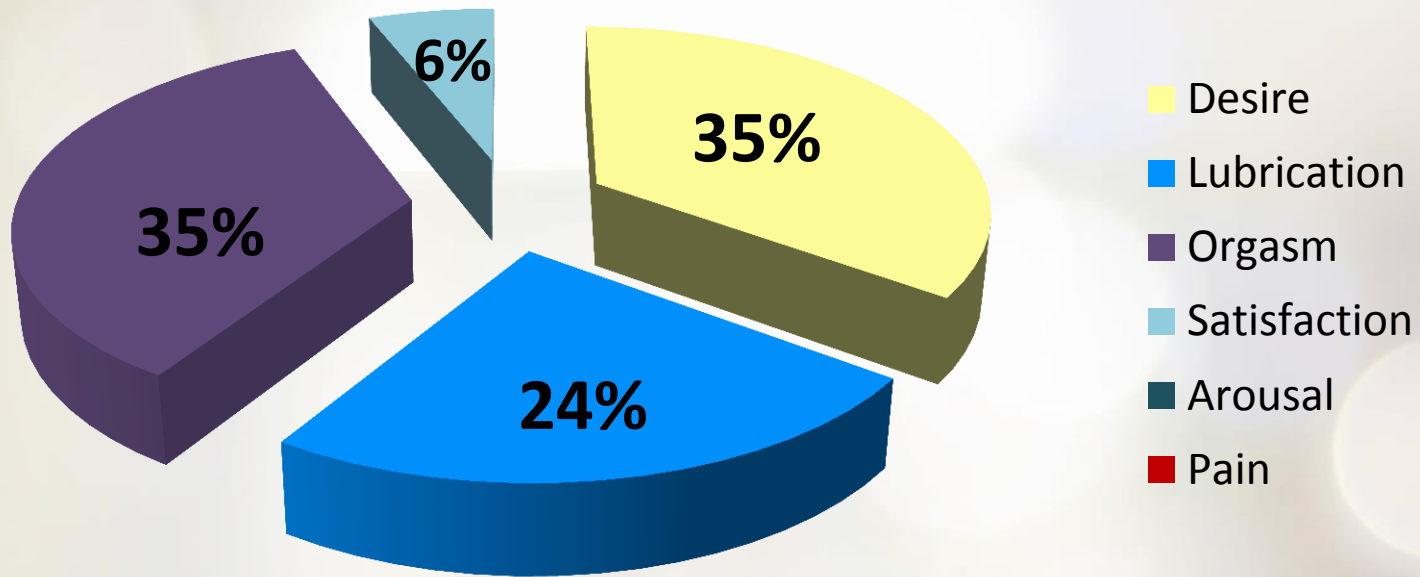


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## Using The FSFI Survey, “What Are The Concerns?”



\* These percentages reflect the lowest FSFI Survey satisfaction scores.

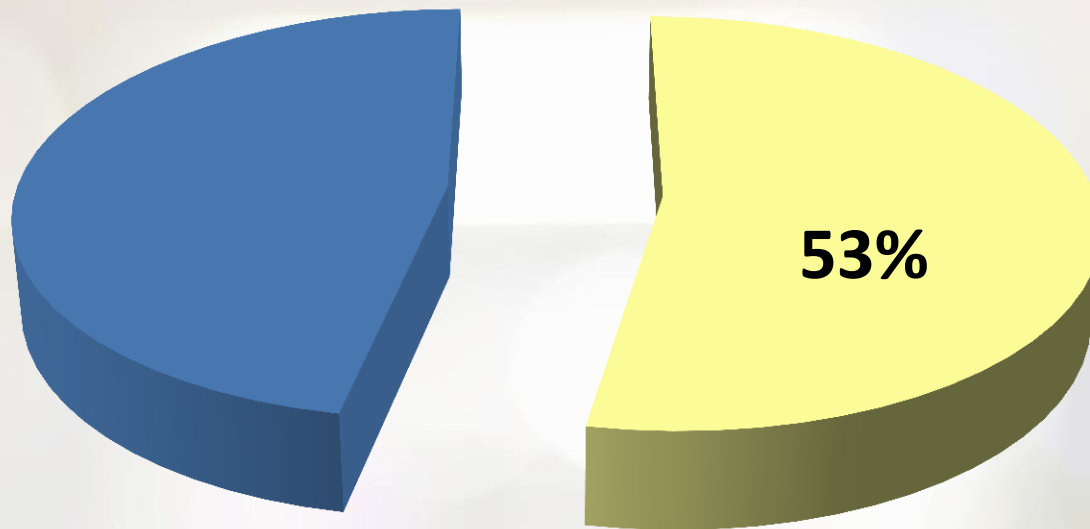


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**A Score  $\leq 26.55$  Is Classified As Female Sexual Dysfunction (FSD)**



**\*53% of our patients scored below 26.55 on the basis of FSFI Survey qualifying as having female sexual dysfunction.**



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## Example of One Patient's Score

### Pre-Treatment

<b>Desire</b>	<b>2.4</b>
<b>Arousal</b>	<b>3</b>
<b>Lubrication</b>	<b>3.6</b>
<b>Orgasm</b>	<b>2.4</b>
<b>Satisfaction</b>	<b>3.2</b>
<b>Pain</b>	<b>5.2</b>

**Score= 19.8 FSD: YES**

### Post One Treatment

<b>Desire</b>	<b>4.2</b>
<b>Arousal</b>	<b>4.8</b>
<b>Lubrication</b>	<b>5.7</b>
<b>Orgasm</b>	<b>5.2</b>
<b>Satisfaction</b>	<b>6</b>
<b>Pain</b>	<b>6</b>

**Score= 31.9 FSD: NO**



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## Summary: Why Are Women Choosing ThermiVa™?

- Although 53% of the surveyed patients indicated clinically significant low FSFI scores, only 45% verbalized that as one of their reasons for seeking ThermiVa™ at the time of initial consult.
- Only 20% of our patients indicated they were choosing ThermiVa™ for improvement in visual appearance.
- Where as 70% of patients choose ThermiVa™ for incontinence and function, not cosmetic visual appearance.



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**“ThermiRF is proving to be the most versatile and effective thermal energy platform that I have ever used.”**

**-Douglas Key, MD**

