

Pioneering Care: Embracing Innovation in Your Practice

In a world brimming with technology, the healthcare landscape is ripe for innovation that can transform patient care in ways previously unimagined. Visionaries like Steve Jobs and Henry Ford didn't wait for demand, they anticipated needs and innovated to meet them before they were expressed. This philosophy is not just limited to the technology and automotive industries. It is equally applicable to healthcare, particularly within your practice.



True innovation often lies in delivering beyond the known desires of your patients.

The Visionary's Insight

Steve Jobs once said, "Some people say, 'Give the customers what they want.' But that's not my approach. Our job is to figure out what they're going to want before they do." Decades earlier, Henry Ford said, "If I would have asked people what they wanted, they would have said faster horses." These statements underline a profound truth: True innovation often lies in delivering beyond the known desires of your patients, venturing into solutions they have yet to consider.

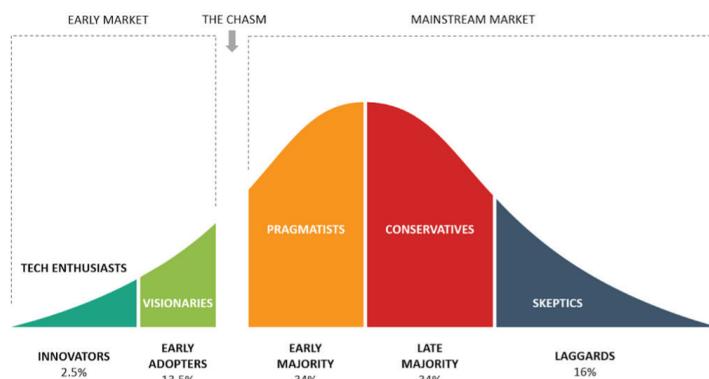
Softwave: The Vanguard of Patient Care

Enter Softwave, a beacon of progress in treatment offerings. It's not just another method. It's a paradigm shift similar to the leap from horse-drawn carriages to automobiles. This technology harnesses the power of non-invasive electrohydraulic shockwaves to address both acute and chronic pain, wounds and urological conditions transcending traditional care with groundbreaking solutions.

Why Softwave? A Competitive Edge

In a field where patients are increasingly knowledgeable and options are many, standing out is paramount. Softwave offers that edge. It differentiates your practice, marking it as "that place" of innovation. With this technology, you're not just following trends, you are setting them, offering treatments that patients today don't know they will need tomorrow.

Leading the Healthcare Tech Wave



The Technology Adoption Life Cycle model illustrates the journey from early adopters to the general public. Early adopters make up 13.5% of the population and are crucial in validating new technologies. By incorporating Softwave into your practice, you position yourself among these pioneers, enhancing your reputation and demonstrating leadership in healthcare innovation.

Self-reflection: Where Do You Stand?

Consider your approach to new technologies. Ask yourself:

- How quickly do you integrate new technologies into your practice?
- What is your reaction to hearing about a new healthcare innovation?
- Do you influence your peers' decisions on adopting new technologies?

Whether you're a trailblazer or a cautious observer, Softwave accommodates both mindsets, offering solutions to enhance your practice's efficiency and patient care.

Research Backing Innovation

Studies have shown that early adoption of technology² can significantly improve patient outcomes and satisfaction. Incorporating advanced methods like SoftWave not only showcases a commitment to excellence but can also streamline processes and elevate the level of care provided. But it's a win-win for everyone. "The convergence of health care and technology offers physicians a wide range of opportunities to amplify their influence beyond conventional patient care," says Ted A. James, MD, MHCM, FACS.³

Early Adoption Benefits

Dr. Martin O'Malley, an orthopedic surgeon at the Hospital for Special Surgery and team physician for the Brooklyn Nets, New York Giants, and USA Basketball, first acquired the OrthoGold device in 2014. Initially starting with one unit, the compelling results and growing demand led him to add another. He incorporates this electrohydraulic shockwave technology into his daily practice and regards the OrthoGold as the most user-friendly and effective compared to other devices on the market.

The Inevitable Evolution

The integration of Softwave into your practice is not a question of 'if' but 'when.' One report⁴ cites "creativity, innovation, enterprise and an ability to embrace and lead change will need to be fostered." As a practitioner, understanding your position in the innovation curve is vital. With Softwave, you have the opportunity to lead, to offer something so impactful that your patients will celebrate and share the care they receive. It's time to consider not just what your patients need now, but what they will benefit from in the future, and take the steps to provide it.

So, as we explore the frontiers of healthcare, ask yourself, are you merely riding the wave, or are you at the helm, steering towards the future of chiropractic care? Softwave isn't just for early adopters. It's a consideration for every practitioner aiming for excellence. After all, in the race for innovation, it's not just about keeping up—it's about leading the way.

SoftWave OrthoGold, UroGold and DermaGold is the only ESWT electrohydraulic true shockwave device with a broad and deep therapeutic zone for superior outcomes. To learn more, go to www.softwavetr.com.

¹The 5 Customer Segments of Technology Adoption; <https://ondigitalmarketing.com/learn/odm/foundations/5-customer-segments-technology-adoption/>

²Acceptance and Resistance of New Digital Technologies in Medicine: Qualitative Study; Monitoring Editor: Nicola Kuter Reviewed by Lingling Zhang and Krzysztof Goniewicz Sabur Safi, MSc,#1 Thomas Thiessen, Prof. Dr.,2 and Kurt JG Schmailzl, Prof. Dr.med. habil. Dr.phil.1 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6299231/>

³Physicians at the Forefront of Health Care Technology Innovation; Ted A. James, MD, MHCM, FACS September 22, 2023; <https://postgraduateeducation.hms.harvard.edu/trends-medicine/physicians-forefront-health-care-technology-innovation>

⁴Doctors need retraining to keep up with technological change; Lauren Vogel; CMAJ. 2018 Jul 30; 190(30): E920. doi: 10.1503/cmaj.109-5637; <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6066402/>



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