

## What is ESWT?

Shock wave therapy was originally developed by Dornier MedTech to break up kidney stones nearly a quarter of a century ago. Since then, physicians discovered that extracorporeal shock wave therapy (ESWT) could benefit people with soft tissue and bone injuries.

The Dornier EPOS Ultra was FDA Class 3 approved for ESWT and the treatment of chronic plantar fasciitis. Other similar tendinopathy treatments now safely and effectively treated by ESWT are Achilles tendonitis, tennis elbow (lateral epicondylitis), shoulder tendonitis, patellar tendonitis, and plantar fasciia arch pain, among others.

The procedure benefits patients because their condition can be treated extracorporeally, meaning outside of the body. Even better, because the treatment is non-surgical and non-invasive, you can bypass many of the costs and risks of surgery.

What makes Excellence Shock Wave Therapy stand out is our commitment to our patients and expertise in the technology. We built our reputation and our company around compassion and a solid belief in the continuous advancement of the treatment and patient education. We feel it is important that all of our patients feel comfortable, cared for, and informed about the options available to them and the benefits they will receive through ESWT treatment.



## Extracorporeal Shock Wave Therapy:

A Non-Invasive Breakthrough Solution for Stubborn Foot, Shoulder and Elbow Pain

At Excellence Shock Wave Therapy, we are obsessed with helping people conquer pain. We know how frustrating it is when you have tried everything from multiple steroid injections to medications, splints, braces, strapping, taping and/or special shoe inserts; and nothing works to ease the pain. Every person we treat has been there!

Extracorporeal shock wave therapy (ESWT) is the non-invasive solution for conditions not helped by anti-inflammatory or immobilization devices. There are no surgical risks and there is no downtime. Just proven, effective pain relief. The answer you have been seeking is here.

We understand how debilitating chronic pain is. That is why we walk you through the treatment process informing you and answering your questions every step of the way.

Excellence Shock Wave Therapy is a Dornier Center of Excellence due to our commitment to exceptional patient service and physician training. We were the first to offer high energy office-based extracorporeal shock wave therapy in the United States, and have performed thousands of ESWT procedures since 2000. We have physicians located in Pennsylvania, Delaware, New York, New Jersey, Washington D.C. and Maryland.

Excellence Shock Wave Therapy accepts many insurance plans and offers payment plans to those patients who do not have insurance coverage for treatment.



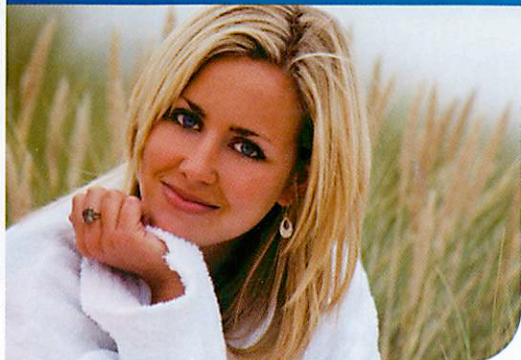
## Relaxing, Comfortable and Convenient Treatment

During your ESWT treatment, you lie back and rest the area to be treated on a soft, water-filled membrane. To ensure your complete comfort, we use a local anesthesia on the treatment area. The technician will make sure you remain relaxed throughout the procedure. The technician uses an ultrasound scan to view and target the damaged location. During the treatment, you will hear a repetitive clicking sound.

The Excellence Shock Wave Therapy Mobile Treatment Center is as luxurious as it is convenient. You can read, watch television, enjoy a refreshment and relax while you receive your treatment. We do everything we can to make your experience as enjoyable as possible. In some cases your treatment will be scheduled in the doctor's office.

We are obsessed with providing a safe, comfortable, convenient treatment and do everything in our power to follow through with you to cure your pain. Excellence is not simply our name, it is our promise.





## How Does ESWT Work?

ESWT is one of the few medical technologies that performs best on people with chronic conditions that did not respond to conservative traditional therapy. ESWT accelerates the body's own healing process in a number of ways:

- Through a process called cavitation, ESWT stimulates fibroblast and tenocyte production. Fibroblast or tenocyte cells make up your body's connective tissues such as tendons and the fascia.
- ESWT diminishes pain by over-stimulating the nerves that send pain sensations to the brain.
- The procedure can break down pathological calcification deposits (also known as spurs). Depending upon your condition, this may or may not be the goal, but an interesting by-product. In all cases, ESWT is targeted at the condition that caused the spur, not the spur itself.

## When Should I Consider ESWT?

If you have had your condition for more than six months and have tried three conservative therapies with no results, do not wait any longer to seek help. It is natural to procrastinate, but not a good idea for tendonosis conditions, since continuously using degenerative tendon tissue can cause further damage.



For example, every time that you feel pain when you place weight on your heel or lift something with your arm, it is because you are pulling against the tendon fibers. When the condition progresses to a rupture, ESWT is no longer an option and you will have no treatment alternative but to have invasive surgery.

Additionally, if left untreated, you can experience new problems. With heel pain in your foot you may naturally compensate by walking on your toes or limping to protect yourself from pain. These abnormal movements will, in time, cause strain to your knees, hips and lower back and, even worse, may result in the same condition in the other foot. Compensation issues occur whenever you have chronic pain left untreated.

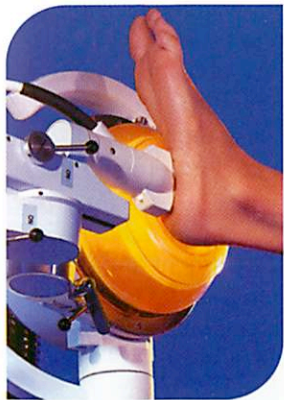


## How is ESWT Different?

If tendonitis does not resolve by itself, oftentimes the help of treatments such as strapping, physical therapy, anti-inflammatory medications or cortisone injections assist in reducing the pain. When the condition is new it is called acute tendonitis. Acute tendonitis is an inflammation of the tendon. All of the treatments used at this stage are meant to rest the area or deal with the inflammation.

Those who do not get better in the "acute" phase have what is called chronic tendonosis. The difference between tendonosis and tendonitis is simple. Tendonitis is inflammation. Tendonosis is damaged tissue and is degenerative. You can use steroid injections repeatedly with no result if the problem has gone beyond inflammation. Surgery used to be the only option for tendonosis. ESWT treats tendonosis because ESWT forces the damaged tendon to heal.

Most important, those patients who have been inappropriately trying to treat inflammation are left to suffer in pain. Left untreated, a damaged tendon can get progressively worse and cause further biomechanical damage to other areas of the body from limping or improperly lifting. We see many patients who suffer back, hip or other pain as a direct result of the damaged tendon in their foot, arm or shoulder.



## What Kind of Recovery Can I Expect?

ESWT forces your body to create new tissue cells in the damaged area. Expect gradual healing to take place over days, weeks or months. Though not typical, some have mild soreness or bruising after treatment. Some people experience no more pain from day one. Most will have noticeable to significant improvement by the thirteenth week.

A second treatment after sixteen weeks may be necessary in approximately 20% of patients. As it took time to create the injury, healing also takes time. Total healing of the affected area can take up to one year.



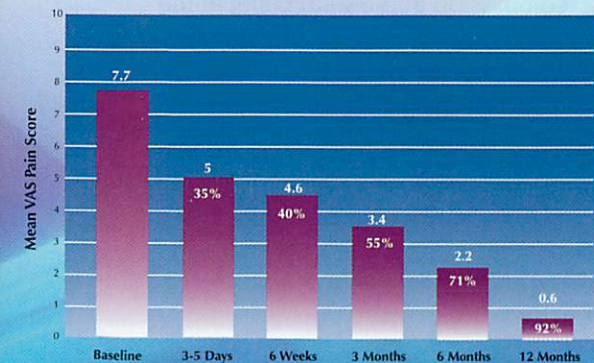
The best thing about ESWT is that unlike surgery, you avoid getting worse before getting better. You do not need to plan lengthy time off from work or your life for painful post-procedure recovery.

## How Effective is ESWT?

Our own experience and the FDA ESWT study using our treatment protocol shows an overwhelming success rate. In the study, a group of 150 patients was asked to rate their pain level on a scale of 1 to 10. The average pain level before treatment was 7.7.

After receiving one ESWT treatment, the patients were asked one year later to rate their pain level again on a scale of 1 to 10. The patients who reported had an average pain score post-ESWT of 0.6. This is a 92% reduction in pain and a much higher rate of success than any non-surgical or surgical procedure. More importantly, ESWT is very safe.

### One Year FDA Follow-Up Results Chronic Plantar Fasciitis





## How Do I Know ESWT is Right for Me?

Your certified Excellence Shock Wave Therapy practitioner will perform a thorough examination and order any necessary diagnostic tests to determine the proper course of treatment for your condition. The goal of Excellence Shock Wave Therapy is to provide the best possible treatment for your pain.



## Enjoying Your Pain-Free Life

There is no reason to live in pain any longer. Find out how ESWT is the non-invasive breakthrough solution for stubborn foot, shoulder and elbow pain that can help restore your active, pain-free life.

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To

Excellence Shock Wave Therapy:  
The Leader in Non-Invasive Pain Relief  
Making Your Pain Obsolete  
Is Our Obsession



### ESWT Cures:

- Plantar Fasciitis (Heel Spurs)
- Achilles Tendonitis
- Tennis Elbow
- Shoulder Tendonitis

**ESWT** **EXCELLENCE**  
Shock Wave Therapy  
*Making your pain obsolete is our obsession*