

CEO PROFILE

Guiding Light

Turtzo and Anodyne Therapy pave the way for infrared technology.

BY KELLY GRAHAM

In the business of infrared therapy systems, technology is vital. But to be successful, a company must provide outstanding customer service.

Customer service is the driving philosophy behind Craig Turtzo's management style. As president and CEO of Anodyne Therapy LLC, Turtzo's top priority is to ensure that clinicians and patients are satisfied with the product and results it provides. "Our whole organization is based on customer satisfaction, as opposed to just being a technology driven company," he says.

Technology gave the company its start. In 1994, Dale Bertwell developed Anodyne technology, an infrared photo therapy system, to help increase circulation and reduce pain. Professional and home systems were designed to facilitate treatment of conditions that benefit from enhanced blood flow and reduced pain.

In the beginning, Anodyne's inventors didn't have much experience in the medical marketplace, so they concentrated on technology, Turtzo says. The company's focus changed when Turtzo took over.

Turtzo, a former attorney with 25 years of experience in medical manufacturing and distribution, was impressed by the clinical outcomes of patients being treated with Anodyne technology. He looked at the product's clinical results, the available patents and marketing potential and decided that Anodyne was a good business opportunity. He moved forward and acquired the manufacturing and distribution rights. At the time, the company had three employees and had sold 200 units over 7 years.

In 2002, Turtzo established Anodyne Therapy LLC with the intention of expanding the reach of the company's technology. Though infrared therapy has been used internationally for years, it's less established in the United States because the American medical system tends to rely on pharmacological or surgical interventions. Turtzo felt the best way to meet

his goal was to redirect Anodyne's focus from technology to customers and patients.

Anodyne Therapy considers itself a service, not just a product, Turtzo says. In addition to selling systems to health care professionals, the company provides training for its products that includes information about length of treatments, device settings and therapy pad placement.

Customers receive marketing support so local physicians are aware of the technology. Clinicians are also updated about matters that may affect the business in the areas of reimbursement, treatment and marketing opportunities.

Turtzo sees his role at Anodyne as a visionary and leader who can guide the company in the right direction. He considers employees as important as customers, and works to ensure that staff members fit into the organization's goals so they can share in its success. "I try to instill the company's goals in each employee, and empower them to achieve those goals," he says.

Anodyne maintains a free flow of information to its employees and routinely shares sales and financial information with them. For Anodyne, satisfied employees generate satisfied customers, says Turtzo.

Today, Anodyne's system has been prescribed by more than 10,000 physicians, and

there are 4,300 Anodyne care centers in hospitals, universities, home health agencies, skilled nursing facilities, physician offices and therapy clinics. In addition, 15 studies examining the product's clinical efficacy with more than 5,000 patients have been published or accepted for publication in medical journals.

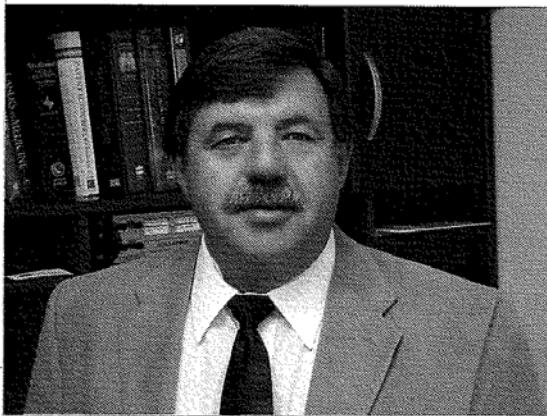
"Clinical research will continue to be the cornerstone upon which future acceptance of infrared will be predicated in the United States and abroad," Turtzo says.

The company has already received ISO certification, and distribution and sales are in place in the Pacific Rim, Australia, Canada, Central America and the Middle East. The company is seeing a strong reception from clinicians in these countries who haven't had access to similar tools. Distribution in Europe begins this year.

Turtzo feels that these expansion efforts and the continued growth of the company will solidify Anodyne and infrared technology as a legitimate medical intervention. ■

Customer service is the main philosophy behind the management style of Anodyne CEO Craig Turtzo.

Courtesy/Anodyne Therapy LLC



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