SoftWave®

The SoftWave Guide to Shockwave Therapy

Because you deserve the truth.

Cut through the confusion, separate truth from hype, and learn why SoftWave is the proven choice for better outcomes and practice growth.



The Truth About Shockwave

Shockwave therapy is no longer on the fringe —
it's proven, guideline-backed, and in demand.

BUT SUCCESS HAS BROUGHT SOMETHING DANGEROUS: CONFUSION.



The market is being flooded with companies selling devices that are not true shockwaves at all. They spin language and twist marketing into something that looks credible but isn't. Providers are left with half-truths, exaggerated claims, and the risk of making a decision that hurts their patients, their reputation, and their bottom line.

That's why this guide exists.
Because you deserve the truth.

SoftWave is the only true electrohydraulic, broad-focused shockwave technology. Not radial. Not acoustic. Not marketing spin disguised as science.

Real shockwaves.
Real outcomes.
Real healing.

This guide will show you what's fact and what's fiction, and why the right decision matters now more than ever.

10 QUESTIONS TO ASK
BEFORE You Purchase

Before you choose a shockwave device, ask these 10 questions. These questions cut through the marketing noise and expose the truth about what you're really buying.



PROOF & LEGITIMACY

1. Is it FDA Class II cleared or only "registered"?

Registered ≠ cleared. Class I devices are legally considered therapeutic massagers, limited to "temporary relief of minor pain." True Class II clearance means the device has been reviewed for safety and effectiveness in medical applications.

SoftWave is FDA-cleared Class II for multiple indications beyond pain, including connective tissue activation, circulation, burns, and diabetic ulcers.

2. Does it generate a true shockwave or just a pressure wave?

Radial/acoustic devices produce mechanical pulses that are not true shockwaves. They lack depth, require more sessions, and often mislead buyers by using the wrong terminology.

SoftWave produces a plasma-driven, electrohydraulic shockwave that travels supersonically — the only true broad-focused shockwave.

TECHNOLOGY & OUTCOMES

3. What type of shockwave technology is it?

Electrohydraulic, electromagnetic, piezo, or radial? Each produces a different wave. Only electrohydraulic creates a spherical wave with therapeutic volume — the most clinically validated design.

SoftWave is the only electrohydraulic device with a patented broad-focused reflector.

4. How broad is the treatment zone?

A narrow focal point means more shocks, longer treatments, and higher discomfort.
A broad-focused field activates more tissue with fewer shocks, faster recovery, and better tolerance.

SoftWave covers more tissue per pulse, delivering faster outcomes with less discomfort.

5. What published research exists with this device?

Claims are meaningless without data. Look for peer-reviewed studies, guideline inclusion, and registry outcomes with the actual device in question.

SoftWave is supported by global guidelines, ISMST recognition, and the largest outcomes registry in regenerative medicine.

10 QUESTIONS TO ASK (cont'd)
BEFORE You Purchase



COST & PRACTICALITY

6. What is the true cost per treatment?

Beyond the purchase price, factor in consumables, downtime, and labor. Devices requiring more shocks and sessions drive up costs.

SoftWave delivers results with fewer shocks, fewer sessions, and lower labor costs — making it the most cost-effective.

7. How is training delivered?

Some companies require travel and extra fees, offering minimal protocol guidance. Training is often limited to device operation, not patient outcomes.

SoftWave includes on-site onboarding, indication-specific protocols, and ongoing online training for your entire team.

8. What does maintenance look like?

Complex water changes, manual degassing, and wrench-based part swaps add risk and downtime — even electrocution hazards in poorly designed systems.

SoftWave's closed-loop system, auto-degas, and SmartTrode® electrodes ensure safe, simple, and reliable operation.

PATIENT & MARKET PROOF

9. What do patients actually experience?

Comfort drives compliance. Narrow focal devices often cause pain. Patients should feel comfortable, even relieved, during treatment.

SoftWave's flexible membrane adapts to anatomy, ensuring comfort and providing real-time diagnostic feedback.

10. Who is already using this technology?

If respected institutions and teams won't use it, why should you? Adoption is the strongest proof of trust.

SoftWave is trusted by Mayo Clinic, Cleveland Clinic, and pro teams across the NFL, NBA, MLB, PGA, and more.

The Cost of Choosing the Wrong Device

When you choose based on marketing spin instead of medical truth, the cost isn't just financial — it's your reputation and your patients' trust.

When providers choose **devices that aren't true shockwaves**, they face:

- **More sessions for less result** → frustrated patients
- **Narrow treatment zones** → missed opportunities
- **Uncomfortable treatments** → poor compliance
- **Weak evidence** → reputational risk
- More expenses → less profit

The upfront savings are quickly erased by lost trust, lost patients, and lost revenue — that's the truth competitors don't tell you.

7 Red Flags that Signal a Risky Device



These red flags appear when companies sell spin instead of science. Spotting them is how you protect your patients, your practice, and the truth.

1. **Only "FDA Registered" — not Class II Cleared**
   Registered ≠ cleared. Without Class II clearance, the FDA classifies it as a therapeutic massager, not a medical shockwave device.

2. **Marketed as "Acoustic Wave" or "Pressure Wave"**
   If they avoid the word "shockwave," it's because it isn't one. Radial/acoustic waves are not true shockwaves.

3. **No Published Research With Their Device**
   If they can't point to studies or registry data, outcomes are unproven.

4. **Small Focal Spot or High Shocks Needed**
   Devices that require pinpoint accuracy or excessive shocks per treatment are less effective and more uncomfortable.

5. **High Maintenance / Overseas Service**
   If you need to ship overseas for repairs or deal with daily upkeep, downtime will hurt your practice and patients.

6. **New or Unknown Company**
   If they've only been around a few years, ask: will they be here for long-term support and innovation?

7. **Too Good to Be True Pricing**
   Cheaper imports often lack patents, evidence, or safe design — costing you more in the long run.



If you notice even one of these red flags, pause. The wrong decision doesn't just waste money — it risks patient outcomes and is a breach of trust between you and your patients..

Shockwave Therapy: A Proven, Non-Invasive Solution

Shockwave therapy (ESWT, or Extracorporeal Shockwave Therapy) has its origins in lithotripsy, the medical technology developed in the 1980s to break up kidney stones using high-intensity shockwaves.

Over time, researchers discovered that lower-intensity shockwaves could be used safely to stimulate tissue regeneration and healing rather than destruction. This breakthrough opened the door to modern regenerative applications in orthopedics, wound care, sports medicine, urology, and beyond.

Today, ESWT has been shown to be effective across a wide range of conditions — from chronic pain and musculoskeletal injuries to wound healing and tissue regeneration.

It's a one-stop solution that helps practices expand treatment options, reduce referrals, and deliver the outcomes patients are searching for.



The truth is, decades of research and clinical use back ESWT. Patients trust providers who choose devices rooted in this evidence — not marketing shortcuts.

Shockwave Therapy

KEY BENEFITS

Stimulates Regeneration →

Activates biologic healing through mechanotransduction, triggering angiogenesis, tissue repair, and long-term recovery.



Non-Opioid Solution →

Provides pain relief and functional improvement without addictive medications or dependency risks. Helps practices align with today's demand for safe, drug-free options.



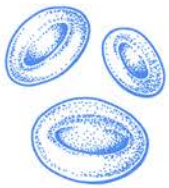
Non-Invasive Care →

Delivers results without surgery, needles, or downtime. Patients can return to daily activities immediately, making compliance and satisfaction significantly higher.



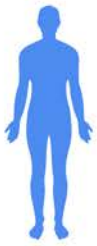
Engineered for Healing at the Cellular Level →

Low-intensity, broad-focused shockwaves stimulate growth factors, stem cell recruitment, and improved circulation — all at the cellular level — creating an environment for natural, sustainable repair.



Versatile Clinical Applications →

Effective across multiple specialties: musculoskeletal injuries, wound care, sports medicine, podiatry, urology, and more. A single device broadens your treatment capabilities while reducing referrals.

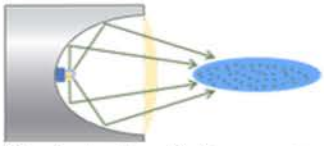


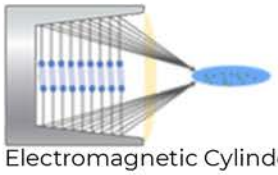
These are the benefits patients can rely on — when the device is a true shockwave.

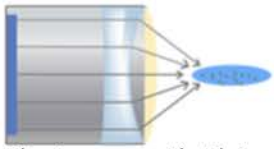
What Is Shockwave Therapy?

At its core, shockwave therapy uses acoustic energy to stimulate the body's natural healing processes. But here's where truth and marketing part ways: not all devices that claim to be "shockwaves" actually are. Radial and acoustic waves are not shockwaves — no matter how they're marketed — and that difference determines whether patients get real healing or just clever spin.


Electrohydraulic, Broad-Focused


Electrohydraulic, Focused


Electromagnetic Cylinder


Electromagnetic Flat


Piezoelectric


Radial Pressure Wave

The technologies you'll see on the market:

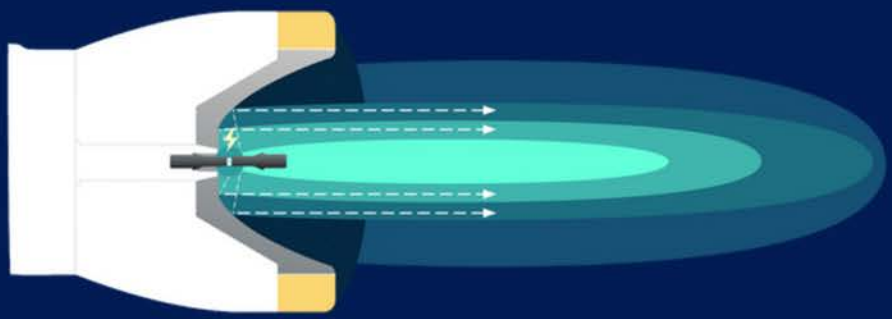
Electrohydraulic devices –
The original and most clinically validated technology. Among these, **SoftWave is the only broad-focused**, plasma-driven system, delivering a larger therapeutic volume, consistent energy, and superior patient tolerance.

Electromagnetic and piezoelectric devices –
Create narrow focal points. Can work in limited areas but have smaller treatment zones and higher discomfort.

Radial devices –
Actually ballistic pressure waves, not shockwaves. Limited penetration, require more sessions, often less effective.

Truth: Radial and acoustic waves are not shockwaves — no matter how they're marketed.

Not all "shockwaves" are created equal.



Only SoftWave combines electrohydraulic physics with a patented broad-focus reflector, covering more tissue, activating more healing, and requiring fewer sessions.

Electrohydraulic Electrohydraulic Piezoelectric Electromagnetic Electromagnetic Radial Pressure

SoftWave is Designed for Better Outcomes

SoftWave's distinction isn't just that it's electrohydraulic — it's that it's **broad-focused and plasma-powered.**

Broad-Focused Energy Field

Instead of targeting a tiny focal spot, SoftWave activates a larger tissue volume with every pulse. **The result: deeper biologic activation, faster healing, and fewer sessions required.**

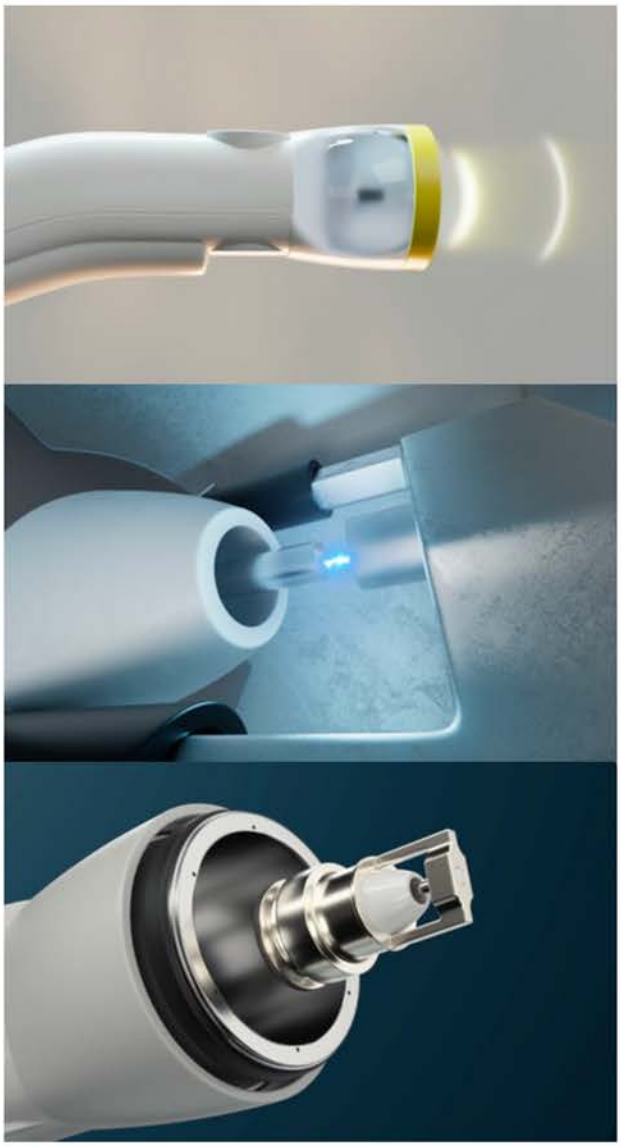
Plasma-Driven Precision

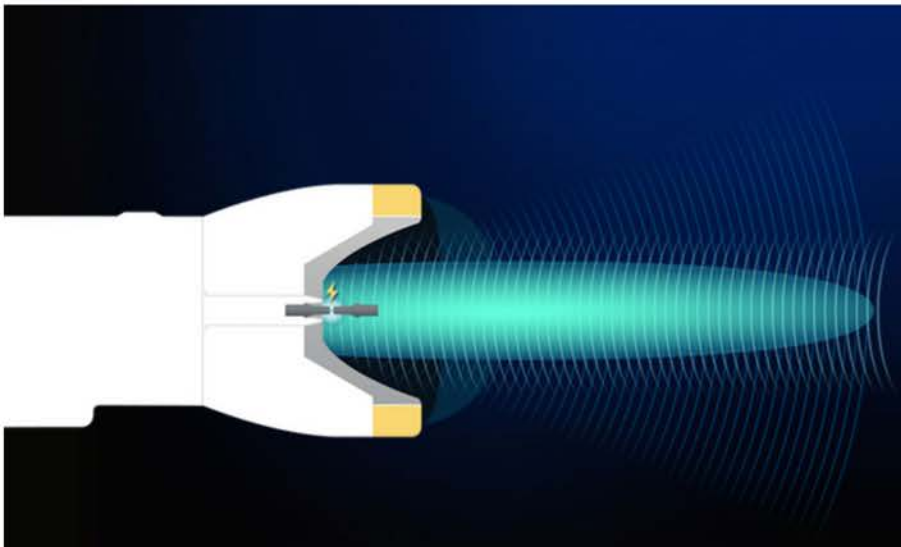
Each pulse is created by a spark-initiated plasma discharge. That means a true shockwave from the very first pulse — powerful, consistent, and biologically active.

SmartTrode® Electrodes

Patented self-adjusting electrodes maintain wave quality automatically, ensuring every treatment is steady, reliable, and repeatable.

Every design choice was made to deliver not just better outcomes, but trustworthy, predictable results you and your patients can depend on.





Patented Reflector Design

Elliptical + parabolic geometry ensures deep, parallel waves that activate more tissue with less discomfort.

Trusted, Respected and Used by the World's Top Institutions & Organizations

FDA Clearances & Global Recognition

SoftWave is FDA-cleared for multiple indications beyond "pain only". It is also recognized by the ISMST (International Society for Medical Shockwave Therapy) as a legitimate shockwave device.

FDA Clearances

Increase in local blood circulation
Activation of connective tissue
Treatment of second-degree burns
Treatment of chronic diabetic foot ulcers
Relief of minor muscle aches and pains

Why this matters:

SoftWave's multiple FDA clearances prove it has been rigorously tested — so you and your patients can trust both its safety and its outcomes.



SoftWave should be a part of your regenerative medicine and pain management. It's really effective for your patients. From plantar fasciitis and tendinitis to stress fractures for bone healing, it works. And, it's a more comfortable option that patients appreciate.

Dr. Martin O'Malley Orthopedic Surgeon at HSS | Team Orthopedist for the Brooklyn Nets and NY Giants treating hundreds of professional athletes with SoftWave

Trusted by top clinics and the world's leading teams — SoftWave is the shockwave leader.

UPMC LIFE CHANGING MEDICINE
Piedmont
UCLA Health
UCI Health
MAYO CLINIC
Northwestern Medicine
Jefferson Thomas Jefferson University HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

What This Means for Patients



Comfortable & Well Tolerated

SoftWave's broad-focused energy avoids the sharp pain common with narrow focal devices. The flexible membrane adapts to the body's contours, delivering consistent energy with less discomfort. Patients often feel relief during treatment — and they shouldn't have to suffer through painful therapies disguised as "advanced shockwave." Comfort is part of the truth in healing.



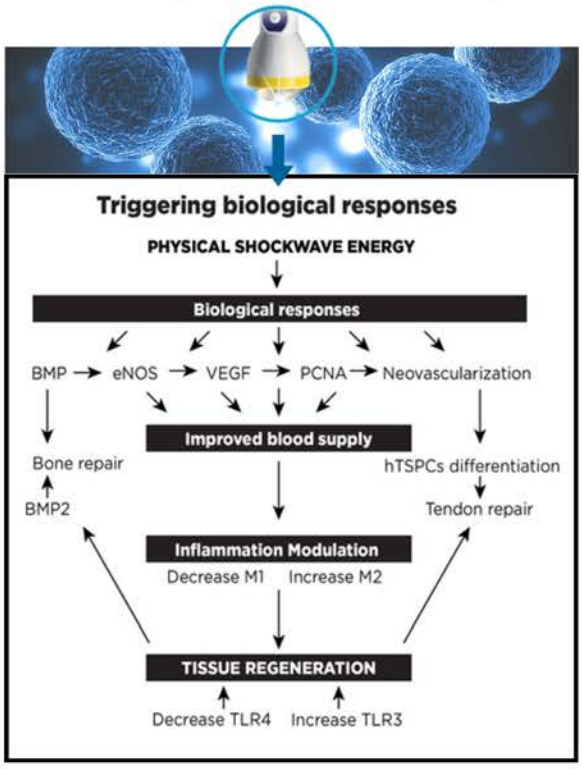
Diagnostic Feedback

Patients can identify areas of pain in real time, enabling clinicians to target treatment more precisely — and building confidence and trust with patients.

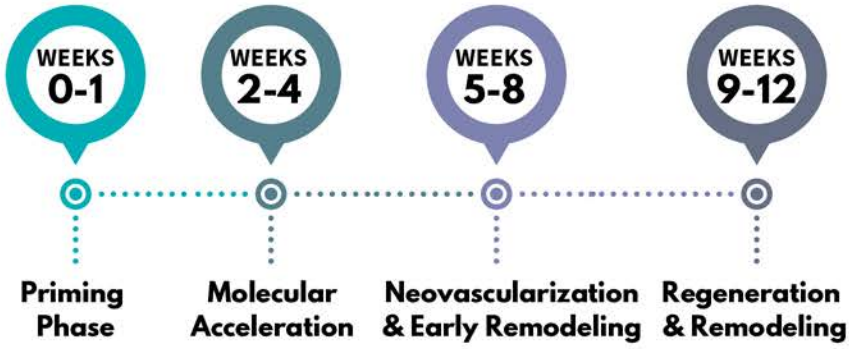


True Regeneration

Unlike treatments that mask symptoms, SoftWave activates angiogenesis, growth factor release, and tissue repair. Healing unfolds over weeks, with lasting outcomes.



Tissue Regeneration Timeline



What This Means for Your Practice

Efficiency

Treatments are fast and easy to delegate. Assistants can run the therapy, freeing provider time without sacrificing results.

Would freeing up more of your time — without sacrificing outcomes — change how your practice runs?

Reputation

Offering the same technology trusted by elite medical centers and pro athletes positions your practice as a leader. Part of reputation is honesty — patients trust you to choose proven technologies, not devices that only look good in marketing.

Do your patients expect you to provide the highest quality treatments? With SoftWave, you can confidently say yes.

Profitability

With a cash-pay model and minimal consumables, SoftWave offers one of the strongest ROI opportunities in regenerative medicine. True long-term profitability comes not just from revenue, but from being trusted as a provider who invests in proven care.

Are you maximizing every treatment minute to deliver both better outcomes and stronger revenue?

Future-Proof Growth

As guidelines expand and patients seek non-invasive care and will to self-pay, SoftWave ensures you're offering what's clinically validated and in demand.

Will your current technology keep you competitive as patient expectations evolve — or will you be left behind?



Why SoftWave Delivers More for Less

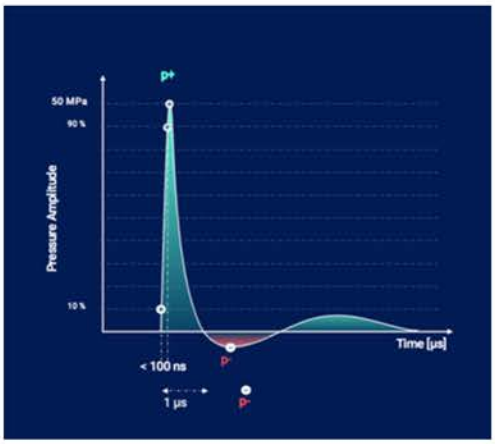
Technology Cost vs. Treatment Value

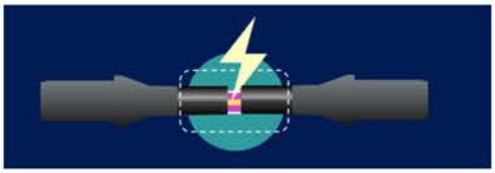
- Requires fewer shocks per session
- Reduces total number of treatments per patient
- Faster improvement and recovery
- Less provider time required → lower labor costs

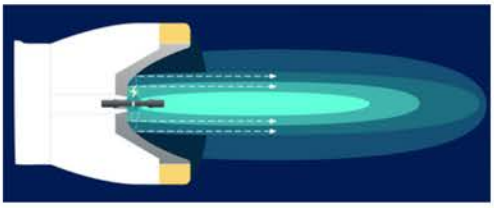
THE RESULT =

SoftWave is the most cost-effective shockwave technology available.

THE SOFTWAVE ADVANTAGE







The Best Device on the Market

Only true electrohydraulic broad-focused shockwave

Largest treatment volume → faster, better outcomes

Plasma-driven, consistent energy → real biologic activation

FDA-cleared → credibility you can trust

Proven in the real world → registry data, published research, and leading institutions confirm results

SoftWave®

PROVIDER BONUSES

Get Data Driven Marketing and Research Support →
Benefit from SoftWave's collaboration with **DataBiologics** collecting real-world data

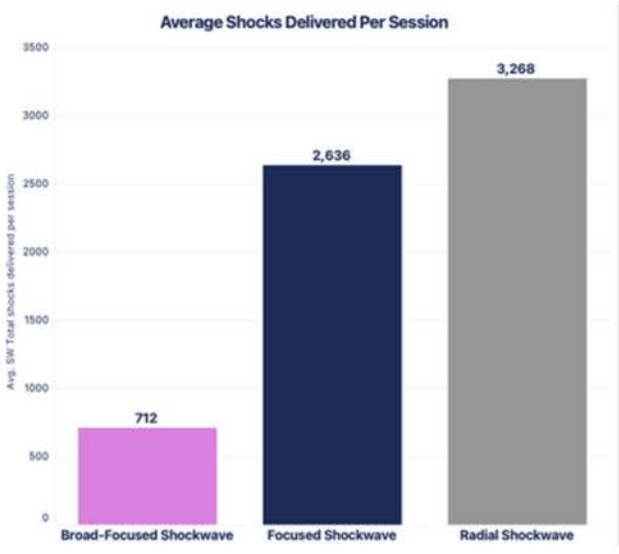
DataBiologics

At-your-site training →
Hands-on onboarding for your team so everyone feels confident from day one.

Ongoing online education →
Access to updated protocols, training modules, and clinical best practices.

Marketing support →
Marketing resources, clinic directory listing, and patient education tools to help expand reach.

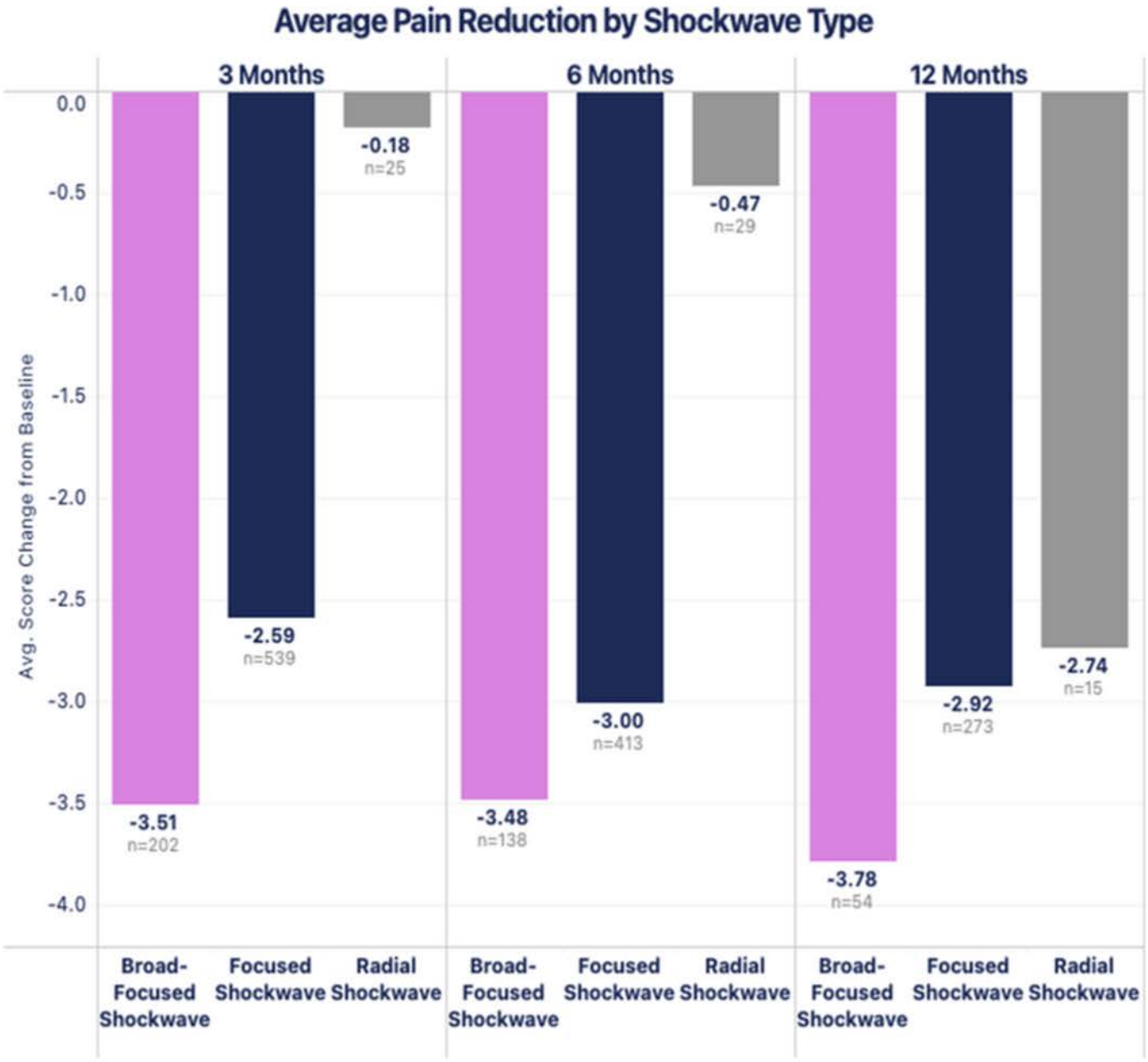
LESS SHOCKS PER SESSION



LATEST RESEARCH SHOWS
FEWER SHOCKS. GREATER, LASTING OUTCOMES.

Patients treated with SoftWave experienced **greater pain reduction at 3, 6, and 12 months** — even starting with higher baseline pain.

Better outcomes with fewer shocks per session.



DataBiologics AUG 2025

Safe Zone vs Risk Zone

Few companies are transparent about energy levels — and that's dangerous.

The Right Energy Matters. ***It's the difference between healing and harm.***

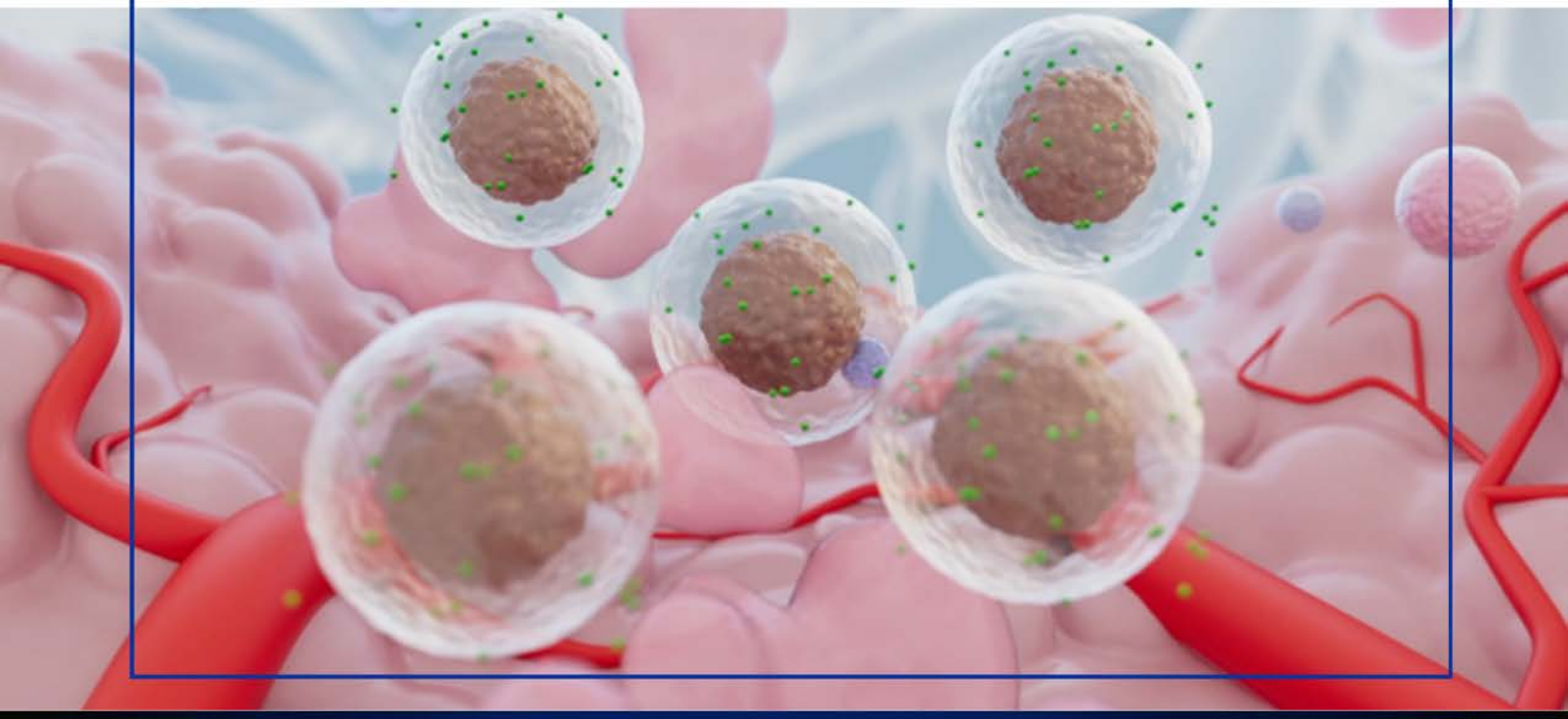
Not all shockwave devices operate in the safe, regenerative zone. Many use more energy than necessary, which can cause cellular damage along with regeneration. That's not efficient — and it puts patients at risk.

- **Above 0.22 mJ/mm² →** Considered catabolic, leading to cellular damage.
- **At or below 0.18 mJ/mm² →** The safe, anabolic zone that promotes healing without trauma.

SoftWave Advantage

Its electrohydraulic design consistently delivers energy in the regenerative range, maximizing outcomes while protecting tissue. With SoftWave, you can deliver safe, consistent results your patients and practice can trust.

The truth is simple: safe regeneration requires precision, not brute force.



Design Impacts Safety

Inferior engineering doesn't just affect results — it creates real safety concerns. Some devices require daily water changes, manual degassing, or even wrenches to replace parts — leading to electrical hazards and, in some reported cases, life-threatening accidents.



SoftWave's Built-In Safety Features:

- **Closed-loop water system** → No manual refills, no risk of contamination or shocks.
- **Auto-degas technology** → Reliable shockwaves every time, no daily prep.
- **SmartTrode® electrodes** → Self-adjusting for consistent wave quality, minimal maintenance.
- **Simple & Safe Setup** → Daily use requires no complex cleaning or risky part swaps.





Risk Assessment & Evaluation

When evaluating any shockwave device, ask:

- ☐ Does it operate in the proven regenerative energy zone?
- ☐ Can it maintain energy output safely and consistently?
- ☐ Does its design minimize maintenance risks and electrical hazards?
- ☐ Is service and support readily available in the U.S.?

☑ **SoftWave checks every box.**

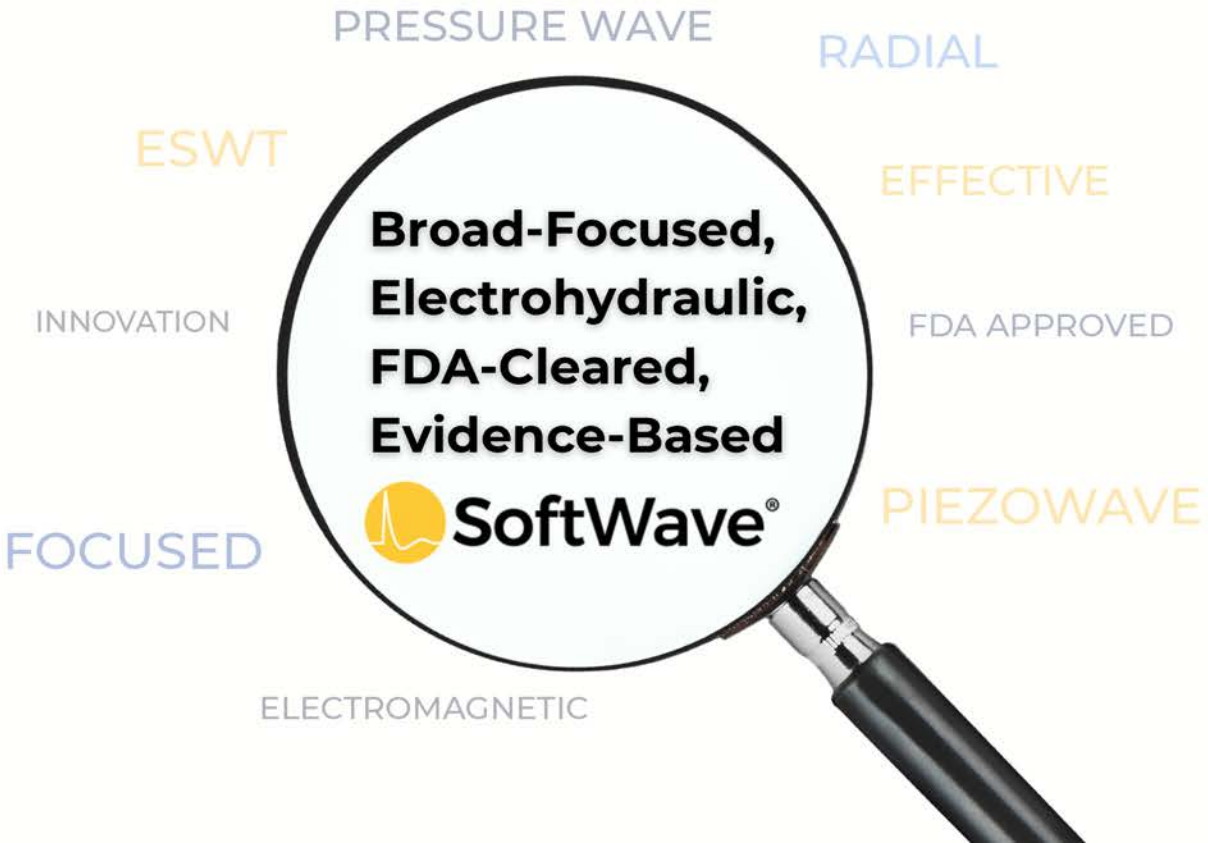
Confusion Ends Where Facts Begin

Shockwave therapy is powerful, but the marketplace is noisy. With so many companies making claims, it's easy to feel uncertain about what's real. The truth is simple: when you look past the marketing and focus on physics, evidence, and outcomes, **SoftWave stands apart as the only true electrohydraulic broad-focused shockwave**.

Your decision doesn't have to be risky. **When you choose based on facts** — FDA clearances, published research, treatment volume, patient outcomes, and real-world adoption — the choice becomes clear.

SoftWave isn't just another device. It's the **proven standard trusted by leading institutions, pro sports teams, and providers worldwide**.

When you're informed, you can make a confident decision that benefits your patients, protects your reputation, and grows your practice.



SoftWave®

The Truth in Shockwave

**Because in the end, the truth matters —
to your patients, to your reputation,
and to the future of your practice.**



Pioneering Shockwave Since 2004. Trusted Worldwide.

Learn more at
www.softwavetrt.com

CHECKLIST

10 Questions Every Provider Should Ask Before Choosing a Shockwave Device

- [ ] **1. FDA Clearance**
  Is it Class II cleared for medical indications or at least Class I?

- [ ] **2. True Shockwave or Pressure Wave?**
  Does it generate electrohydraulic, electromagnetic, or piezoelectric shockwaves — or only radial pressure waves?

- [ ] **3. Treatment Zone**
  How broad is the energy field? Does it activate more tissue with fewer sessions, or just a pinpoint focal spot?

- [ ] **4. Clinical Evidence**
  What published studies or registry data exist specifically with this device?

- [ ] **5. Cost of Care**
  What's the true cost per treatment, including consumables, maintenance, labor, and downtime — and how do lower labor requirements translate into higher ROI?

- [ ] **6. Training & Support**
  Do they provide on-site training for your whole team, or do you have to travel and pay extra?

- [ ] **7. Service & Maintenance**
  Is there a U.S.-based service center, and how simple is daily upkeep?

- [ ] **8. Track Record & Innovation**
  How long has the company been in business, and what patents or innovations back the technology?

- [ ] **9. Patient Experience**
  Is treatment comfortable and well-tolerated, and does it provide real-time diagnostic feedback?

- [ ] **10. Trusted by Leaders**
  Who is already using it — top institutions, pro teams, respected peers?

If a company can't answer these questions with confidence, evidence, and transparency — it's not a device worth trusting.