

CRYOMED CASE STUDY: THE HARLEY CLINIC

PURCHASING THE RIGHT EQUIPMENT FOR A GROWING BUSINESS CAN BE A CHALLENGE. WITH CRYOMED'S DEDICATION TO EDUCATION AND SUPPORT, YOU CAN GET THE MOST FOR YOUR PRACTICE AND YOUR PATIENTS.



WHY CRYOMED?

Philosophy

Cryomed's mission is to provide innovative, affordable and quality products that are supported in all facets of your business.

Extensive device range

Cryomed's full range of equipment and technology supports every business, from the start-up to the most seasoned aesthetic practitioner.

Quality

Building on valuable medical experience, Cryomed aims to deliver products that change the landscape of the aesthetic industry and allow clinics to operate with world-class safety and reliability.

Expert training

With a diverse range of trainers including seasoned industry experts and nurses, Cryomed offers a wealth of information gained from years of hands-on experience in patient assessment and after-care management, ensuring your clients receive the professionalism they demand.

Marketing support

Working with marketing experts, Cryomed provides its clients with information-rich and attention-grabbing marketing material. Online and in-house social media managers are also available.

Qualified service engineers

Cryomed engineers, trained on-site with Cryomed partners and suppliers in Korea, the USA and Israel are the foundation of the ANZ market. Cryomed clients not only benefit from clinical knowledge, but also from trusted technical support for the duration of your device's life.

Flexible payment options

Cryomed strives to ensure that businesses of any size can afford to have premier medical-grade systems in their clinic that are suitable to their budget.

‘We have exclusive relationships with premium device manufacturers globally and we’re fully trained to best support these devices. Our experienced medical staff are on hand to train clinics to optimise device use and efficacy – good news for patients, as well as the clinic’s reputation and profitability.’

– **Josh Locker**, Founder and Managing Director of Cryomed Aesthetics

Recognising the need for advanced technology and informed customer support, Cryomed has become a trusted provider of aesthetic healthcare devices in Australia and New Zealand, and a world-leader in education and training.

With a range of devices supporting treatments as diverse as cryolipolysis, robotic hair transplantation, tattoo removal and non-surgical blepharoplasty, Cryomed offers all the equipment and resources doctors need to deliver predictable and reproducible clinical results, which in turn allows them to build successful and profitable businesses with satisfied patients.

The company is dedicated to delivering products that ‘look, feel and work’ effectively, producing next-level outcomes and experiences for all involved.

The Harley Clinic

Operating from locations in Melbourne, Sydney and Brisbane, The Harley Clinic offers a variety of non-invasive cosmetic treatments including non-surgical fat reduction, cosmetic injectables and growth factor therapy.

The Harley Clinic currently uses Cooltech, Ultraformer and LPL (LED pulsed light), all of which are distributed by Cryomed who has worked with the clinic to expand its cosmetic offerings.

‘These treatments are popular with our clients and form part of our regenerative and anti-ageing approach,’ explains Robyn Weisinger, National Operations Manager at the Australian Cosmetic Group of which The Harley Clinic is a part.

‘We were attracted to Cryomed because of their wide range of equipment and product offerings.

Most importantly, we want our clients to have access to TGA approved fat freezing technology (Cooltech) as well as skin tightening technology (Ultraformer). Unlike many other technology companies, Cryomed has a significant product offering so we didn’t need to look at other providers for the technology we were looking for. Importantly, they offer state-based training. We have locations in Victoria, Queensland and New South Wales and all of our team has been trained at these locations.’

‘Cryomed have offered excellent training and development for our team and we have been happy with our partnership with them,’ Robyn continues. ‘Earlier this year, we started a more rigorous push into the aesthetics market and they have been easily accessible, not just for product training but staff development too. They have a well-

established marketing calendar and are always looking to support us in this way.

‘Cryomed has an excellent team of trainers. We wanted trainers that could help us grow and develop the business, not just a focus on sales. Like us, they are all about the client journey. We also know that Cryomed offers great quality technology that delivers great outcomes for our clients, which is the most important thing to us.’

‘I’m in constant contact with world-leading innovators as they plan the next developments in aesthetic medical care,’ says Cryomed founder Josh Locker. ‘I’m excited about what I see, and for what it means for clinical practice in Australia. This is a great industry to be part of, because we really do make a difference to people’s lives.’

For enquiries, call 1300 346 448 or visit www.cryomed.com.au