



SHOCKWAVE THERAPY

BUYER'S GUIDE

Evidence-Based Insights for Choosing the Right Shockwave System

A MedCOR Clinical Solutions Resource



Clinical Technology. Practical Guidance. Smarter Investment.

Chiropractic • Orthopedics • Rehabilitation
Equipment & Supplies

Contents

A practical guide to evaluating shockwave technology, clinical fit, and financial considerations.

01 Introduction	3
A practical, evidence-based approach to shockwave therapy	
02 Questions to Ask Before Buying	4
Seven questions to clarify clinical fit, workflow, and investment	
03 What the Research Actually Shows	6
Evidence, indications, and the factors that drive outcomes	
04 The Clear Realities About Shockwave Systems	7
What truly differs between systems - and what does not	
05 Shockwave Systems Comparison	8
Technology options, business models, and investment differences	
06 Return on Investment Overview	9
Understanding cost, treatment revenue, and break-even volume	
07 Final Thoughts	10
Aligning technology with your patients, workflow, and business	

ABOUT THIS GUIDE

This guide was created to help clinicians separate meaningful clinical and financial considerations from marketing noise. It is designed as an educational resource for evaluating shockwave therapy in the context of real-world practice.

Introduction

A Practical, Evidence-Based Approach to Shockwave Therapy

Choosing a shockwave system has become more complex in recent years. With a growing number of technologies, price points, and bundled offerings in the market, it can be difficult to separate meaningful clinical differences from marketing noise.

This guide was created to provide a clear, practical perspective grounded in clinical experience and real-world implementation. The goal is simple: help clinicians evaluate shockwave therapy in a way that aligns with both patient outcomes and the realities of running a practice.

Shockwave therapy is a proven and increasingly popular treatment option across musculoskeletal care. As more systems enter the market, clinics are faced with a wide range of technologies, price points, and business models.

THE PURPOSE OF THIS GUIDE

To help clinicians make a clear, informed, and financially sound decision based on clinical evidence and real-world practice considerations.

A Practical Starting Point

The best buying decision begins with the clinic - not the device. Patient population, treatment goals, workflow, expected utilization, and financial expectations should define what technology makes sense.

MedCOR Clinical Solutions is based in Maine and has worked alongside rehabilitation and chiropractic providers for decades. Our focus is straightforward: education, thoughtful guidance, responsive support, and solutions that make sense for the clinics we serve.

Questions to Ask Before Buying a Shockwave System

Before anyone buys a shockwave system, these are the questions we recommend asking.

If these questions cannot be clearly answered, that tells an important part of the story.

1. What Clinical Conditions Do I Want to Treat?

Shockwave therapy is commonly used for:

- Plantar fasciitis
- Achilles tendinopathy
- Lateral epicondylitis
- Patellar tendinopathy
- Calcific shoulder tendinitis

START WITH YOUR PATIENT POPULATION

Start with the conditions you treat and the patients you see most often - not the device.

2. Do I Need Radial, Focused, or Both?

Radial Shockwave	Focused Shockwave
Broad energy dispersion	Concentrated energy delivery
Effective for superficial conditions	Can target deeper structures
Lower capital investment	Higher capital investment

Both are clinically effective when used appropriately.

3. What Evidence Supports the Technology?

Shockwave therapy is well-supported in the literature. However, the research supports the therapy - not a specific brand. Focus on protocols, indications, and expected outcomes rather than marketing claims.

Questions to Ask Before Buying

4. What Is the Total Investment?

Typical ranges:

System Type	Typical Investment
Radial	~\$10K - \$30K
Focused	~\$40K - \$80K
Bundled systems	~\$70K - \$120K+

Understand exactly what you're paying for.

5. How Will This Fit Into My Workflow?

Consider who delivers treatment, time per session, integration into care plans, and outcome tracking. Implementation matters more than equipment.

6. What Is the Expected ROI?

Typical treatment pricing may fall around **\$80-\$200 per treatment**, with **3-6 visits per case**. That can translate to approximately **\$400-\$1,000 in revenue per patient**. Work backward from your expected volume and pricing.

7. Am I Buying a Device - or a Business Program?

Some vendors bundle marketing systems and patient acquisition programs with the equipment. Make sure you understand what is equipment, what is marketing, and what is optional.

TAKEAWAY

The right system aligns with your clinical goals, patient population, workflow, and financial expectations.

What the Research Actually Shows

Shockwave therapy is supported by a strong and growing body of clinical evidence.

Evidence-Supported Conditions

- Plantar fasciitis
- Lateral epicondylitis
- Calcific shoulder tendinopathy
- Achilles tendinopathy
- Patellar tendinopathy

Shockwave can be especially useful in chronic cases that have not responded to conservative care.

What Drives Outcomes

Clinical success depends primarily on:

- Patient selection
- Energy dosage and parameters
- Treatment frequency
- Clinician experience

Radial vs Focused: Both Are Valid

Radial	Focused
Broader energy distribution	More concentrated energy delivery
Generally more superficial	Can target deeper structures
Widely used and clinically effective	Widely used and clinically effective

Where Shockwave Fits Clinically

Shockwave is often introduced when patients plateau with exercise therapy, manual therapy, activity modification, or bracing.

KEY EVIDENCE-BASED INSIGHT

There is no widely accepted peer-reviewed evidence showing superior clinical outcomes from any specific shockwave brand when comparable parameters are used.

Bottom line: Shockwave therapy works. Results are driven by clinical application, not brand selection.

The Clear Realities About Shockwave Systems

This is where most confusion - and marketing noise - exists. Let's simplify it.

What Actually Matters

Question	Reality
Does shockwave work?	Yes
Is one brand clinically superior?	No evidence supports that
What affects outcomes?	How it's used
What differs between systems?	Cost, technology, and business model

Investment Reality

System Type	Investment	What You're Buying
Radial	~\$10K-\$30K	Proven therapy
Focused	~\$40K-\$80K	Deeper targeting
Bundled systems	~\$70K-\$120K+	Device + marketing

Clinical outcomes: Similar Financial investment: Very different

What Clinics Should Really Be Asking

Not: “Which brand is best?”

Instead: “What system fits my clinical model and ROI expectations?”

THE REAL TAKEAWAY

Shockwave is a strong clinical tool. The real decision is not about brand - it's about investment versus return.

Shockwave Systems Comparison

Clinical technology vs. marketing-driven platforms

Category	MedCOR Portfolio	SoftWave	StemWave
Device Types	Radial + Focused	Focused	Focused
Manufacturers	Multiple	Single	Single
Flexibility	High	Limited	Limited
Evidence	Same body of research	Same	Same
Brand Superiority Evidence	None	None	None
Marketing Program	Optional	Heavy	Heavy
Investment	~\$10K-\$80K	~\$70K-\$120K+	~\$60K-\$100K+
Best Fit	ROI-focused clinics	Marketing-driven clinics	Marketing-driven clinics

The Key Difference

MedCOR Approach	Marketing-Driven Approach
Multiple technology options	Single device
Investment scaled to practice	Higher investment
Focus on clinical outcomes and ROI	Bundled marketing systems

DECISION LENS

Compare the technology, total investment, support model, and expected utilization - not simply the brand name.

Return on Investment Overview

Understanding cost versus revenue potential

ROI Perspective

A shockwave system should be evaluated as both a clinical tool and a capital investment. The simplest way to frame the decision is to estimate how many patient cases are required to recover the equipment cost.

Equipment Investment	Approx. Patients to Break Even*
\$20K	~40-50
\$50K	~100-120
\$100K	~200-250

*Assumes approximately \$500 per patient case.

Work Backward From Your Practice

Typical treatment pricing may range from **\$80-\$200 per treatment**, with approximately **3-6 visits per case**. Revenue per patient may therefore be roughly **\$400-\$1,000**.

Your actual ROI depends on treatment pricing, case volume, utilization, financing costs, staffing, and how consistently the technology is integrated into care.

A MORE USEFUL ROI QUESTION

Rather than asking only, "What does the device cost?" ask, "How many appropriate patients do I realistically expect to treat each month, and what does that mean for break-even time?"

Investment vs. Return

Two systems may provide access to the same therapeutic category while requiring very different levels of capital. That makes the relationship between clinical fit, utilization, and total investment a central part of the buying decision.

Final Thoughts

Aligning technology with clinical and business goals

At this point, you know that shockwave therapy is a valuable and evidence-supported treatment.

The most important decision is not:

“Which system is the best?”

The more useful question is:

**“Which system makes the most sense for my patients,
my workflow, and my business?”**

A SOUND BUYING DECISION

Start with clinical goals. Understand the technology. Evaluate the evidence. Know the full investment. Model realistic utilization. Then choose the system that fits the practice.

MedCOR Clinical Solutions

Our approach is to help practices evaluate options across technologies and price points, with a focus on practical implementation, education, responsive support, and long-term value.

Clinical Equipment. Practical Support.

MedCOR Clinical Solutions supports chiropractic, orthopedic, rehabilitation, and other healthcare practices with clinical equipment, technology, and supplies.

Our Portfolio Includes

Clinic Modalities	Tables & Treatment	Practice Equipment
Electrotherapy & Ultrasound	Chiropractic Tables	Adjustment Tools
Class IV & Lower-Power Laser	Therapy / Hi-Lo Tables	Strength & Cardio Equipment
Radial & Focused Shockwave	Flexion-Distraction Tables	Clinic Supplies
	Traction & Decompression Tables	

LOOKING FOR SOMETHING DIFFERENT?

Our portfolio extends beyond the categories shown here. Contact MedCOR Clinical Solutions for help identifying equipment that fits your clinical needs and budget.

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This guide is intended for educational use and general purchasing guidance. Product availability, pricing, and specifications may change.

NOTES

Notes & Questions

Use this page to capture questions, clinical considerations, pricing notes, or follow-up items as you compare systems.

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