

Building a Unified Growth Strategy: From Local Actions to International Impact

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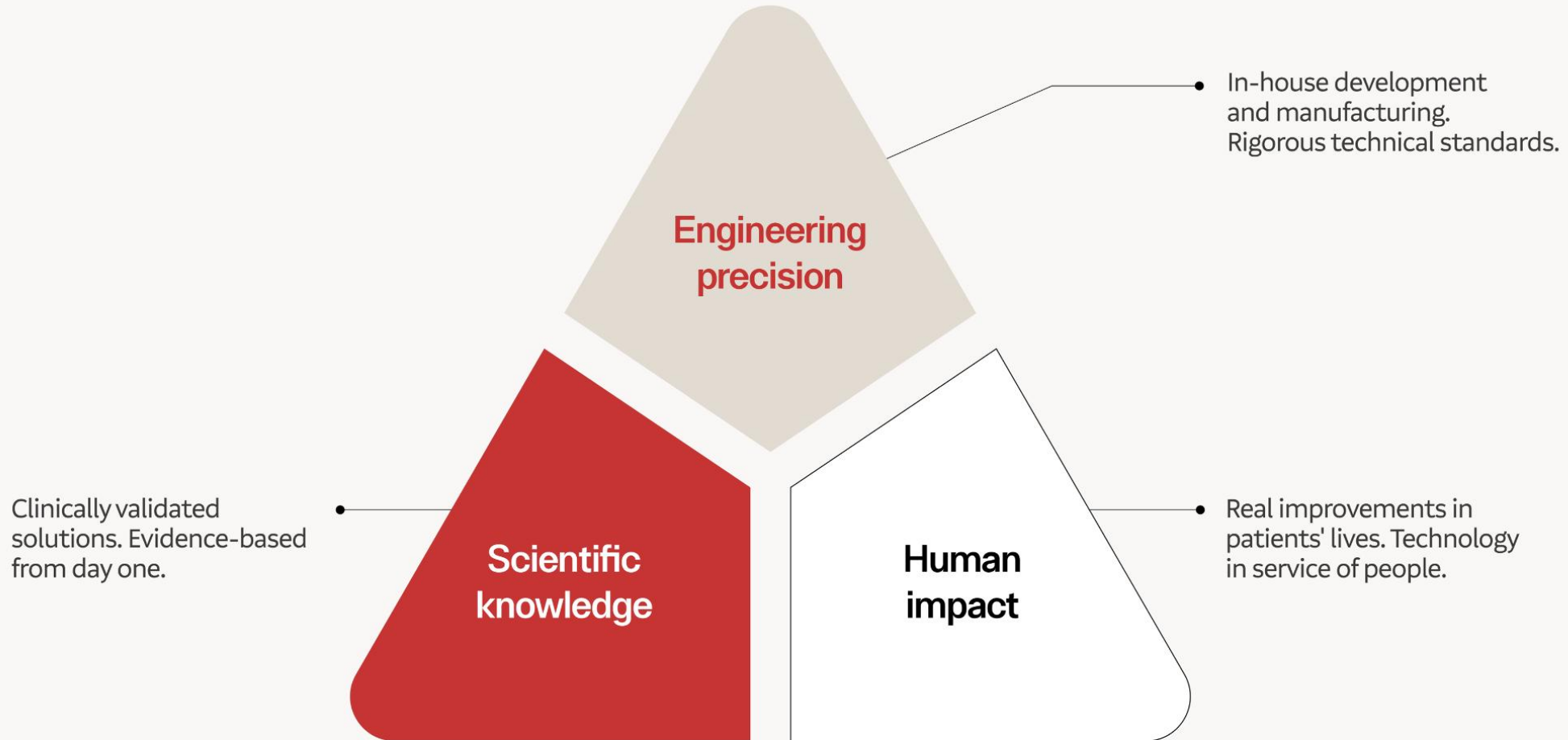








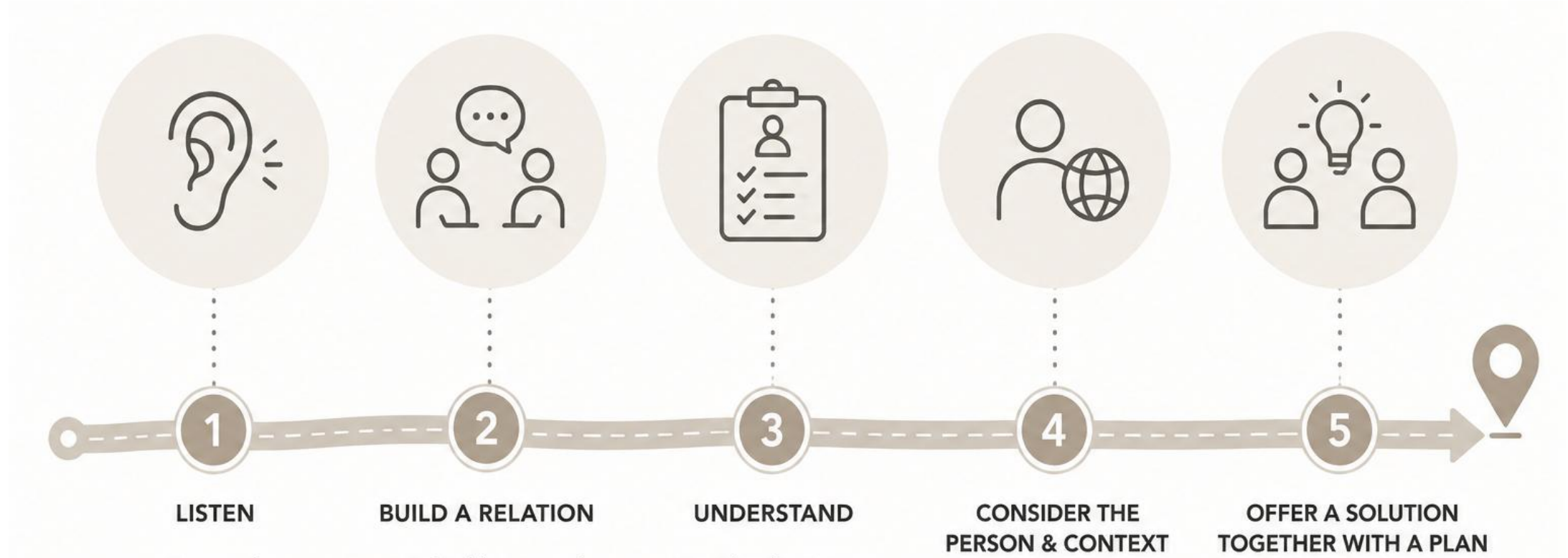
Clinical background



Clinical Knowledge = Value

Sales processes & Market development

We don't start with the solution...



**Knowing what doesn't work,
is just as valuable as knowing what does.**



A way of working that could be
Repeated. Adapted. Scaled.



Team growing...



- Paula Suárez Rodríguez
- Physiotherapist in Pelvic Health
- CEO Project Supro, Digital Marketing Strategy



- Estudio 109, Argentina
- Strategic Brand & Marketing Studio for Health, Science & Tech Innovators

- Commercial and marketing team.



FMS

Where Are We Now?

Are we in the right place and moment?



A clear direction has emerged.

Supported by global data and research.



4 Key Trends



1. Longevity & Regeneration



What does **longevity** really mean?

- *Traditionally, it meant living longer– but today, it's about something more important.*



Longevity is about **healthspan**.

Not just adding years to life... but adding quality to those years.

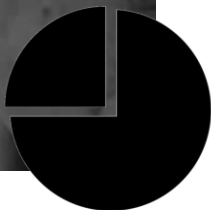
Living longer with function, independence, and feeling well.



Why is this so relevant now?



World Health
Organization



By 2030, 1 in 6 people in the world will be aged 60 years or over. At this time the share of the population aged 60 years and over will increase from 1 billion in 2020 to 1.4 billion. By 2050, the world's population of people aged 60 years and older will double (2.1 billion). The number of persons aged 80 years or older is expected to triple between 2020 and 2050 to reach 426 million.



**The key point is not just aging.
It's how people are aging.**

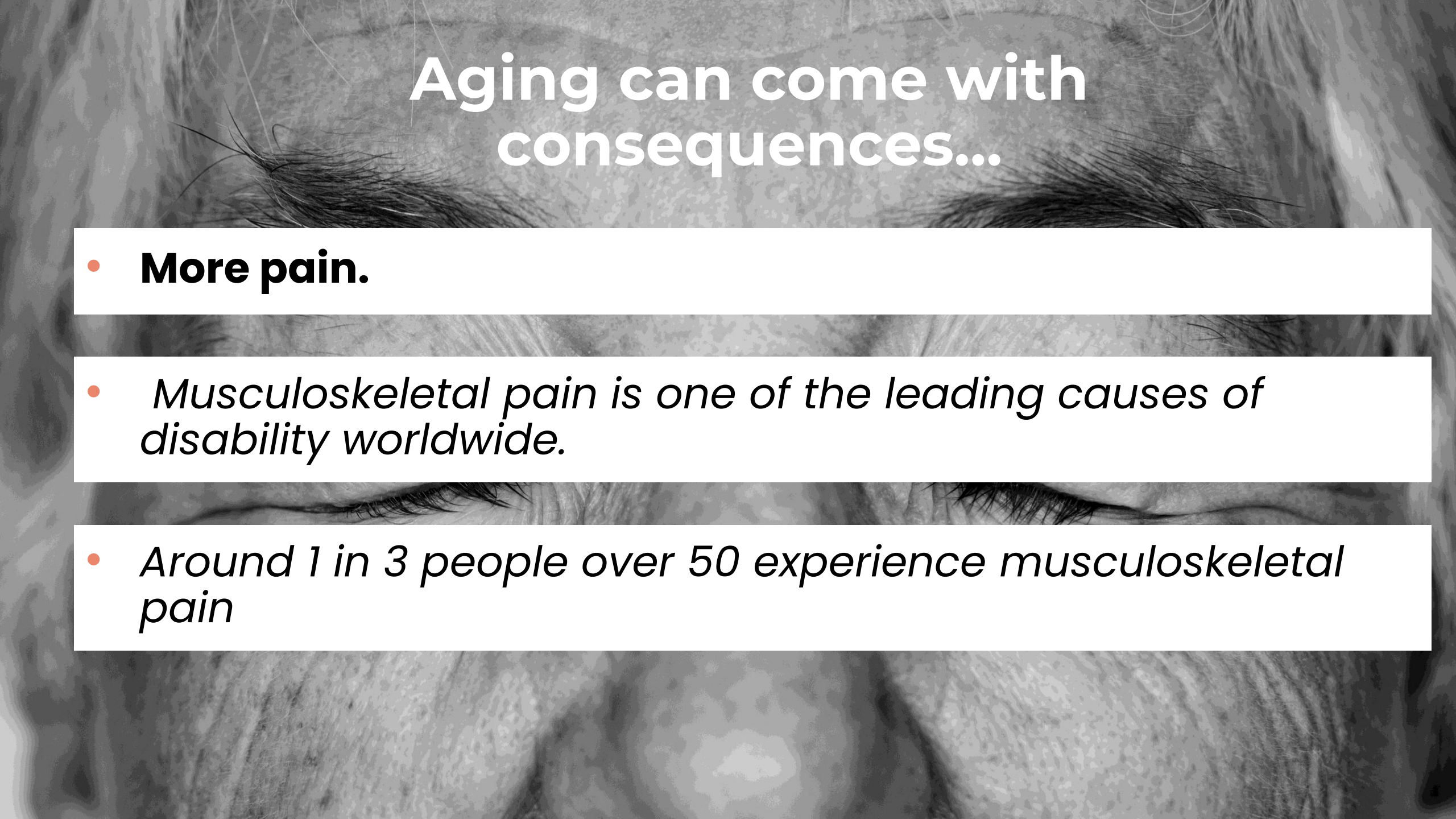
**Aging can come with
consequences...**



A black and white close-up photograph of an elderly person's face. The person's eyes are closed, and their skin is heavily wrinkled, particularly around the eyes and forehead. The lighting is soft, highlighting the texture of the skin.

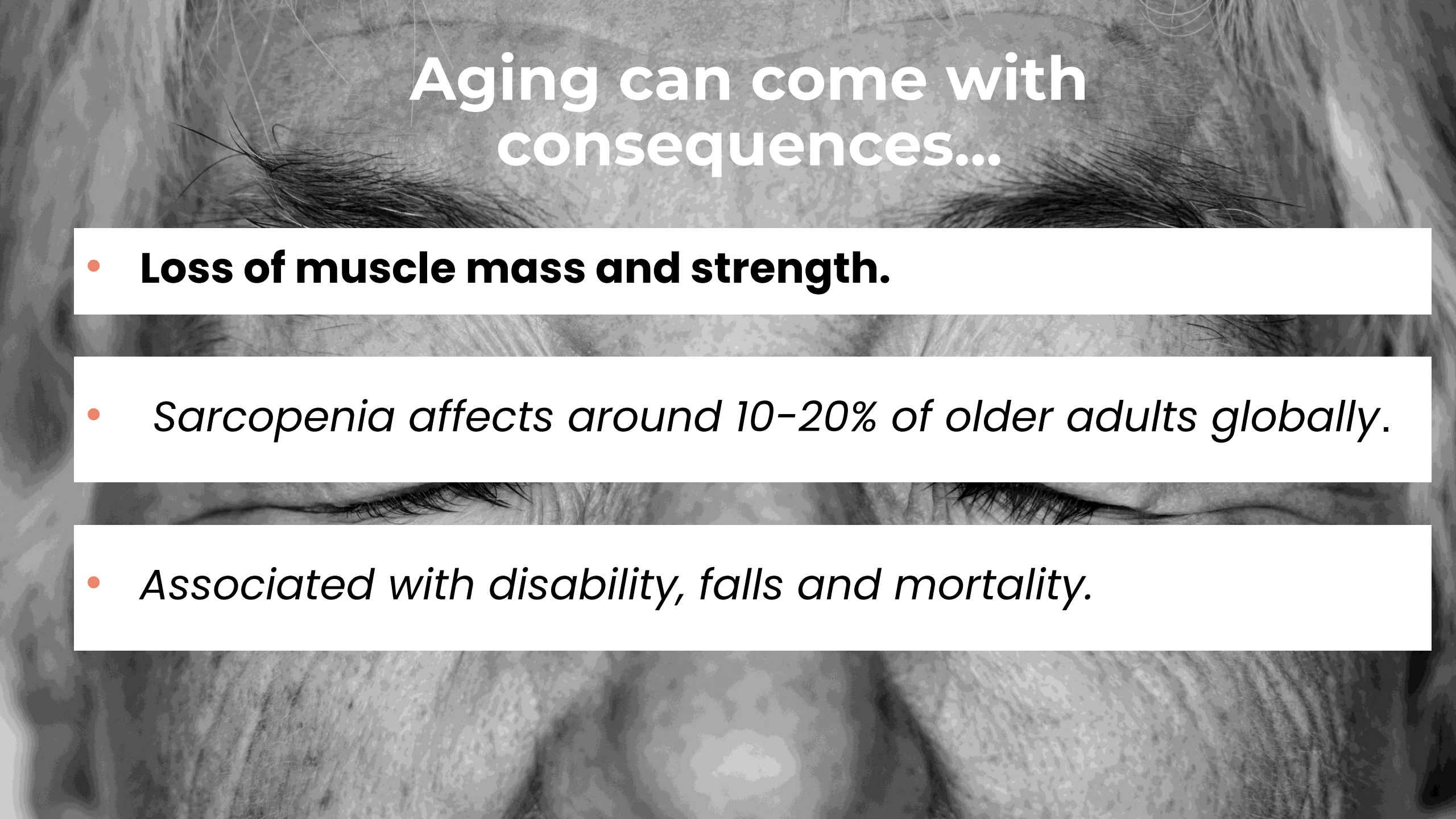
Aging can come with consequences...

- **A higher prevalence of chronic conditions.**

A close-up, black and white photograph of an elderly person's face, focusing on the forehead and eyes. The skin is heavily wrinkled, and the eyes are closed, conveying a sense of age and perhaps discomfort or pain.

Aging can come with consequences...

- **More pain.**
- *Musculoskeletal pain is one of the leading causes of disability worldwide.*
- *Around 1 in 3 people over 50 experience musculoskeletal pain*

A close-up, black and white photograph of an elderly person's face, focusing on the forehead and eye area. The skin is heavily wrinkled, and the eyes are closed. The image serves as a background for the text.

Aging can come with consequences...

- **Loss of muscle mass and strength.**
- *Sarcopenia affects around 10-20% of older adults globally.*
- *Associated with disability, falls and mortality.*

Muscle in Endocrinology: From Skeletal Muscle Hormone Regulation to Myokine Secretion and Its Implications in Endocrine–Metabolic Diseases

by Pedro Iglesias ^{1,2} 

¹ Department of Endocrinology and Nutrition, Hospital Universitario Puerta de Hierro Majad Rodrigo, 1, Majadahonda, 28222 Madrid, Spain

² Instituto de Investigación Sanitaria Puerta de Hierro Segovia de Arana, Majadahonda, 28:

J. Clin. Med. **2025**, *14*(13), 4490; <https://doi.org/10.3390/jcm14134490>

Submission received: 22 May 2025 / Revised: 17 June 2025 / Accepted: 22 June 2025 /

Review > *Nutrients*. 2024 Nov 25;16(23):4032. doi: 10.3390/nu16234032.

Myokines and Microbiota: New Perspectives in the Endocrine Muscle–Gut Axis

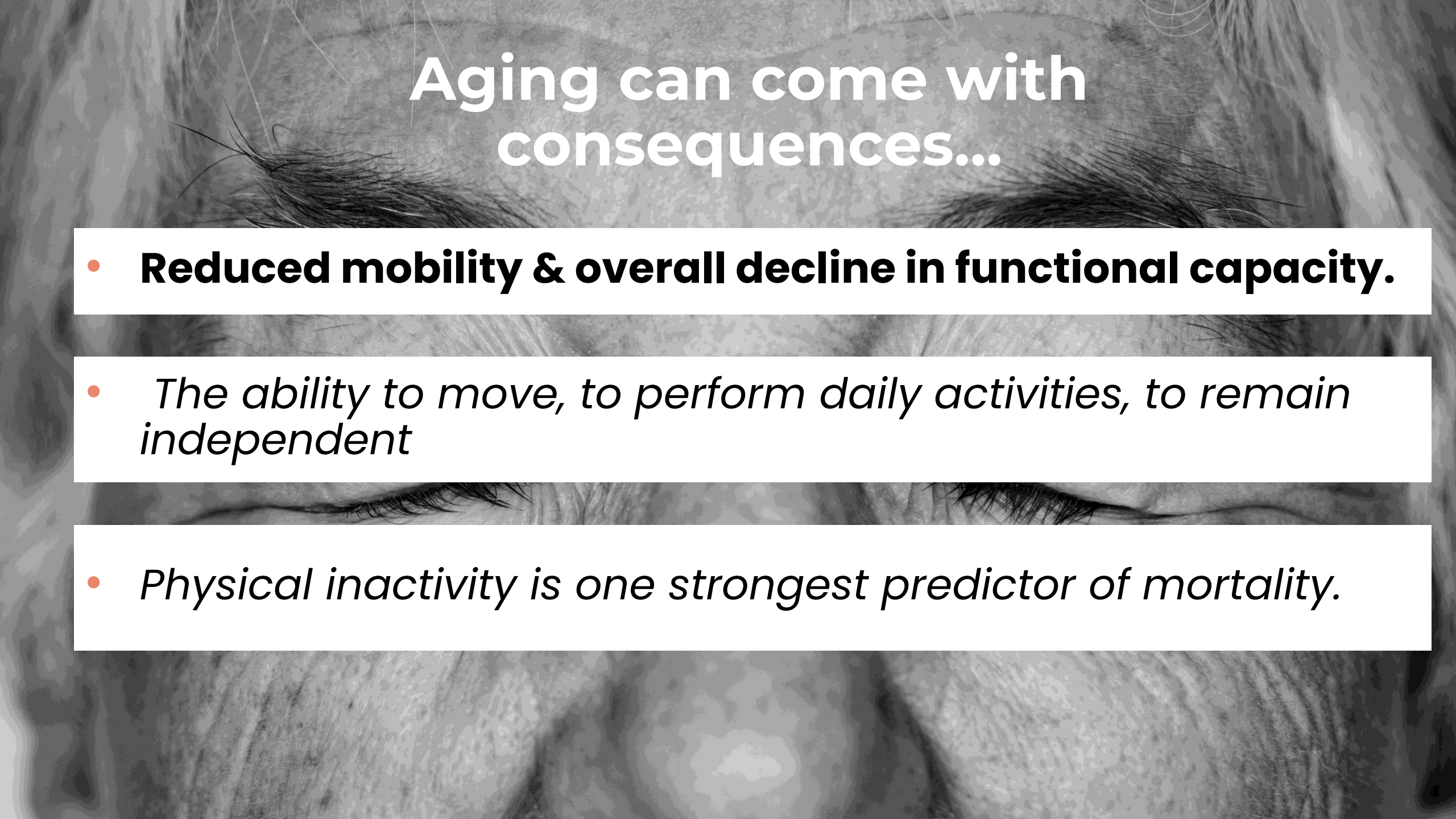
Federica Saponaro ¹, Andrea Bertolini ¹, Riccardo Baragatti ¹, Leonardo Galfo ¹, Grazia Chiellini Alessandro Saba ¹, Giuseppina D'Urso ¹

Affiliations + expand

PMID: 39683426 PMCID: [PMC11643575](#) DOI: [10.3390/nu16234032](#) 

Abstract

Skeletal muscle is the largest organ in the body. Skeletal muscles are primarily characterized by their mechanical activity required for posture, movement, and breathing, which depends on muscle fiber contractions. However, skeletal muscle is not just a component in our locomotor system, but has been identified as a secretory organ. Cytokines and other peptides that are produced, expressed, and released by muscle fibers and exert either autocrine, paracrine, or endocrine effects that are classified as “myokines.” The muscle secretome consists of several hundred secreted peptides. This finding provides a conceptual basis and a paradigm for understanding how muscles communicate with other organs such as adipose tissue, liver, pancreas, bones, and brain. In addition, several myokines exert their effects within the muscle itself and some myokines have been identified as having an anticancer effect. Many proteins produced by skeletal muscle are dependent upon contraction. Therefore, it is likely that myokines may contribute to mediate the health benefits of exercise.

A close-up, black and white photograph of an elderly person's face, focusing on the forehead and eye area. The skin is heavily wrinkled, and the eyes are closed. The image serves as a background for the text.

Aging can come with consequences...

- **Reduced mobility & overall decline in functional capacity.**
- *The ability to move, to perform daily activities, to remain independent*
- *Physical inactivity is one strongest predictor of mortality.*

The image features a dramatic landscape at sunset or sunrise. A dark, silhouetted horizon line with jagged peaks and valleys separates the dark foreground from a bright, glowing sky. The sky transitions from a deep orange and yellow near the horizon to a pale blue at the top. A large, irregular gap in the dark silhouette reveals a bright, hazy area of the sky, creating a strong contrast. Centered in this bright area is the text.

***People are living longer,
but not necessarily
living better...***

A group of diverse older adults, including men and women of various ethnicities, are smiling and walking outdoors in a park-like setting. The background is a soft-focus green landscape with trees. The overall mood is positive and active.

Which key factors are linked to healthy aging?

- Muscle mass
- Strength
- Cardiorespiratory-cardiovascular factors
- Mobility and function.
- Functional independence
- ...

** Biomarkers, epigenetics, metabolism, social relations, stress, sleep....*



Do we have a highly relevant technology?
Supported clinically & scientifically.

How Entrepreneurs Are Turning Longevity Into A Multi-Billion Opportunity

By [Alexander Puutio](#), Contributor. © Author, professor and founder. Deeply cu...

Published Feb 02, 2025, 08:45am EST



The aging population is not just a demographic change.

They are our future end customers.

Consumer Behavior

The Longevity Opportunity

New consumer markets for an aging world. by Paul Irving

November 8, 2018

[Philips](#) and [Nestlé](#) have fundamentally shifted their businesses to capitalize on trends that are driven in many ways by the aging population. Both global companies have focused their futures on health and wellness, recognizing the massive opportunities ahead. In partnership with the Global Social Enterprise Initiative at Georgetown University's McDonough School of Business, Philips is developing new technologies that can meet the needs of its older customers, including connected care solutions, safety applications, and cognitive health innovations. Patients and their doctors will be able to see, monitor, and share vital health information through secure devices, for example. Nestlé is investing in personalized diet and nutrition initiatives, and is broadening its portfolio by buying or acquiring stakes in health supplement and pharmaceutical companies.

Climbing the longevity pyramid: overview of evidence-driven healthcare prevention strategies for human longevity

The Rich and Powerful Want to Live Forever. What if They Could?

From the Kremlin to Silicon Valley, some of the most powerful people in the world now want something more: eternal life.

Science of longevity medicine

BMJ 2025 ; 391 doi: <https://doi.org/10.1136/bmj.r2536>
Cite this as: *BMJ* 2025;391:r2536



- This is one of the fastest-growing global market opportunities.
- As highlighted by McKinsey & Company, “the longevity economy is rapidly expanding— driven by increasing demand for health, wellness, and **functional care**.”
- Understanding & preparing for their needs, expectations & how they want to be treated.

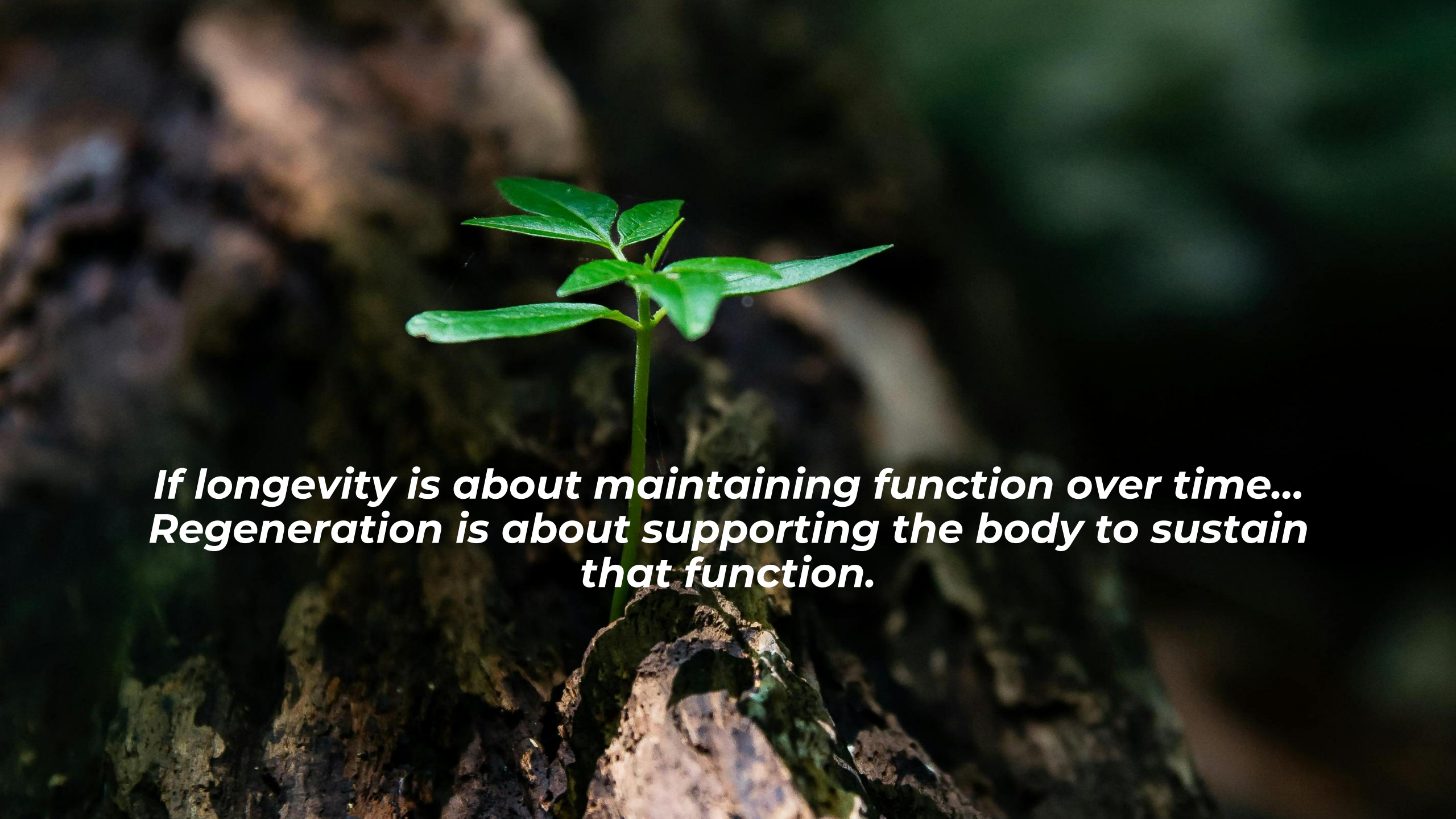
Regeneration.

Regeneration.

The body's ability to repair, restore, and maintain tissues and function over time.

Regenerative Medicine.

Focuses on supporting or enhancing these natural biological processes—through therapies, technologies, or interventions that stimulate recovery and adaptation.”

A small, vibrant green seedling with several leaves is growing out of a dark, textured log. The background is a blurred forest floor with more logs and foliage.

***If longevity is about maintaining function over time...
Regeneration is about supporting the body to sustain
that function.***



FMS

Positioning.

*FMS is not just about reducing pain or improving function.
FMS supports tissue recovery processes with its biological
effects.*



2. Conservative, safe, non-invasive and cost-effective treatments.

The global musculoskeletal physiotherapy market is experiencing robust growth.





3. Pelvic Health.



- *Driven by aging populations, postpartum care, and increasing awareness.*
- *Strong shift towards conservative treatment as a first-line approach, supported by scientific evidence, clinical practice trends and growing adoption of physiotherapy-based approaches and technology integration.*
- *This is still an underdeveloped market—with significant room to grow.*



4. Hands-off, no operator dependant tools.



- Shortage of healthcare professionals and personnel.
- Demand is increasing, waiting lists are growing—but resources are limited.
- This is changing how care is delivered.



There is a growing need for solutions that are:

- Time and resources efficient
- Less operator-dependent,
- Cost-effective
- Scalable



FMS

Aligned with present and future.

“From lifespan, to healthspan”

The Engine Behind Growth: 4 Strategic Pillars

*Capturing the opportunity,
creating real impact*



1. Brand
Positioning
& Market
Presence

2. Marketing

3.
Commercial
Excellence &
Market
Development

4. Clinical
Knowledge &
Development

1.
Brand
Positioning
& Market
Presence

- *How we position FMS in the market—
how we **build visibility, credibility,
and recognition.***

FMS

FUNCTIONAL
MAGNETIC
STIMULATION

Not just a visual update but a strategic project, built on a deep analysis of the market, our ambitions, and where we want to compete.

Could I be a Candidate for FMS?

- Do you suffer from acute or chronic pain?
- Are you recovering from an injury or surgery?
- Do you experience muscle weakness, reduced mobility or stiffness?
- Are you looking for a non-invasive, drug-free therapy?
- Do you want to enhance your rehabilitation process?

If you answered "yes" to any of these, FMS could help you!

What to Expect from Your FMS Session

What does a session feel like?

You'll stay fully clothed. A special applicator will be placed over the treatment area. You may feel muscle contractions as a tingling sensation - it's completely painless.

Session duration:

Each treatment lasts about 20 minutes, and many people find it relaxing.

When will I see results?

Many patients report pain relief after just one session, with ongoing improvements during treatment.

Is there any downtime?

None at all. You can go back to your usual activities immediately.

Ask your physiotherapist about FMS today!



FMS uses pulsed magnetic fields to reduce pain, strengthen weakened muscles, and restore mobility after injury or surgery.

It improves function and supports recovery, helping you move freely again.

FMS uses pulsed magnetic fields to trigger deep muscle contractions, improve movement, and relieve pain - without direct skin contact or discomfort.

The Benefits of Choosing FMS

EFFECTIVE

Many patients feel relief after just a few sessions.

SAFE & PAINLESS

Clinically proven results with no discomfort.

NON-INVASIVE

No need to undress or have direct skin contact.

NO DOWNTIME

You can return to your daily activities right after treatment.

FMS

FUNCTIONAL MAGNETIC STIMULATION



Relieve Pain
Restore Movement
Feel the Difference

Non-invasive | Clinically proven

A JOURNEY TO PAIN-FREE MOVEMENT



FMS helped me regain strength and confidence after my sports injury.

Mark, 39

"I was struggling with chronic back pain, and after a few sessions, I finally felt relief."

Sarah, 52

FMS DYNAMIC APPLICATION
Enhance your strength and mobility



DYNAMIC APPLICATION



With FMS Dynamic Application, your muscles are stimulated while you perform personalized exercises. This technique aims to improve movement and control, strengthen muscles, and facilitate the recovery journey.

What the research suggests:

after 1 session

Many patients reported significant back pain relief after just one session, along with greater mobility throughout their treatment!

Reference: A. Knapik et al. (2020). The effectiveness of functional magnetic stimulation (FMS) in treating chronic low back pain: a pilot study of feasibility and efficacy. *Journal of Back Musculoskeletal Rehabilitation*.

FMS

FUNCTIONAL MAGNETIC STIMULATION

Back to the Game!
Recovery Starts Here



REDUCES PAIN



STRENGTHENS MUSCLES



IMPROVES MOBILITY

Ask your physiotherapist about FMS today!



www.iskramedical-rehabilitation.com



FMS Care™

FUNCTIONAL MAGNETIC STIMULATION

Empower your
Pelvic Health with
FMS Chair!

- ✓ Clinically proven
- ✓ Comfortable
- ✓ No need to undress



A safe and effective way to restore pelvic floor control, reduce discomfort, and improve your quality of life!

DESIGNED FOR MEN AND WOMEN



www.iskramedical-rehabilitation.com





Consistent communication builds trust

Using official materials helps you share FMS clearly, confidently and professionally.

By working with brand-approved resources, you ensure every message is aligned with FMS standards; making it easier to educate, sell, and connect with your audience. Consistency not only looks better, it performs better.

The result is a stronger, clearer identity—one that is designed to support you in your day-to-day interactions.

- **IMPLEMENTATION**



FMS Digital Hub

The entire FMS universe in one place

Access tools, content and resources designed to help you work
better with FMS.

1.
Brand
Positioning
& Market
Presence

- *But positioning goes beyond branding. It is also about **visibility and credibility.***

Presence at key international & local events over the past year

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IskraMedical



Acuerdo de colaboración | IskraMedical

Un paso más en nuestro compromiso con la salud, la prevención y el rendimiento deportivo gracias a la incorporación de tecnología FMS.

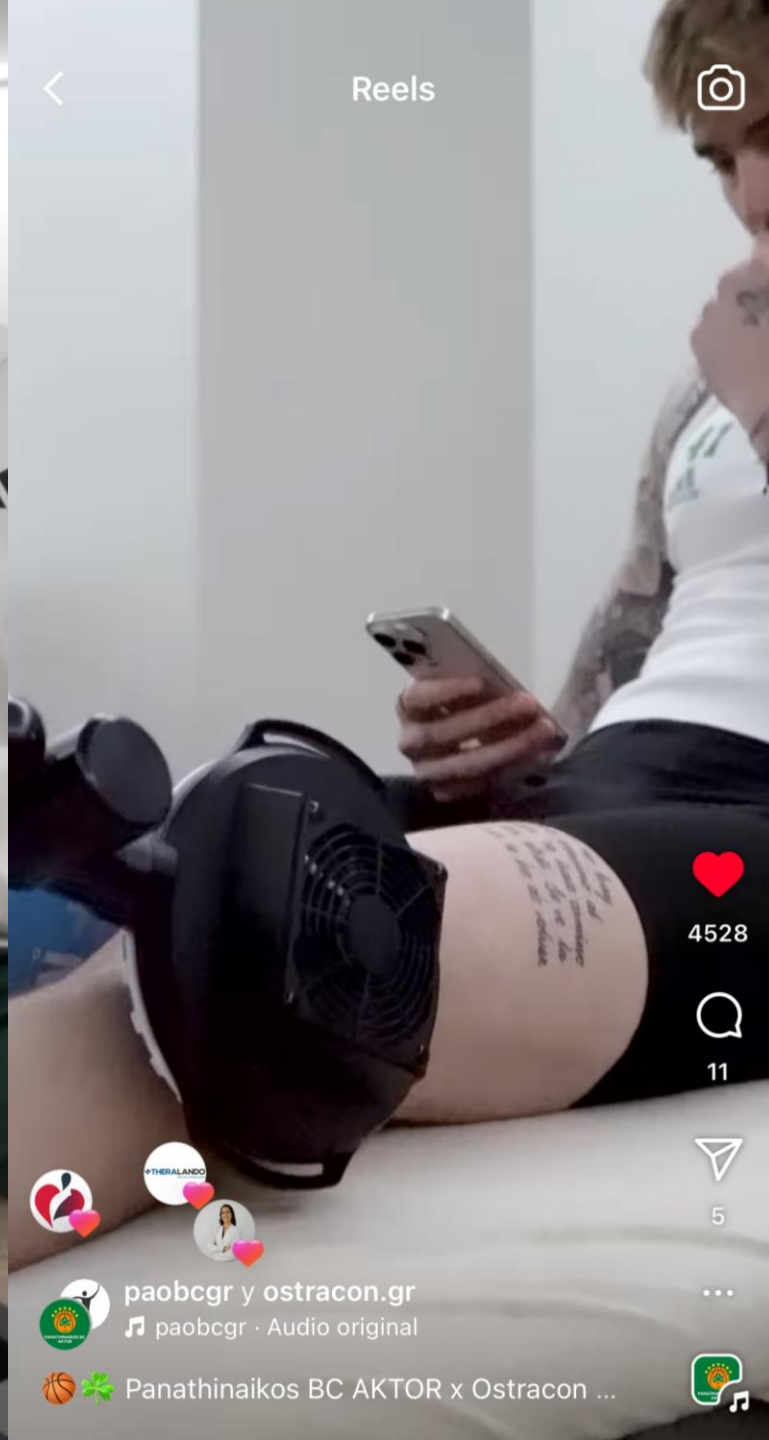
FMS FUNCTIONAL
MAGNETIC
STIMULATION



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Ανανέωση της συνεργασίας της ΚΑΕ
Παναθηναϊκός ΑΚΤΟΡ με την Ostracon



IskraMedical



2. Marketing

- *If positioning defines how we are perceived, marketing is how we **activate and bring that positioning to life.***
- *Broader corporate direction → FMS actions*

2.
Marketing

• **IMPLEMENTATION**

3.
Commercial
Excellence &
Market
Development

- *From theory to practice: success market case*
- *What worked can inspire and be adapted to your own markets.*

3 KEY STEPS

1. Distributors & Commercial teams

- *Making sure you have the right tools, training, and support to perform*

2. Empowering our customers

- *Our technology is not just something you sell—it is also a tool that helps them achieve clinical excellence, differentiate themselves, and grow their business*

3. Patient level

- *Building awareness, education and generating demand.*

3. Commercial Excellence & Market Development

1. Distributors & Commercial teams

3.

Commercial Excellence & Market Development

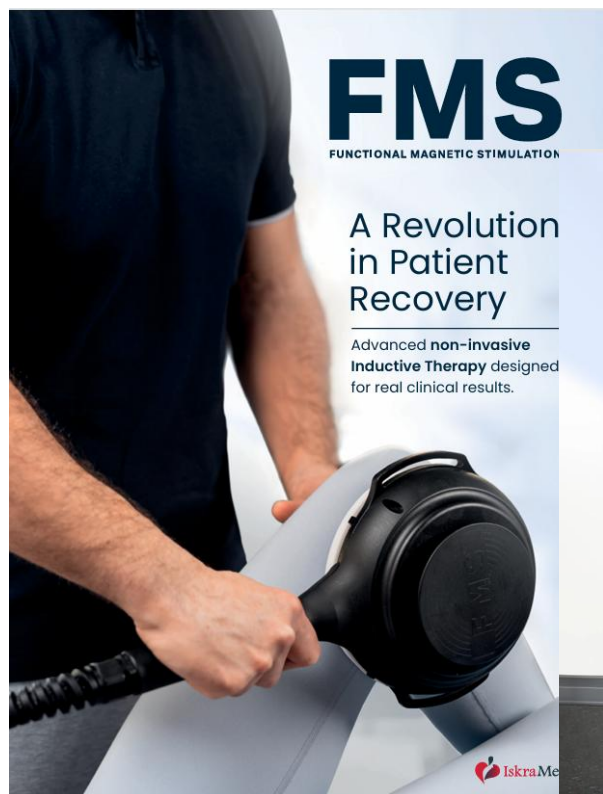
- 1.1 Key action: **structured training**
- *We strongly believe in on-site training: effective way to build confidence, alignment, and real impact in the field.*
- *The objective is not only product knowledge—but making sure you feel confident and consistent in how you communicate value.*

1. Distributors & Commercial teams

3. Commercial Excellence & Market Development

- 1.2 Key action: **Tools development**
- *Tools aligned with the phases of the customer journey.*

1. Distributors & Commercial teams - TOOLS



From first contact to closing and follow-up, the goal is to make sure you have the right support and resources at every step—helping guide your conversations in a more structured and effective way.

1. Distributors & Commercial teams

3. Commercial Excellence & Market Development

- *1.3 Key action: **Accessibility***
- *FMS Digital Hub*



FMS Digital Hub

The entire FMS universe in one place

Access tools, content and resources designed to help you work
better with FMS.

1. Distributors & Commercial teams

3.

Commercial Excellence & Market Development

- *1.4 Key action: **Communication***
- *Improving how we connect and share information by implementing more structured and agile communication channels.*
- *The objective is clear: faster updates, better alignment, and full visibility on what is happening across FMS—so that you always feel informed, supported, and connected.*

2. Empowering our customers

3. Commercial Excellence & Market Development

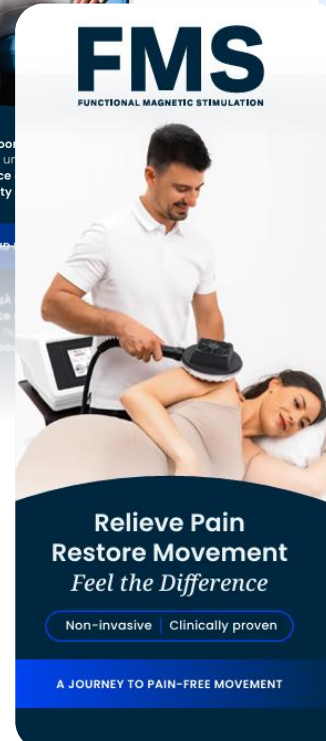
- *When customers grow we grow.*

2. Empowering our customers

We are providing tools that help clinics and professionals:

- Better communicate their value
- Promote their services
- Attract more patients

This transforms the conversation.

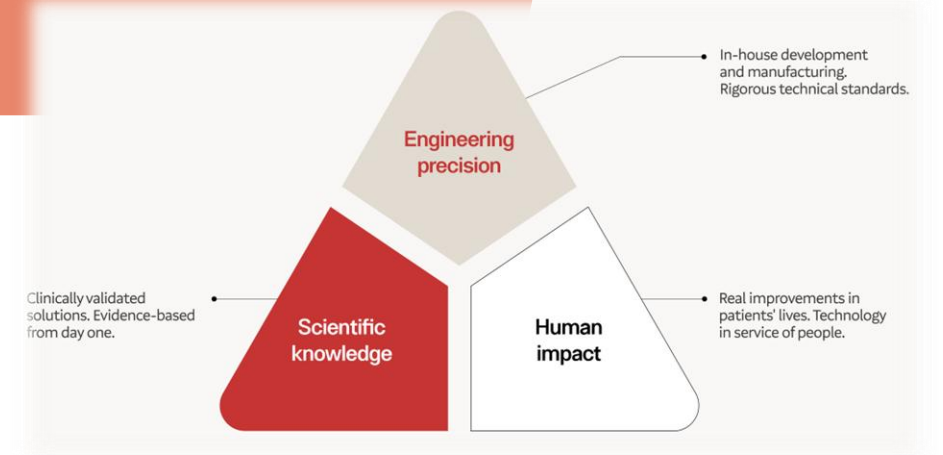


4.

Clinical Knowledge & Development

**Clinical knowledge creates
value.**

*Clinical value drives trust,
differentiation, and ultimately,
sales.*



4. Clinical Knowledge & Development

International Urogynecology Journal
<https://doi.org/10.1007/s00192-025-06491-6>

ORIGINAL ARTICLE

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Magnetic Stimulation in the Treatment of Urgency Urinary Incontinence: A Randomized Sham-Controlled Clinical Trial

David Lukanović^{1,2}  · Anja Antič¹ · Maja Pavčnik³ · Matija Barbič^{1,2} · Miha Matjašič⁴ · Adolf Lukanović^{1,2}

Received: 9 September 2025 / Accepted: 30 November 2025
© The Author(s) 2025



medicina



Article

Short-Term Effects of Manual Therapy Combined with Functional Magnetic Stimulation in Individuals with Lumbar Disk Herniation with Radiculopathy: A Randomized Clinical Trial

Dimitrios Lytras^{1,*} , Paris Iakovidis¹ , Konstantinos Kasimis¹ , Vasileios Georgoulas¹ ,
Ioannis Algiounidis² , Georgia Maria Kamparoudi³ , Georgios Tsigaras⁴, Georgia Tarfali⁵, Georgia Vergidou³,
Nikolaos Sidiropoulos³, Eleftheria Zerva³ and Ilias Kallistratos⁴ 

4.
Clinical
Knowledge &
Development





But clinical development is not only built through studies.

It is also built through people, education, and shared expertise..



*Across three intensive and highly dynamic days, we brought together expertise spanning **pelvic health, musculoskeletal, sports, and ICU** applications.*

FMS MASTER TRAINERS

Unity Shapes FMS

21 - 23 FEB | ITALY

ALVINO RELAIS HOTEL MATERA



FMS FUNCTIONAL
MAGNETIC
STIMULATION

Unity Shapes FMS

 *FMS is more than technology — it is the people behind it.*





TRAINERS

FMS MASTER TRAINERS
Unity Shapes FMS

21 - 23 FEB | ITALY
ALVINO RELAIS HOTEL MATERA

FMS FUNCTIONAL MAGNETIC STIMULATION
IskraMedical
medical calo HEALTH TECHNOLOGIES


- *Direction for the future:
continue developing Train-the-Trainer initiatives.*

A professional business meeting scene. In the foreground, a person in a grey blazer is writing on a clipboard with a black pen. The clipboard contains a document with various charts, including a bar chart and a line graph. In the background, another person is partially visible, also holding a pen. On a table in the foreground, there are more documents with charts, including a bar chart and a line graph. The overall atmosphere is professional and focused on data analysis.

From Strategy to Results: Spain FMS Market Development Success Case

Context for Strategy

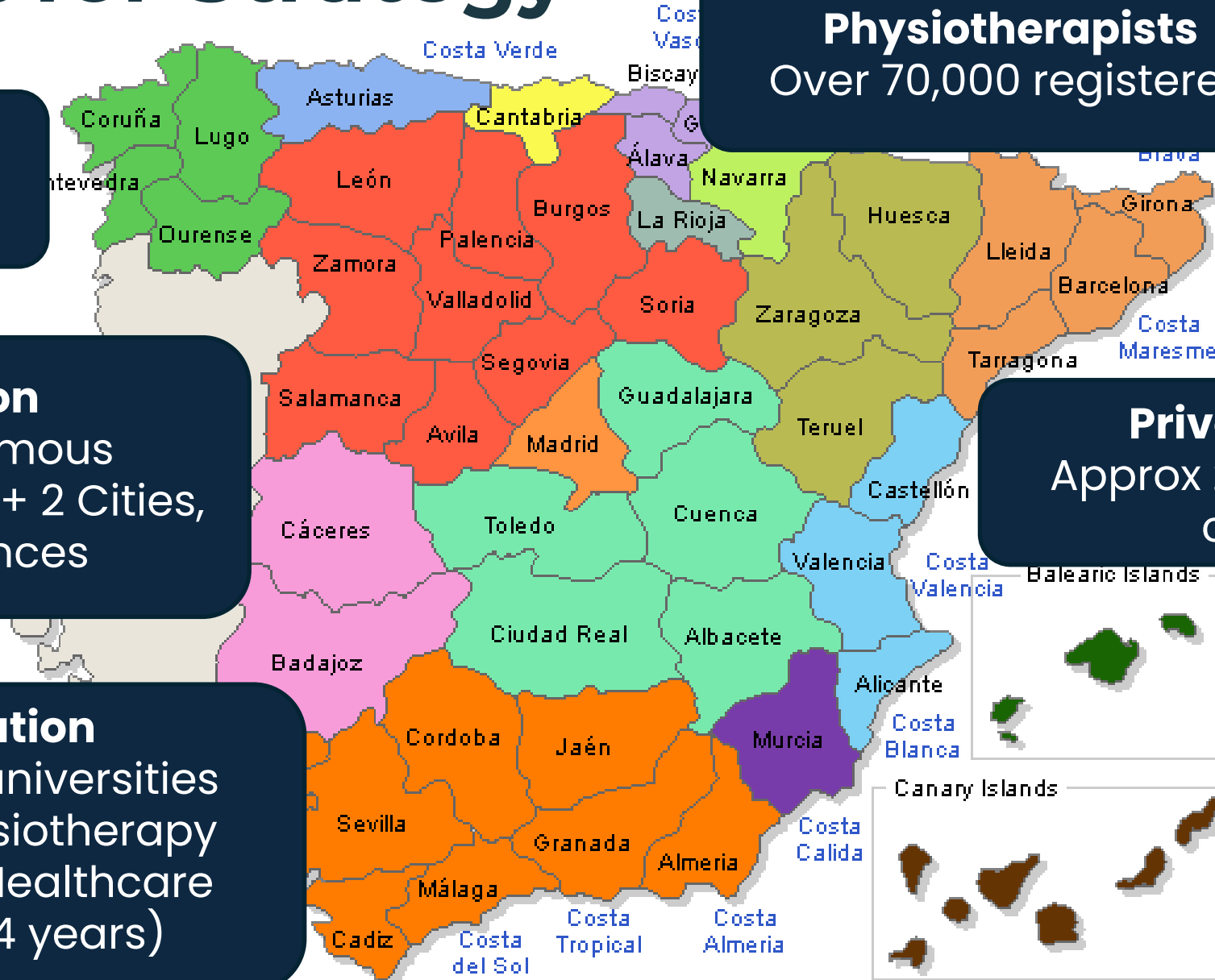
Population
47.5 million

Division
17 Autonomous
Communities + 2 Cities,
50 provinces

Education
Approx 110 universities
Official Physiotherapy
regulated Healthcare
Degree (4 years)

Physiotherapists
Over 70,000 registered

Private sector
Approx 22,000 private
centres



Sector Characteristics

- **Highly specialized Physiotherapy professionals:**
 - In Musculoskeletal & Pelvic Health sector (& other specialities)
 - Direct access to Physiotherapy
- **Wide scope of practice:**
 - Invasive techniques, high use of rehabilitative ultrasound technique (RUSI) to intracavitary pelvic floor treatments.
- **Evidence-based approach + CLINICAL integrated**
 - → +++OPPORTUNITY FOR TECHNOLOGY
- **High competition in the private sector and continuous growing demand for technology → Highly competitive market**

DIVISION

Musculoskeletal & Sport's

- High awareness, knowledge & demand for High Intensity Magnetic Field or Inductive Therapy
- Increasing demand for Hands-Off treatments and Neuromodulation techniques
- Low FMS brand awareness

Pelvic Health

- Negative reputation of pelvic floor application & “magnetic chairs”
- Low clinical awareness
- Increasing demand for technology
- Low FMS brand awareness

Objectives

Musculoskeletal & Sport's

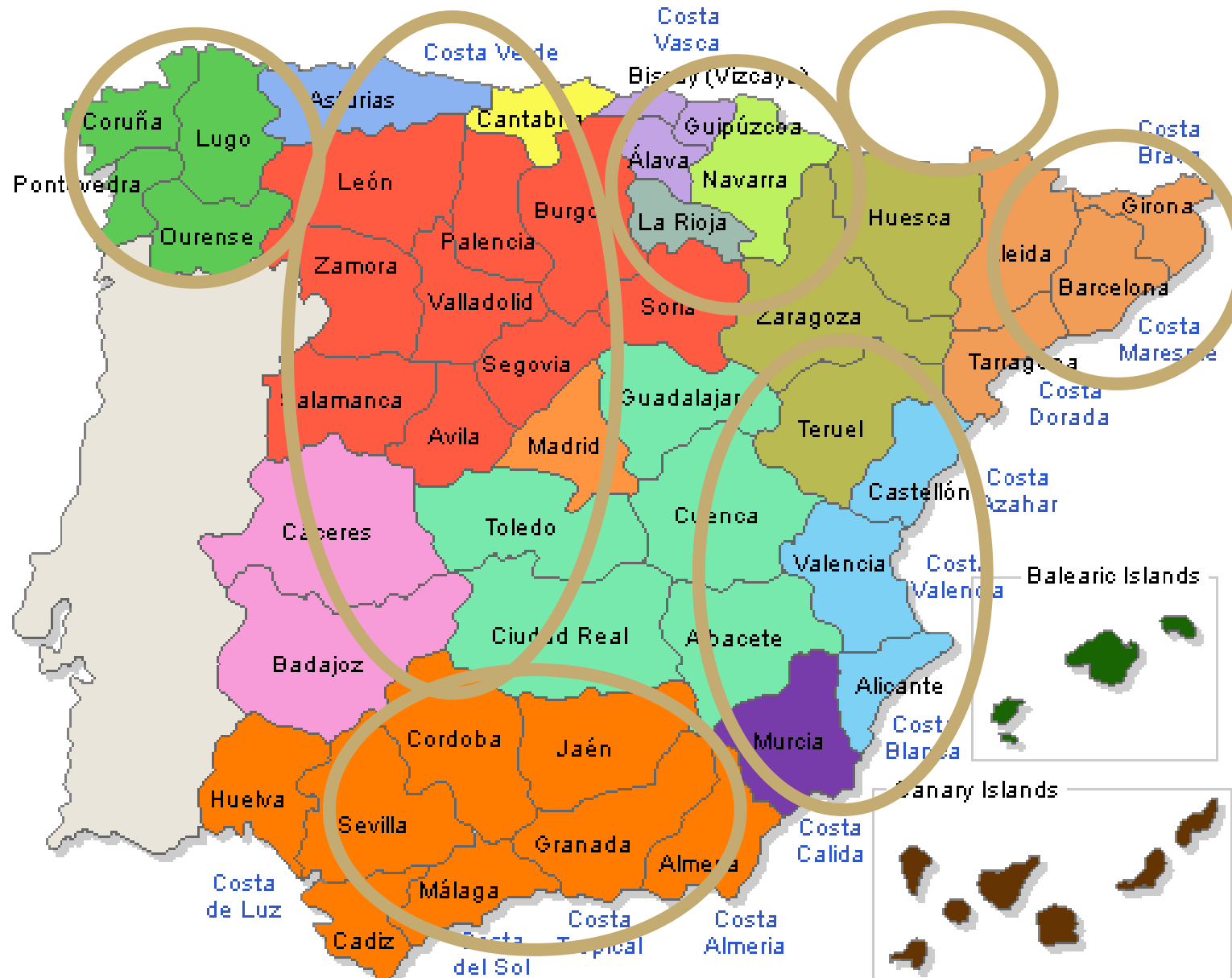
- Enhance brand awareness
- Clinical Knowledge & Training Development
- Ambassadors, KOL's & specialists development
- **Emphasis:** Highlight FMS advantages over competitors + Added value
- **Challenge: Value differentiation.** Shifting from price competition to value proposition.



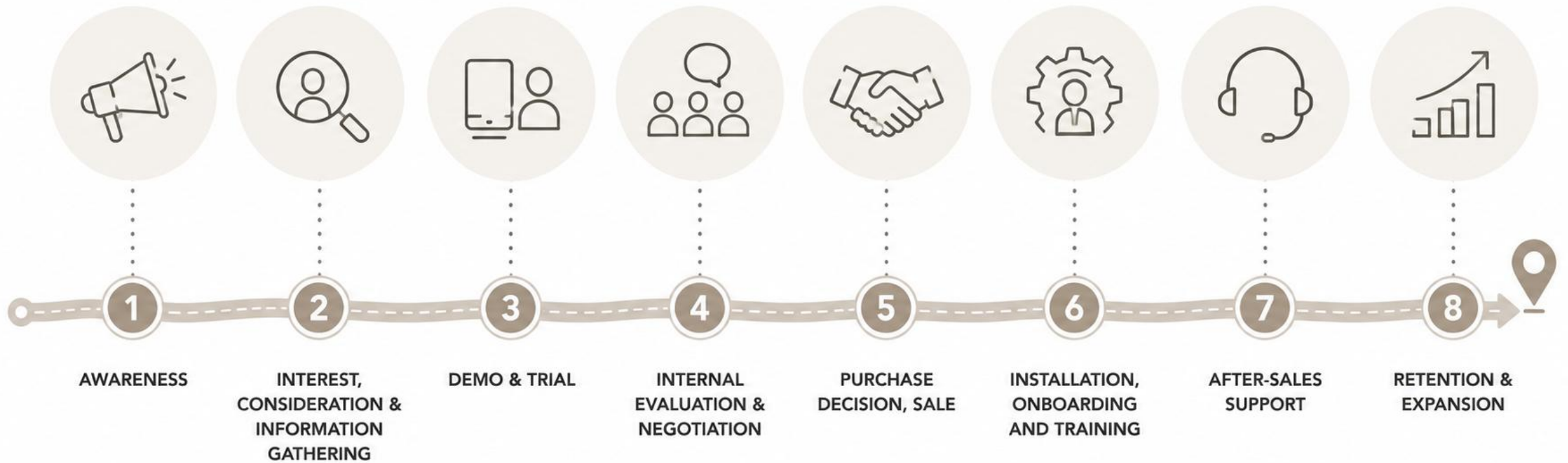
Pelvic Health

- Enhance brand awareness
- Clinical Knowledge & Training Development
- Ambassadors, KOL's & specialists development
- **Emphasis:** Education & Clinical Knowledge
- **Challenge:** Clinical awareness and education. *Price

What happened next...



Actions & Steps - Customer Journey



1. Awareness

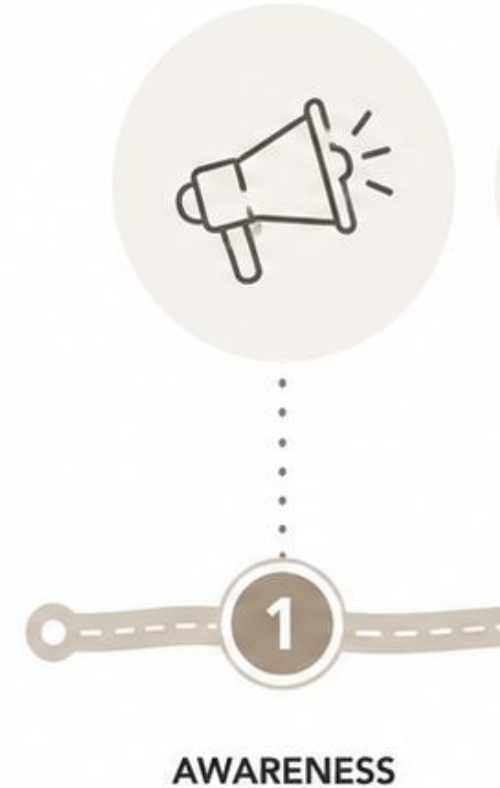


The first objective:

- ✓ To increase awareness and strengthen the visibility, positioning and credibility of FMS within the market.

Action:

- **Implementing the new FMS branding consistently, both digitally and physically:** to create a more unified, recognizable and professional brand presence across all channels.
- **3 main drivers**



1. Awareness

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1. SOCIAL MEDIA



1

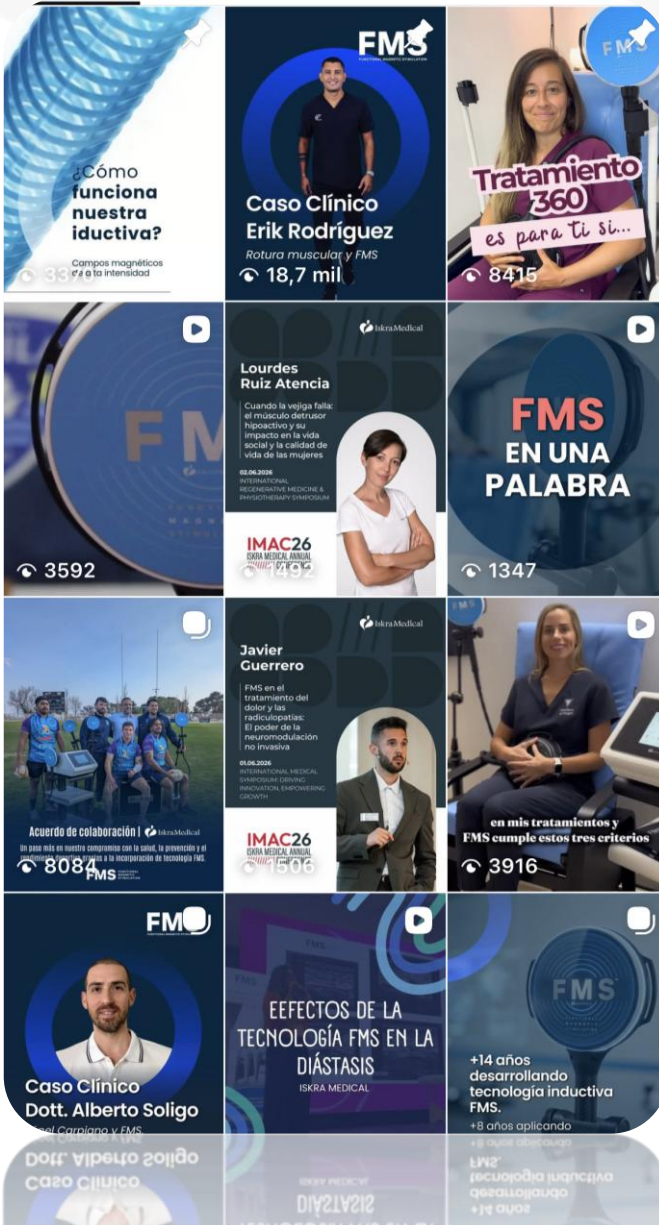
AWARENESS



fms_iskramedical_es
Iskra Medical • FMS para Fisioterapia & Rehabilitación
287 posts 1,266 followers 922 following
Health/beauty
🌍 Líderes en Terapia Inductiva y Regenerativa • FMS
👩‍⚕️ El secreto para la excelencia en #Fisioterapia
⚡️ Potencia tus... more

ACTION:

- ✓ Developed a structured and intentional digital strategy. (Instagram)

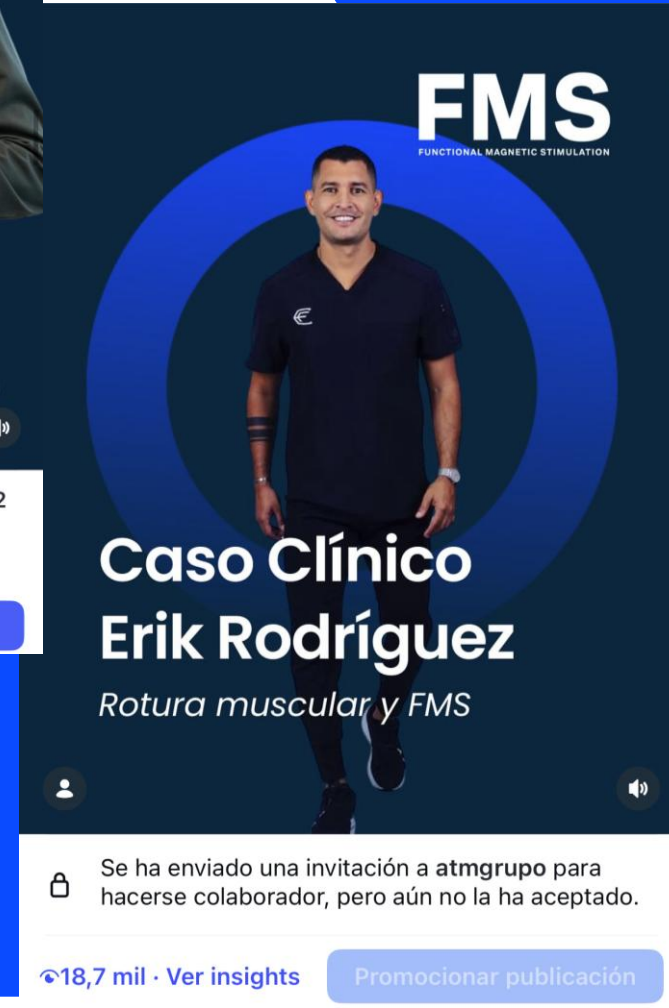
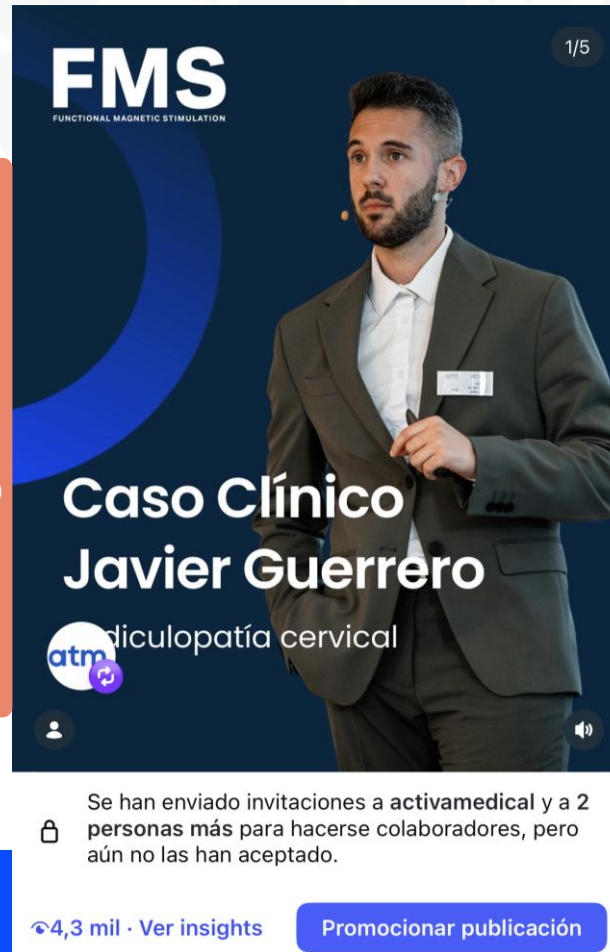


1. Awareness

Human content that genuinely connects with our target audience → Proved to generate the highest engagement.

FOCUS:

- ✓ Educational content,
- ✓ Real clinical cases,
- ✓ Real applications and testimonials



1. SOCIAL MEDIA

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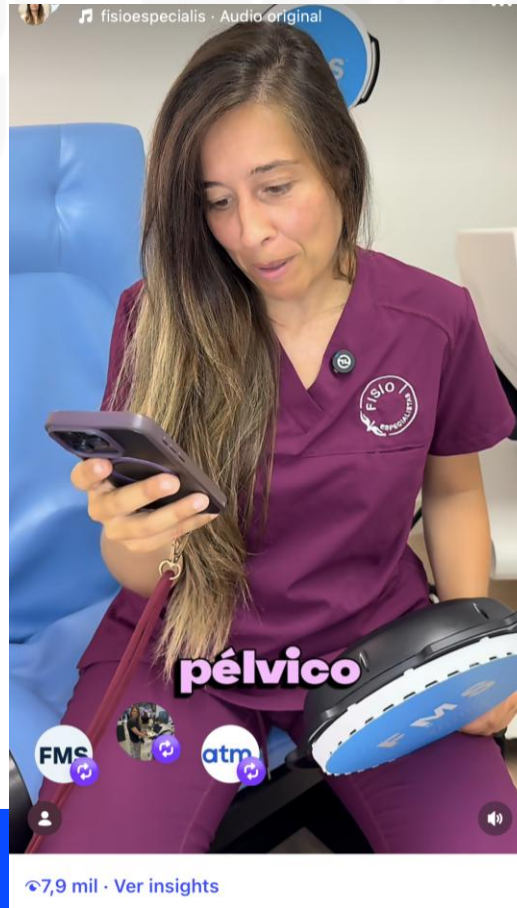
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AWARENESS

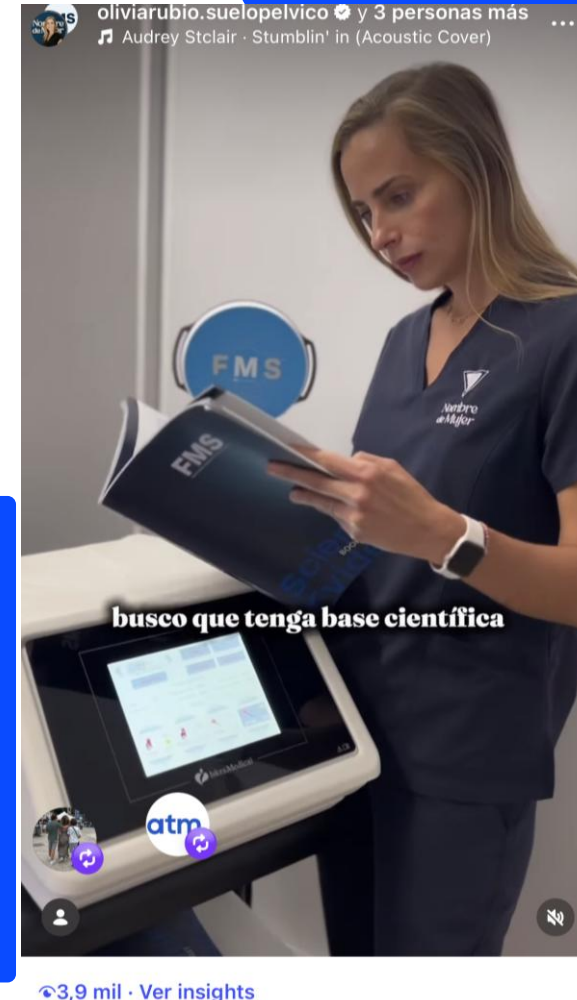
1. Awareness

FOCUS:

- ✓ Storytelling through daily content
- ✓ KOL collaboration significantly amplified visibility and interaction
- ✓ Content connected: timeline & objectives



1. SOCIAL MEDIA



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1

AWARENESS

1. Awareness



Insights



Últimos 30 días ▾

27 ago. - 25 sep.

Información general

Has obtenido **12** seguidores más en comparación con 28 jul. - 26 ago..

Cuentas alcanzadas

1.225 >

Cuentas con interacciones

42 >



REACH

1.225 → **12.548**
+924%

Social Media Growth

Últimos 30 días ▾

29 de ene. - 27 de feb.

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1. SOCIAL MEDIA

Visualizaciones

63,449

• Seguidores

32,7%

• No seguidores

67,3%

Cuentas alcanzadas

12,548
+15,7%

12.548 people interested



1

AWARENESS

1. Awareness



1. SOCIAL MEDIA

“We didn’t just grow on social media.
We expanded **FMS visibility**, strengthened trust and transformed communication into business growth — and now the **mission is to continue converting that visibility into sales**”



AWARENESS

1. Awareness

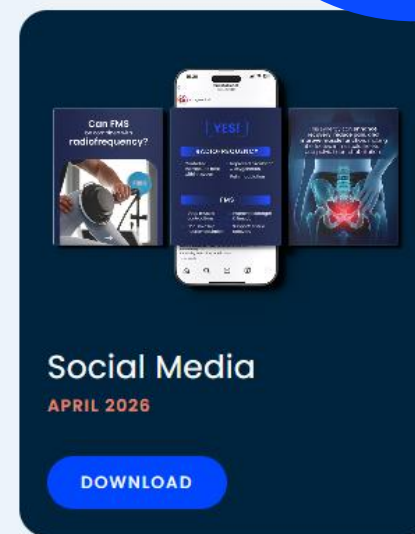
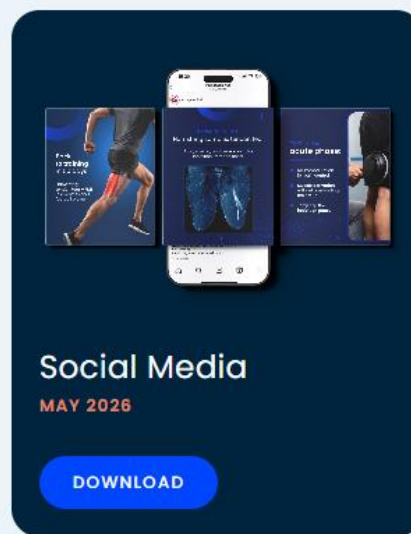
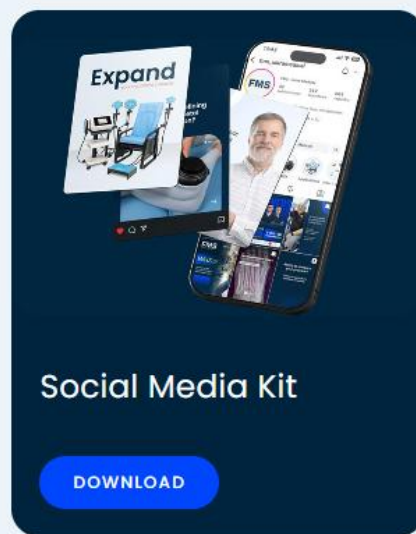
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1. SOCIAL MEDIA

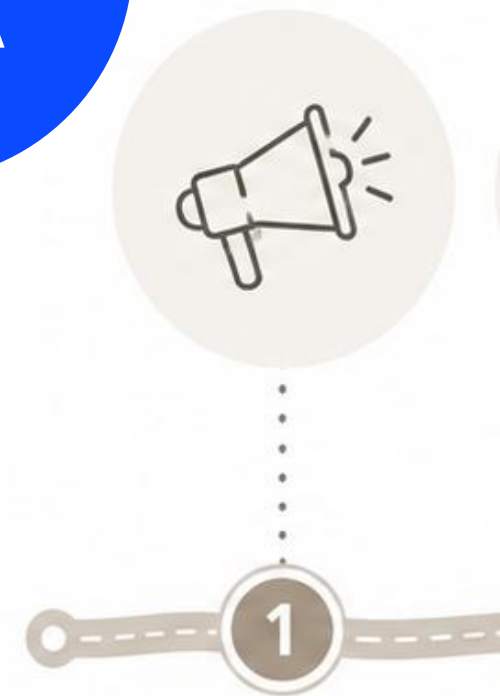
NEWS

What's New in The Hub

Stay up to date with our latest content and launches.



- Ready to publish!



AWARENESS

1. Awareness

< fisioespecialis



Sandra Gómez - Fisioterapeuta y sexóloga

1590 publicaciones 51,1 mil seguidores 2562 seguidos

Fisioterapeuta de suelo pélvico, sexóloga y comunicadora

Unidad especializada en Dolor Vulvar

Equipo experto en salud

campsite.bio/fisioespe

+ 100 mill.



Laura Calzado | Suelo pélvico

1419 publicaciones 30,4 mil seguidores 5958 seguidos

Dra. en CC de la Salud

Experta en Suelo Pélvico y sexóloga

Cursos online y presenciales

Clínica en Alcalá de Henares... más

< oliviarubio.suelopelvico



Olivia Rubio.Suelo Pélvico

503 publicaciones 19,9 mil seguidores 1878 seguidos

Fisioterapeuta Suelo Pélvico

CEO @nombredemujer

Docente | Coordinadora Máster Derm

AMID y Suelo Pélvico Fisioform... má

e, Spain

is

< pelvic4fit



Rosa Nieto Pascual ~ Salud de la Mujer

540 publicaciones 10,2 mil seguidores 2377 seguidos

Fisioterapeuta

Suelo Pélvico-Embarazo-Posparto

Menopausia-Fisiosexología

Entrenamiento y mujer

2.
KEY
OPINION
LEADERS

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CONFERENCE



1

AWARENESS

- Well-known professionals with strong reputations, professional visibility and social media reach.
- Highly active in universities, academic environments, private courses and clinical training programmes
- Relation*

1. Awareness

< javiguerrero fisio



Javier Guerrero Fisioterapia

67

publicaciones

119

se

Fisioterapeuta

Centro de Salud Avanzado

Unidad de hombro

Unidad de columna

@cd_cuarte ... más

javierruerrero fisioterapia.es

< fisiopejito



FISIOTERAPIA PEJITO

279

publicaciones

2031

seguidores

883

seguidos

Médico

Fisios especializadas en suelo pélvico

Embarazo y posparto

Pediatría

Pilates... más

rua Barcelona 78, Bajo, interior., Vigo, Spain

www.fisioterapiapejito.com

< anamedinafisio



Ana Medina

130

publicaciones

1908

seguidores

2812

seguidos

Fisio desde año 2000

...

DIBA

istas de élite

ativa... más

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en fms_iskran

rodriguezfern

ias más

< pelvicus.es



Suelo pélvico ~ Pelvicus

717

publicaciones

6392

seguidores

1278

seguidos

Comunidad

Dr. Antonio Meldaña, Mario Téllez y Laura Vázquez-

Fisioterapeutas especialistas-Uroginecología- Dolor

pélvico -

Fisioterapia Suelo pélvico #Pelvicus

Calle de Serrano, 199, Madrid, Spain

www.pelvicus.es

2.
KEY
OPINION
LEADERS

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1

AWARENESS

- Active brand ambassadors: workshops, education, social media collaborations, demos, and clinical activities.
- Adopted and integrated FMS successfully in their daily practice → engagement → impact
- Influence in other markets

1. Awareness



ACTION:

- ✓ Strengthened market visibility through conferences, congresses, and local educational and promotional workshops

3. PRESENCE



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1

AWARENESS

FISIOEXPO/25

No te pierdas las

FMS
FUNCTIONAL MAGNETIC STIMULATION

 IskraMedical



2. Interest, consideration & information gathering

ACTION:

- ✓ Strengthened and unified our messaging around FMS
- ✓ Purely clinical excellence narrative to a broader business solution approach
- ✓ Connect clinical value & commercial relevance

FMS CareTM

enhances **results**
and drives your
business growth

Contact us



2

INTEREST,
CONSIDERATION &
INFORMATION
GATHERING

3. Demo & Trial

Who does the DEMO?

- Physiotherapist-to-physiotherapist, ensuring clinical alignment and credibility
- External reference or KOL physiotherapist who works with FMS

Minimum basic pack for DEMO.

- **MSK.** 1 FMS CARE+ 1 Trolley Care + 2 Applicators (2L/M)+ FMS Arm + straps
- **PH:** 1 FMS CARE+ 1 Trolley Care + 2 L App + 1 XXL App + FMS Arm + straps + FMS Chair + vest



DEMO Steps

- Standardized best practices process

How many days DEMO lending?

- 10-14 days → MSK
- 14-21 days → PH
- Patient selection → ensure optimal results
- *Basic training during demo.

3

DEMO & TRIAL

4. Internal Evaluation & Negotiation

So Which FMS Pack & Configuration Do I Offer?

**MULTIPLE CHOICES,
OPTIMAL OUTCOMES**



FMS CareTM

4

Channels

FMS StymTM

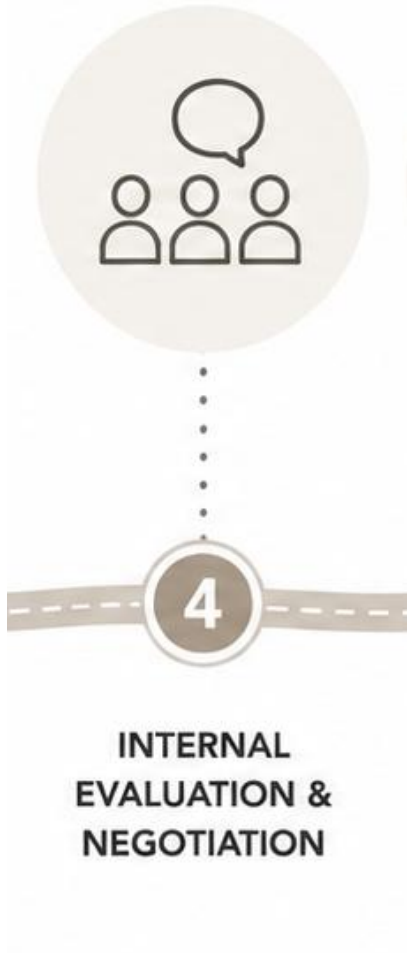
2

Channels

FMS UNOTM

1

Channel



4. Internal Evaluation & Negotiation

So Which FMS Pack & Configuration Do I Offer?

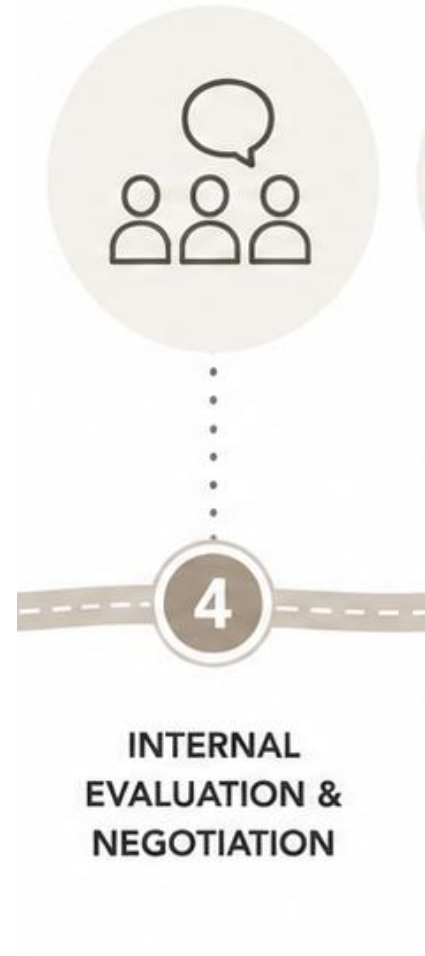
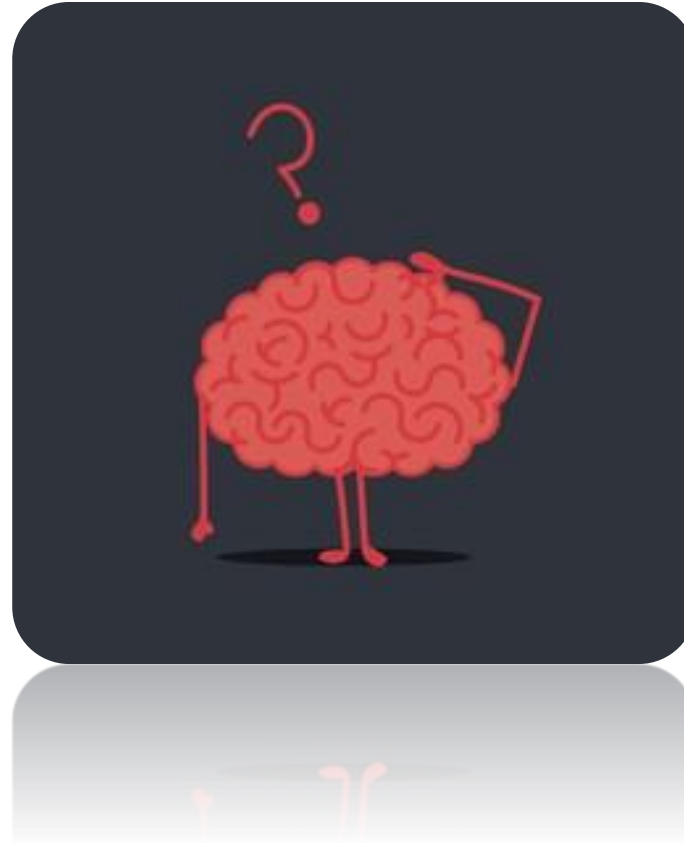
*Different Applicator Sizes & Shapes
Build your FMS Platform!*



4

INTERNAL
EVALUATION &
NEGOTIATION

4. Internal Evaluation & Negotiation



4. Internal Evaluation & Negotiation

We made it simple: 3 CORE PACKS*

FMS Stym™
FUNCTIONAL MAGNETIC STIMULATION

Performance Pack

El estándar profesional en fisioterapia deportiva y musculoesquelética.

Descubre la potencia de 3 Tesla y la estimulación simultánea de FMS STYM. Diseñado para clínicas que buscan máximo rendimiento sin aumentar su tiempo de trabajo.

HANDS FREE APPLICATION **DYNAMIC APPLICATION**



IskraMedical www.iskramedical-rehabilitation.com CE 2265

FMS Care™
FUNCTIONAL MAGNETIC STIMULATION

Pelvic Care Pack

La tecnología más avanzada de la línea FMS, diseñada para ofrecer potencia, precisión y un confort excepcional.



HANDS FREE APPLICATION **DYNAMIC APPLICATION**

Revoluciona tus tratamientos en salud pélvica y dermatofuncional con una solución integral. Pensado para profesionales que buscan la máxima eficacia clínica y una experiencia de bienestar superior.

IskraMedical www.iskramedical-rehabilitation.com CE 2265

FMS Uno™
FUNCTIONAL MAGNETIC STIMULATION

Starter Pack

La combinación perfecta entre sencillez operativa y versatilidad clínica.

Da el primer paso con la tecnología inductiva avanzada de FMS. Multiplica las posibilidades terapéuticas de tu consulta con el equilibrio perfecto entre rendimiento, versatilidad y rentabilidad.

HANDS FREE APPLICATION **DYNAMIC APPLICATION**



IskraMedical www.iskramedical-rehabilitation.com CE 2265



4

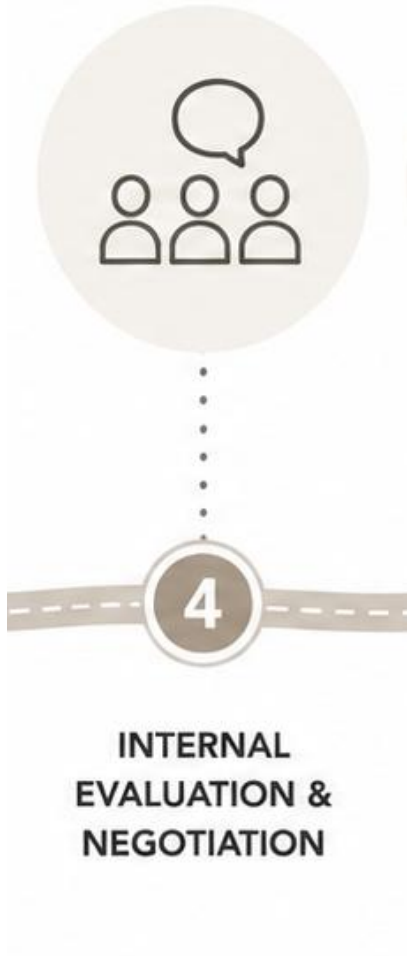
INTERNAL
EVALUATION &
NEGOTIATION

4. Internal Evaluation & Negotiation

SCENARIO

**I'm visiting a musculoskeletal & sports
Physiotherapist.**

**What product do I offer and which
configuration?**



4. Internal Evaluation & Negotiation

FMS Stym™

2

Channels

FMS Care™

Pack configuration:

- **FMS Stym**
- **Trolley Care**
- **2 L Applicators**
- **1 FMS Arm**
- More applicators optional*



- **Do you want a fully upgradeable system for the future?**
 - **Do you plan to include pelvic health treatments?**
- ***Sport teams/clinics with different specialities or settings with higher purchase capacity**

4. Internal Evaluation & Negotiation

FMS Stym™

2

Channels



Pack configuration:

- **FMS Stym**
 - **Trolley Care**
 - **1 Applicator**
-
- In future, upgrade with applicators*

- **Price sensitive**
- **Competing with 1 applicator**
- **Tender-pricing**
- **Not loosing sale**

1- Option: “Downgrade configuration”

4. Internal Evaluation & Negotiation

FMS UNO™

1 Channel



Basic pack configuration:

- FMS Uno
- Trolley Care
- 1 L Applicator

- ✓ Price sensitive
- ✓ Tender- pricing
- ✓ Not loosing the sale
- ✓ Lowering the entry level

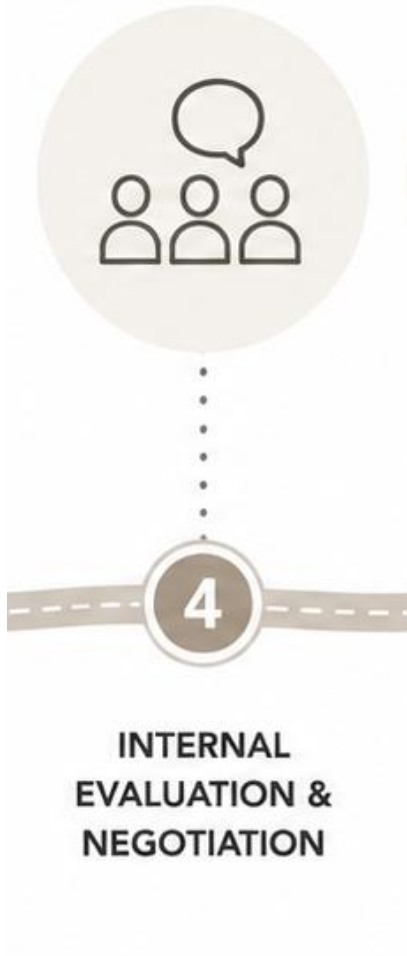


4. Internal Evaluation & Negotiation

SCENARIO

**I'm visiting a Pelvic Health
Physiotherapist.**

**What product do I offer and which
configuration?**



4. Internal Evaluation & Negotiation

FMS Care™

Ideal pack:

- FMS Care
- Trolley Care
- 2 Applicators
- 1 FMS Arm
- 1 FMS Chair Back & Pelvic
- *XXL

4 Channels



*** Reality ***

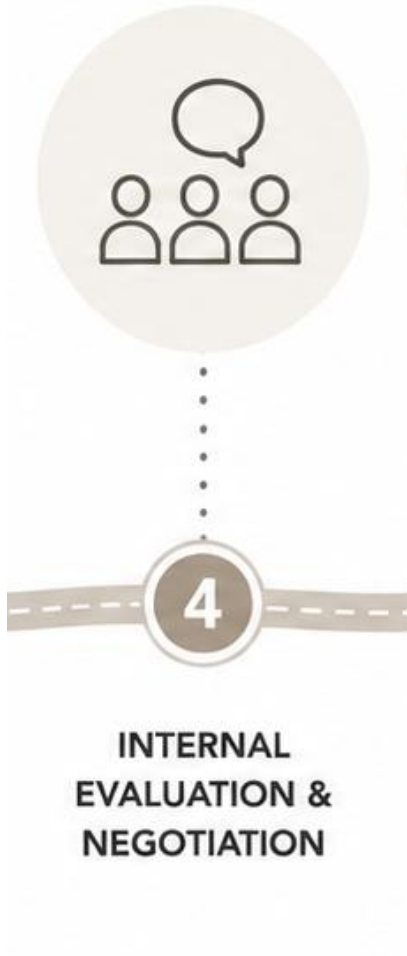
- FMS Care
- Trolley Care
- 1 L Applicator
- 1 FMS Chair Back & Pelvic

***Entry level & closing the sale**

4. Internal Evaluation & Negotiation

IMPORTANT

**This is not a best practice for every market.
Might be relevant for price-sensitive markets
or situations.**

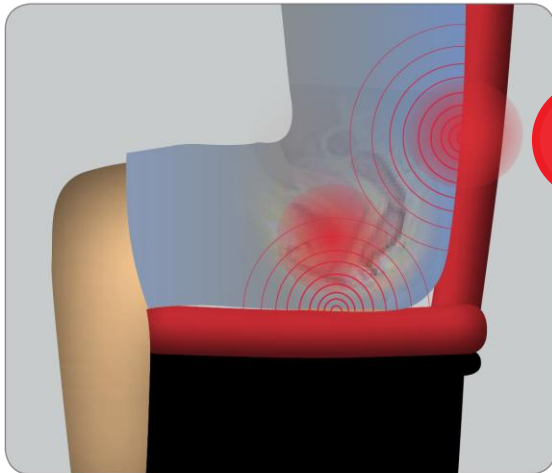


DIFFERENTIATORS IN PELVIC HEALTH

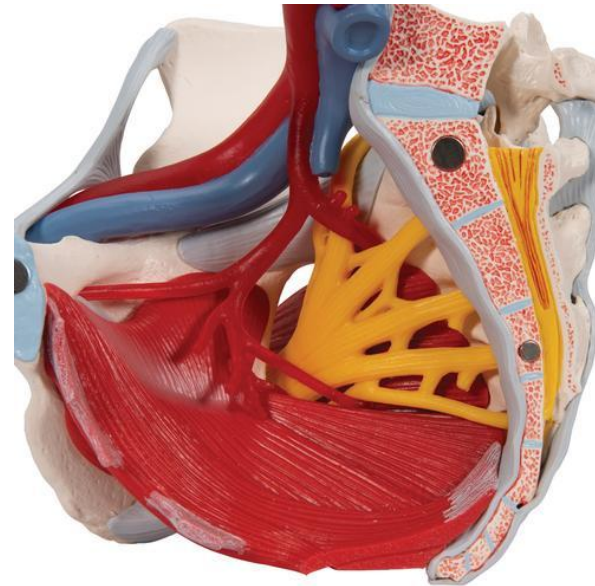
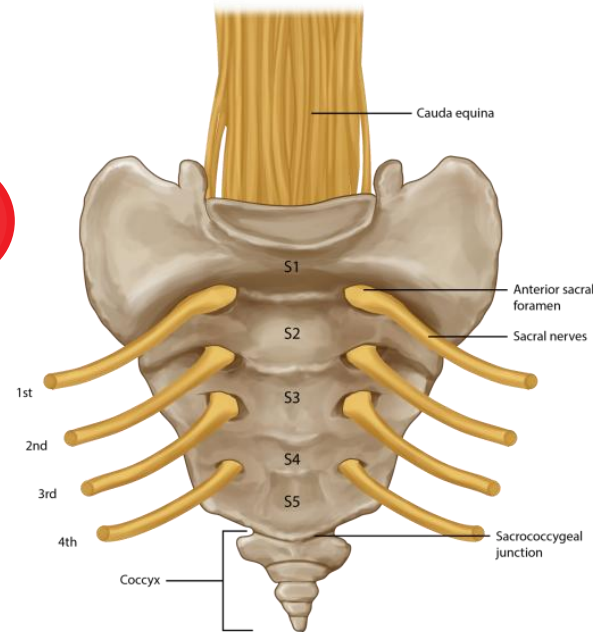
1

SACRAL APPLICATOR, SACRAL NEUROMODULATION

- ✓ URGE INCONTINENCE
- ✓ MIXED INCONTINENCE
- ✓ FREQUENCY & NICTURIA
- ✓ PELVIC PAIN



B

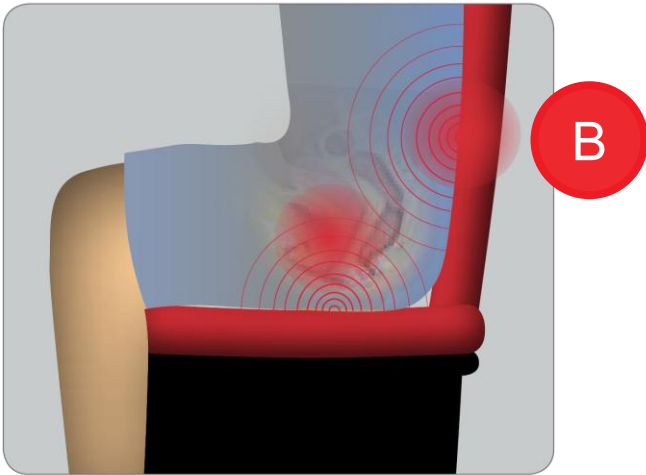


DIFFERENTIATORS IN PELVIC HEALTH

2

LUMBAR APPLICATOR

✓ **LOW BACK PAIN AND PELVIC FLOOR DISORDERS**

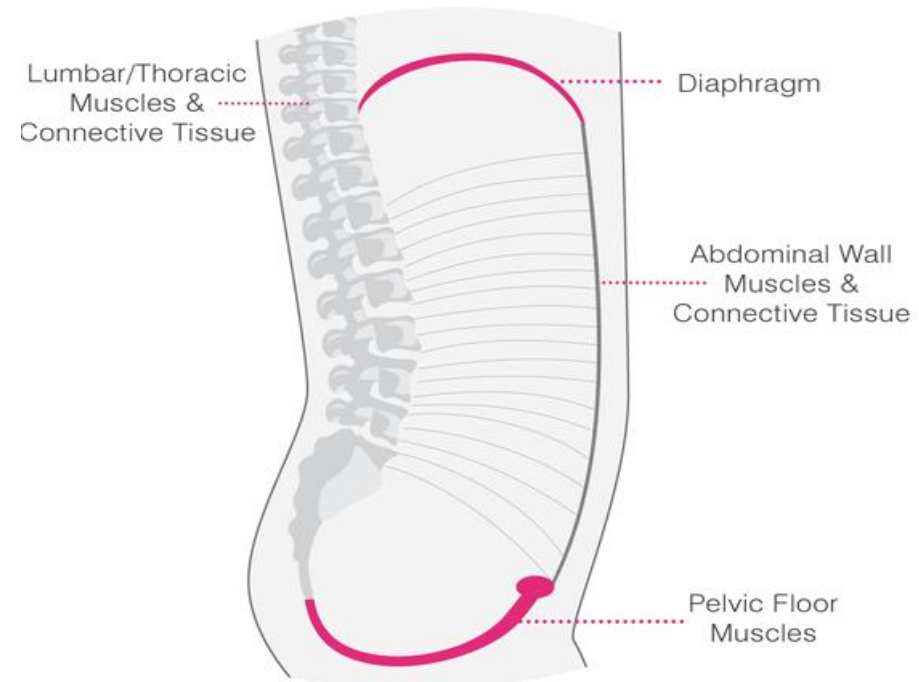
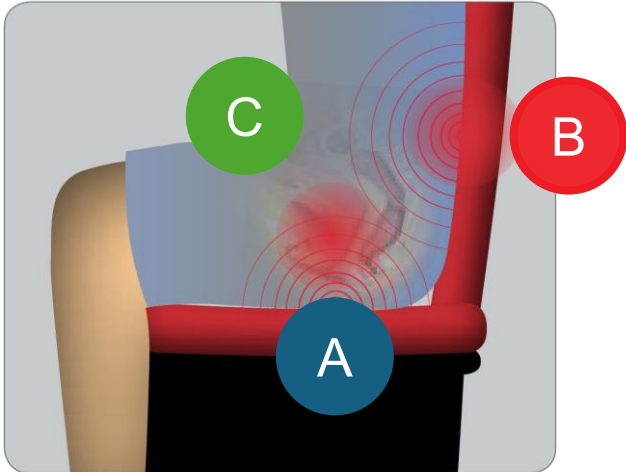


DIFFERENTIATORS IN PELVIC HEALTH

3

CORE 360 TREATMENTS

- ✓ **MUSCLE SYNERGIES**
- ✓ **MOTOR CONTROL, STABILIZATION, CORE**

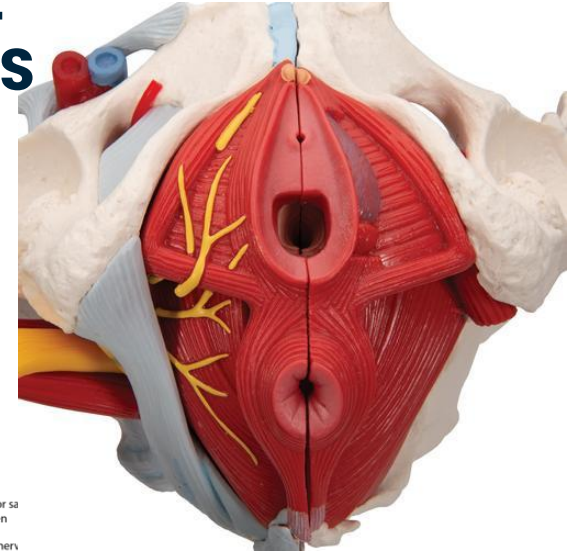
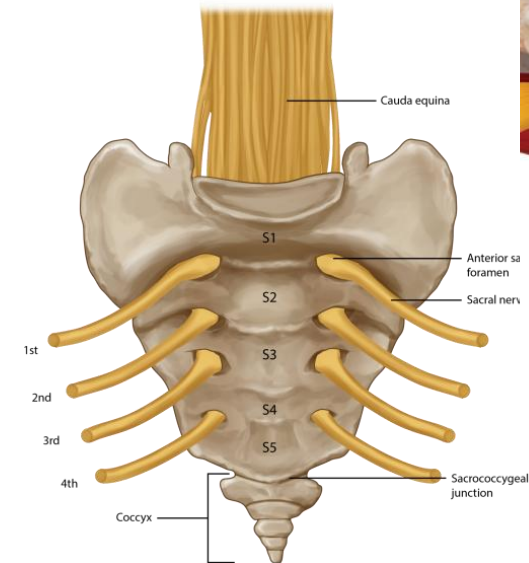
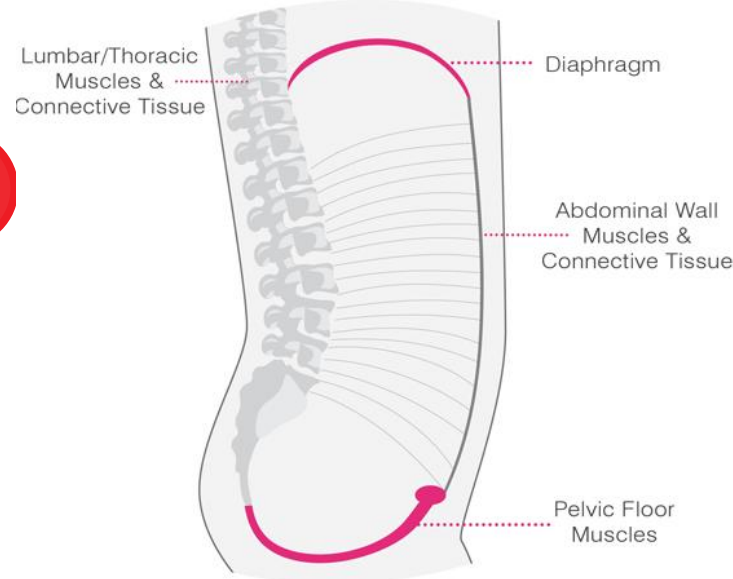
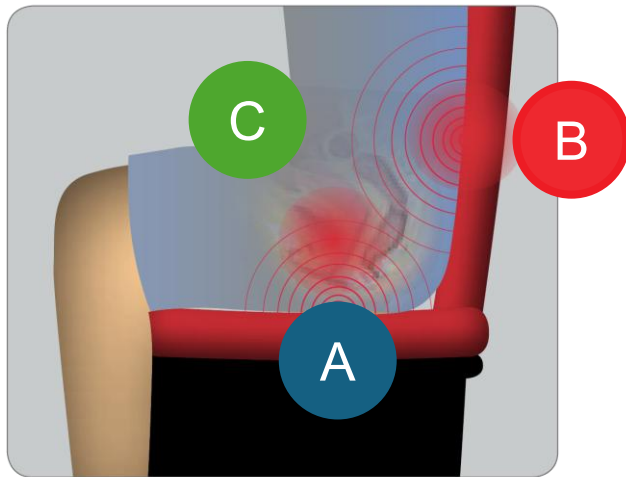


DIFFERENTIATORS IN PELVIC HEALTH

4

SIMULTANEOUS STIMULATION

- ✓ **NON-INVASIVE
NEUROMODULATION:
PERIPHERAL + CENTRAL**
- ✓ **INVOLUNTARY MUSCLES**
- ✓ **MUSCLE SYNERGIES**



DIFFERENTIATORS IN PELVIC HEALTH

5

**DYNAMIC APPLICATIONS (L,
2L, XXL)**

- ✓ **ABDOMINAL REEDUCATION**
- ✓ **ABDOMINAL DIASTASIS**



DIFFERENTIATORS IN PELVIC HEALTH

6

**CONTINUOUS WORKFLOW
WITHOUT PAUSES,
RELIABLE AIR-COOLING
SYSTEM**

DIFFERENTIATORS IN PELVIC HEALTH

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7



DIFFERENTIATORS IN PELVIC HEALTH

8

**FMS CARE AS A PREMIUM
PLATFORM IN
PHYSIOTHERAPY**

- ✓ **GROWN YOUR CLINIC**
- ✓ **ADAPT YOUR TREATMENTS**

5. Purchase decision, sale

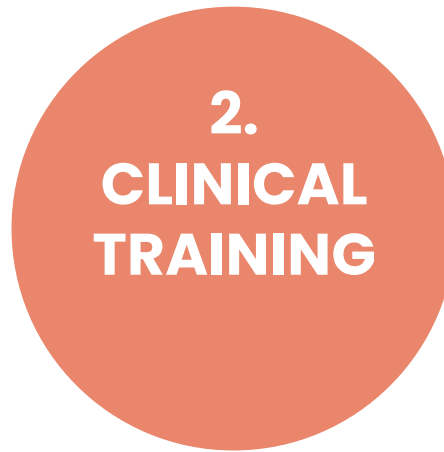


Congratulations!



PURCHASE
DECISION, SALE

6. Installation, onboarding & training



**INSTALLATION,
ONBOARDING
AND TRAINING**

6. Installation, onboarding & training

1. MARKETING



- ✓ **MERCHANDISING PACK**
 - ✓ **ACCESS TO THE FMS DIGITAL HUB**
 - ✓ **SOCIAL MEDIA OPPORTUNITY**
-
- ✓ Storytelling, emotional
 - ✓ Record + publish!
 - ✓ *Stories before, during set up*
 - ✓ *Arriving, unpackaging, training...*
 - ✓ Interviews, testimonials, team pic



**INSTALLATION,
ONBOARDING
AND TRAINING**

6. Installation, onboarding & training

2. CLINICAL TRAINING



- ✓ **FIRST TRAINING**
 - ✓ Specialized Physiotherapist
 - ✓ Value!
 - ✓ Full team → Team Alignment → Successful implementation
 - ✓ Standardized! → Unified message & clinical approach



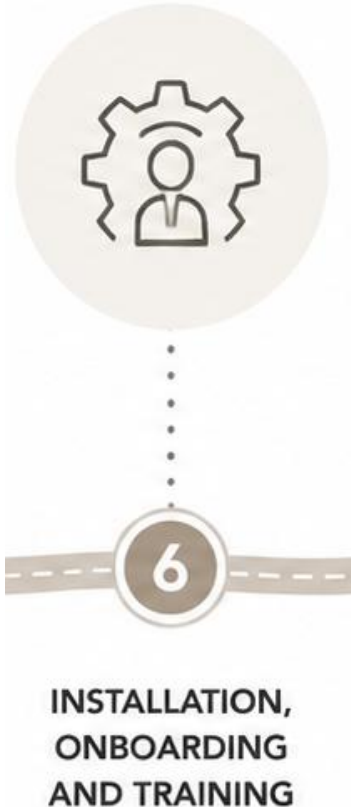
INSTALLATION,
ONBOARDING
AND TRAINING

FMS CLINICAL TRAINING DEVELOPMENT PLAN

2. CLINICAL TRAINING



- ✓ Develop a continuous FMS training and education programme calendar divided by specialities for customers
- ✓ Position continuous education as differentiator of FMS
- ✓ Develop digital education resources & a global FMS Academy platform



6. Installation, onboarding & training

- Implementation in daily clinical practice
→ key factor for success
- FMS adapts to the clinic's way of working and clinical concept
- FMS, an excellent opportunity to grow your business:
 - No consumables, no downtime, and no operator is required during treatment.
 - True hands-off technology that continues working without adding pressure to the team or agenda.

**HANDS
FREE**
APPLICATION

DYNAMIC
APPLICATION

**3.
IMPLEMEN-
TATION**

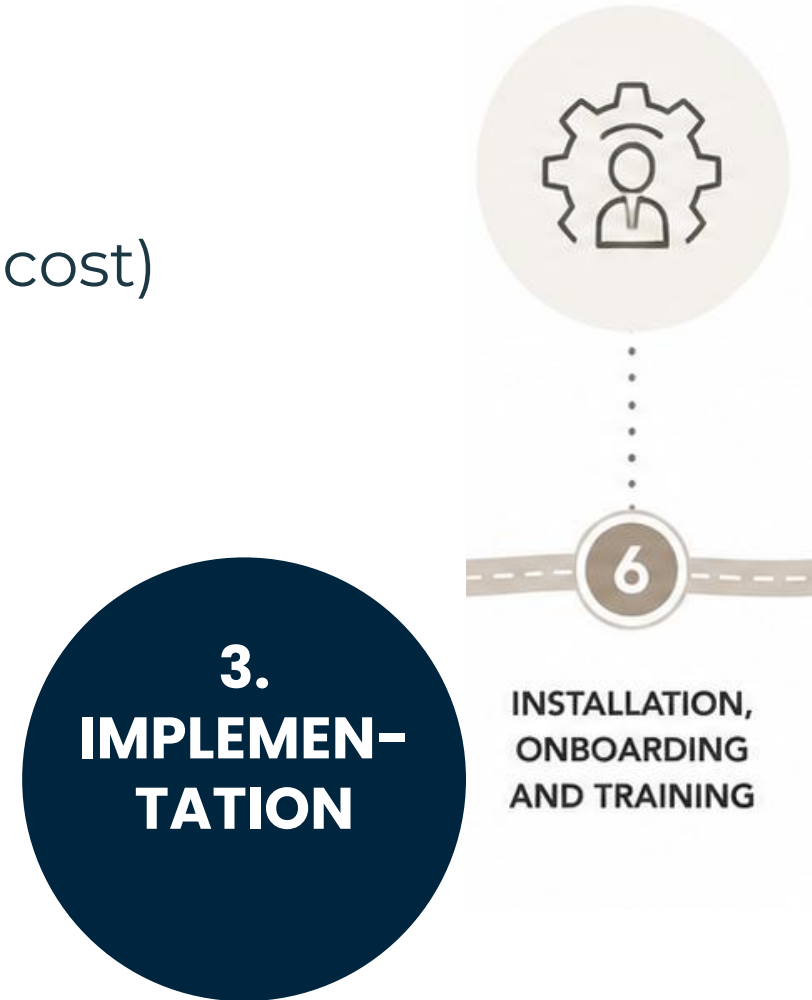


6
INSTALLATION,
ONBOARDING
AND TRAINING

6. Installation, onboarding & training

- **HOW IS FMS OFFERED?**
- **PACKS OF 6 SESSIONS / 10 SESSIONS ***
 - **Complementary treatment** (additional cost)
 - **Stand-alone treatment:**
 - Bone oedema, fractures, some pelvic health conditions...
 - **Sessions: 20-30 mins**

*Public or other settings



6. Installation, onboarding & training

**ADVANTAGE: EASY INTEGRATION & FAST LEARNING
CURVE**

SESSION	1	2	3	4	5	6	7	8	9	10
MANUAL + OTHER										
FMS										

**3.
IMPLEMEN-
TATION**



**INSTALLATION,
ONBOARDING
AND TRAINING**

6. Installation, onboarding & training

✓ **PRIVATE: BUSINESS GROWTH & ROI**

✓ **PUBLIC SETTINGS: HIGH DEMAND, WAITING LISTS... → EXCELLENT TOOL!**



**3.
IMPLEMEN-
TATION**



**INSTALLATION,
ONBOARDING
AND TRAINING**

6. Installation, onboarding & training

3. IMPLEMEN- TATION



✓ **Physiotherapist specialized in musculoskeletal working in a private hospital in Spain**

✓ **TREATMENT PACKS:**

- 3 Sessions 210 euros (70e/session)
- 6 Sessions 390 euros (65e/session)



6

**INSTALLATION,
ONBOARDING
AND TRAINING**

6. Installation, onboarding & training

✓ **BUSINESS GROWTH IN 2026:**

3. IMPLEMEN- TATION



MONTH	PACKS SOLD	REVENUE
January 26	2 x 3 sessions 5 x 6 sessions	1470 euros
February 26	1 x 3 sessions 6 x 6 sessions	2940 euros
Mach 26	15 x 6 sessions	5850 euros
April 26	1x 3 sessions 12 x 6 sessions	4890 euros *



**INSTALLATION,
ONBOARDING
AND TRAINING**

7. After-Sales Support

- **Excellence in After-Sales Support: Key Differentiator & Source Added Value:** *Premium pack for a premium client, from a premium distributor*
- **Clinical support:** *Continuous clinical training project development, access to the FMS community...*
- **Commercial support:** *Guidance and support to help customers maximize profitability and optimize implementation.*
- **Technical support:** *Official technical service in Spain & Slovenia, fast response times, and substitution devices when needed.*
- ***Professional development:** *Many customers grow alongside the distributor and FMS, becoming KOLs, speakers, or trainers, which creates strong engagement and loyalty.*



**AFTER-SALES
SUPPORT**

8. Retention & Expansion

Unique characteristics of FMS... Open growth opportunities!

As a scalable, hands-off platform that is not operator-dependent and requires no consumables, FMS enable private clinics to increase patient volume without increasing personnel costs, creating strong profitability and long-term value when properly implemented.

Excellence in clinical results



8. Retention & Expansion

Unique characteristics of FMS... Open growth opportunities!

- **FMS Upgrades:** *through additional accessories, applicators, or complementary services integrated into the FMS ecosystem.*
- **Investment in a second platform:** *Ex. One static FMS dedicated to pelvic floor treatments and a second system focused on MSK or dynamic applications moved between treatment rooms. This allows for two independent FMS agendas, increased patient flow, and higher overall profitability.*
- **Competitive conversion opportunities:** *Existing competitor technologies in a setting are not necessarily a limitation, as many customers choose to transition or expand with FMS after recognizing its clinical, technical, and commercial advantages.*



**RETENTION &
EXPANSION**

8. Retention & Expansion



Strong clinical and business outcomes ultimately lead to greater customer loyalty, repeat investment, and organic brand advocacy through positive word of mouth and peer recommendations.



FMS

FUNCTIONAL MAGNETIC STIMULATION

REDIFINING REHABILITATION,
TRANSFORMING LIVES



FMS

FUNCTIONAL MAGNETIC STIMULATION

REDIFINING REHABILITATION,
TRANSFORMING LIVES

Thank you

