



15-Minute Miracle: From Chronic Pain to Playtime

A Crash Course in Red Light Therapy for Pets

This workbook is designed to be used alongside the MedcoVet Crash Course, “15-Minute Miracle”. It’s your space to capture insights, track what’s true for your pet, and build a clear plan—step by step—as you follow along with the course.

You’ll use it to log your pet’s condition, map out treatment areas, and understand the settings that make red-light therapy work. By the end, you’ll have a personalized plan and a real sense of what to do next.

Welcome & Roadmap





Welcome

If you're here, it likely means your pet is hurting, and you're ready to do something about it. Good news: you're not alone, and you're not stuck. This workbook, paired with the webinar, is your guide to clinic-level care from the comfort of your home.

You don't need a science degree or an engineering background. Just start filling this out as you go, and bring it with you to your consult. We'll help you turn your answers into a treatment plan that fits your pet, and your life.

Let's get started.

Alon Landa

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Roadmap

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Meet The Speakers

Alon Landa

Co-Founder & CEO, MedcoVet



- 20+ years in tech: medical devices and satellite systems (including GPS and the Hubble Space Telescope).
- Co-creator of the Luma red-light therapy device
- Degrees in Electrical Engineering (UPenn) and MBA (NYU)
- Writes regularly about photobiomodulation therapy, pet recovery, and home-based health solutions
- Lives in Boston, passionate about making effective pet care accessible

Meet The Speakers

Dr. Ronald Hirschberg Veterinarian & PBM Expert



- 30+ years as hospital director at Brockton Animal Hospital
- Specialist in photobiomodulation (PBM) for pets
- Contributor to global PBM standards (WALT, NAALT, ASLMS)
- Educated vets at top schools: Cornell, UC Davis, Ohio State, more
- Published author on PBM for chronic kidney disease in animals
- Enjoys sailing, racing cars, and hiking with his Irish Setter

Meet The Speakers

Chris Cranston, MPT, CCRP

Veterinary Rehab Specialist



- 20+ years in animal physical therapy
- Among the first 100 certified canine rehab practitioners worldwide
- Founded FlowDog, a full-service rehab clinic, sold to Angell Animal Medical Center
- Background in human PT, now focused on pets full-time
- Co-host of the [PetAbility Podcast](#), sharing real rehab stories and expert tips
- Twin Cavaliers, Julep & Baxter, are her constant sidekicks

THE HOME-CARE REVOLUTION



Your Pet Needs Red-Light Therapy

What Are Your Options?

Picture this: your dog strains a shoulder chasing squirrels or your senior cat wakes up stiff-hipped. You've heard that red- or near-infrared (NIR) light therapy can speed healing and ease pain—but how should you deliver it? Three paths usually appear:

PATH #1

Path #1 - The Clinic Loop

When you can get to the clinic consistently, results are great—but convenience and cost become real hurdles for chronic or long-term cases.

- \$45–\$90 per visit adds up quickly; weekly car rides
- 5- to 15-minute sessions, 2–3 × per week
- high-powered equipment, professional oversight.

PATH #2

Path #2 - The Amazon Gamble

Budget-friendly, but you're on your own. Harder to dose correctly. The device specs are rarely provided, and when given, often either don't match the quoted specs or quickly degrade with use.

- Often “one-size-fits-all” protocols
- Up to 80 % of light is scattered or absorbed by fur
- No clinical guidance—dosing guesswork

PATH #3

Path #3 - Luma: Clinic-Level Power, Couch-Level Convenience

The power of a clinic laser, the safety of an LED, and the confidence of a custom plan, without leaving your couch. It's real therapy, guided by real professionals, made for real life.

- Tele-health consult included
- Optical comb where light touches the skin
- Clinical-grade power: 1.1 W spread over 14.5 cm²

Luma's aperture is 4-5 times larger than other devices.

PBM SCIENCE MADE SIMPLE



What is Photobiomodulation?

Besides a mouthful

Plain-English definition:

Photo: Refers to light or light energy

Bio: Biological activity such as that which takes place in living tissue

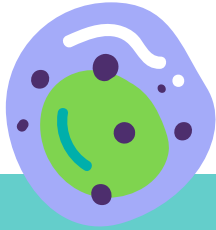
Modulation: Affecting the biological activity as above

Remember this

- 1 Light Penetrates Tissue
- 2 Mitochondria Absorb Photons
- 3 ATP Production Boost
- 4 Enhanced Cellular Function

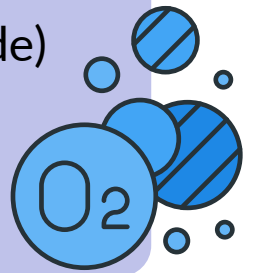


How Does Photobiomodulation Work?



A treatment utilizing LED arrays and non surgical lasers to alter cell function

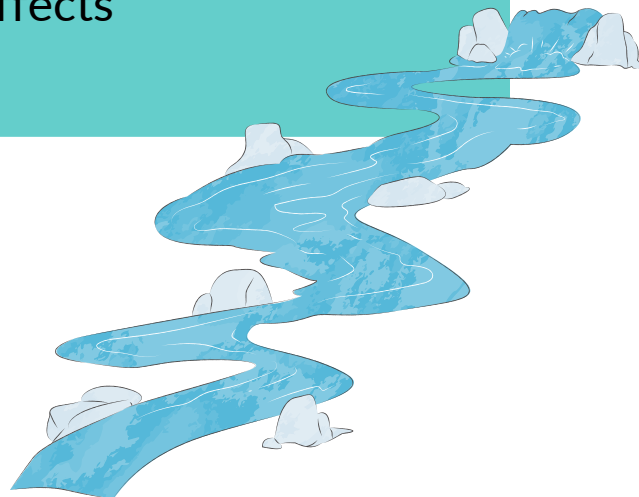
Reduces oxidative stress (free radicals such as Nitric oxide)



Restores production of ATP



Multiple “downstream” effects



Tissue Response Dependent on Dosage of Light

Color
(wavelength
in nm)

Irradiance
(mW/cm²)

Time
(seconds)

Pulse Rate
(Hz)

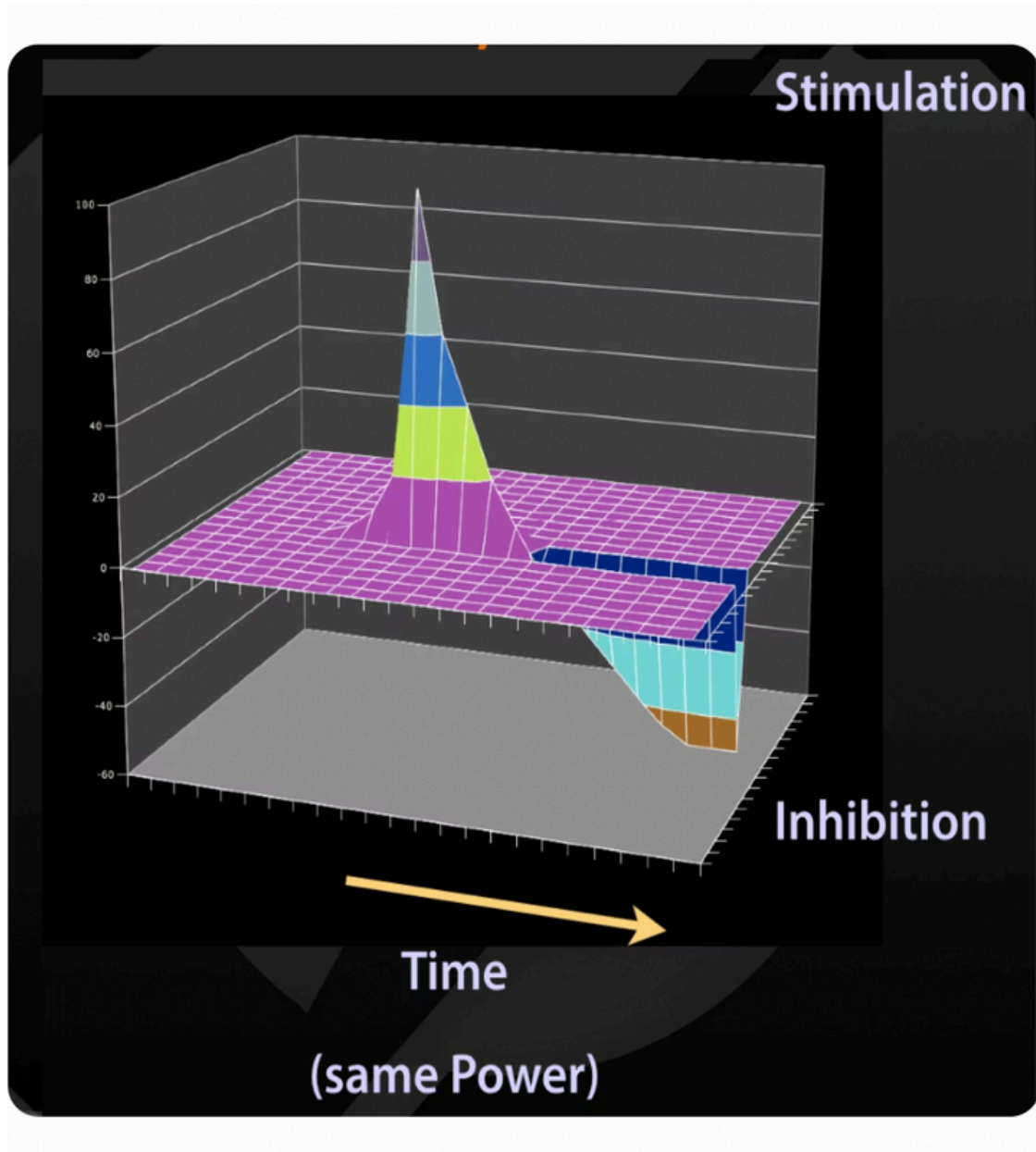
Application Pressure



Frequency of Application
(treatment
schedule)



Bi-Phasic Dose Response



If insufficient dosage (**Irradiance, Time, Wavelength**) is applied, there is no response

As effective dosages are reached, a threshold is crossed and cellular stimulation or enhancement occurs (**nitric oxide displacement**)

With very high energy densities or irradiances, stimulation (**enhancement**) is replaced by inhibition

Effects of PBM on the Patient



*Reduce
inflammation*

*Increase
Circulation*

*Accelerate
tissue repair*

*Promote
Analgesia*

*Impact
Neurotransmi
tters (Mental
Homeostasis)*



*Increase stem cell
circulation*



Conditions PBM Consistently Helps

Arthritis &
Joint Pain

Pain Relief

Post Surgical
Healing

Dysplasia

IVDD



Muscle Strains



Sprains &
Ligament
Injuries

Mobility
Issues

Otitis

Chronic
Kidney
Disease

Agility &
Sports

Dermatologic
& wound care

Evaluate Any Device

- Dual wavelengths:** 630–670 nm (red) + 800–850 nm (NIR)
- Average power** clearly listed (not just peak)
- Irradiance** < 300 mW/cm²
- Direct skin contact applicator** optical comb with light at prong tips to bypass fur
- Condition-specific protocols** with custom dosing
- Transparent** clinical references
- Time to deliver 4–8 J/cm²** clearly explained
- Customer support** or access to protocol help
- Veterinary-recommended** or rehab-developed

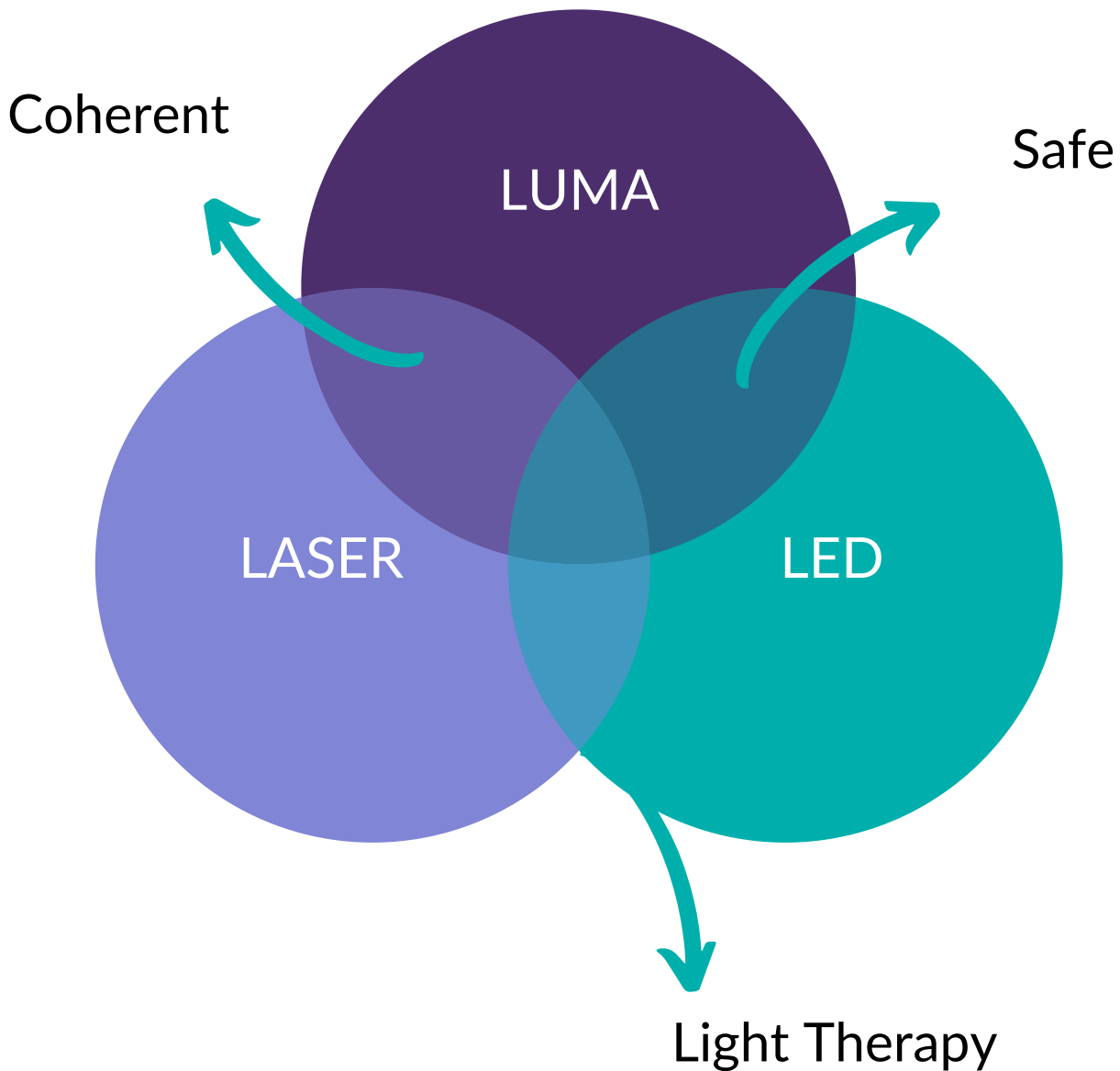


INSIDE THE LUMA

Bridging the Gap



LED + Laser

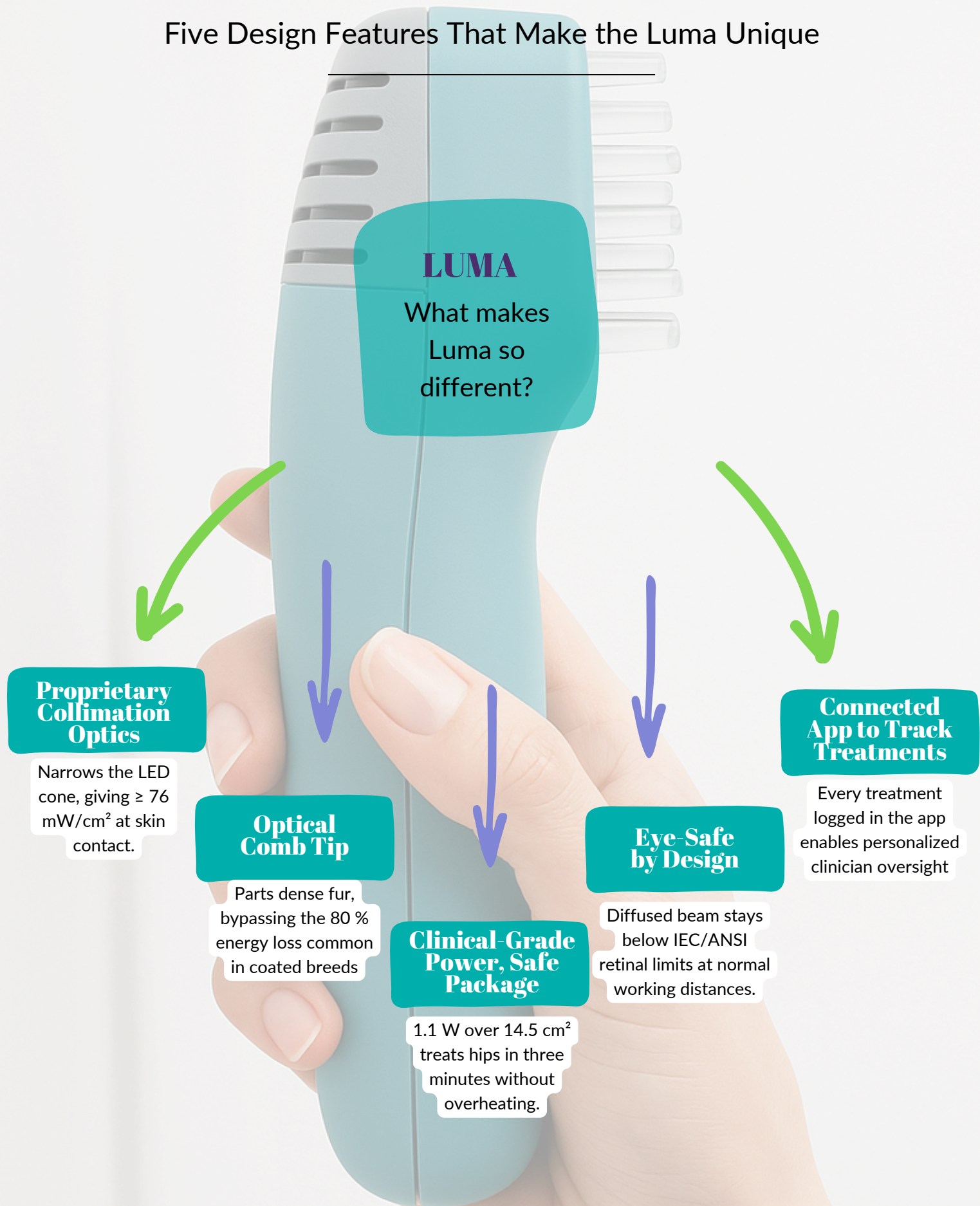


“What Makes a Home Device Act Like a Clinic Laser?”

- **Lasers (clinic):** coherent, deeply penetrating, but expensive and eye-hazardous.
- **Raw LEDs (flashlights):** safe and cheap, yet scatter light and under-dose through fur.
- **LUMA:** keep laser-like penetration and speed while preserving the safety and affordability of LEDs.

Luma Design

Five Design Features That Make the Luma Unique



Why Custom Protocols Are the Secret Sauce

[Read More Here](#)



One size never fits all:

Coat length, tissue depth, age, weight, and condition severity each shift the “biphasic” dose window Ron just explained.



The Four Modifiers:

Frequency - Time
Placement - Pressure
must be tuned pet-by-pet and updated as tissues heal.

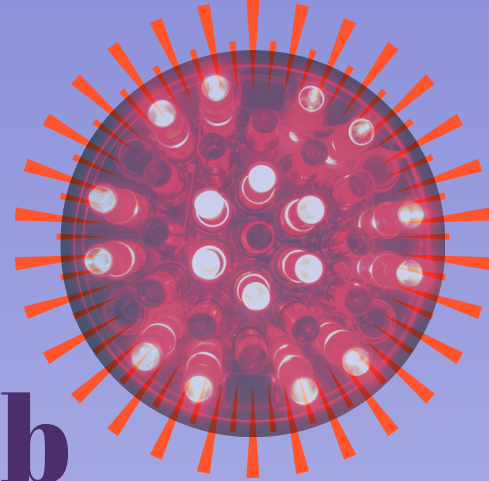
MedcoVet difference:

Every Luma rental or purchase includes a tele-health consult. A licensed clinician reviews your pet's situation and builds a unique protocol.



Outcome:

Repeatable, science-based dosing that actually adapts, something generic devices and static PDFs can't deliver.



Deep Dive: The Optical Comb

[Learn More About The Optical Comb Here](#)

Most light therapy devices struggle with one big problem: **fur**. Up to 80% of the light from traditional lasers gets lost before it even reaches your pet's skin, which is where the real healing happens.

High-powered lasers try to brute force their way through, but that creates heat, risks burns, and requires constant movement. MedcoVet's Luma takes a smarter approach with its built-in comb, designed to part the fur and place the light source directly on the skin, like parting hair to apply scalp treatment.

This simple but powerful design means more light reaches the tissue without the need for dangerous power levels, making treatments safer, more effective, and easy for pet parents to do at home. With the Luma comb, every session delivers real results—without wasted light or unnecessary risk.

Comb Purpose



Purpose 1: Get Light Through Fur

Part hair so photons hit skin directly, shortening sessions and standardizing dose—critical for thick-coated breeds.



Purpose 2: Collimate Without Laser Risk

Integrated optics tighten the beam just enough for deeper penetration while keeping irradiance “eye-safe.” No goggles required for routine use.



Luma Specs

1

Dimensions

168cm x 58cm

4

Total Power (Average)

1100mW

2

IR Wavelength

850nm

5

Power Density

75mw/cm²

3

Red Wavelength

635nm

6

Eye Safety Classification

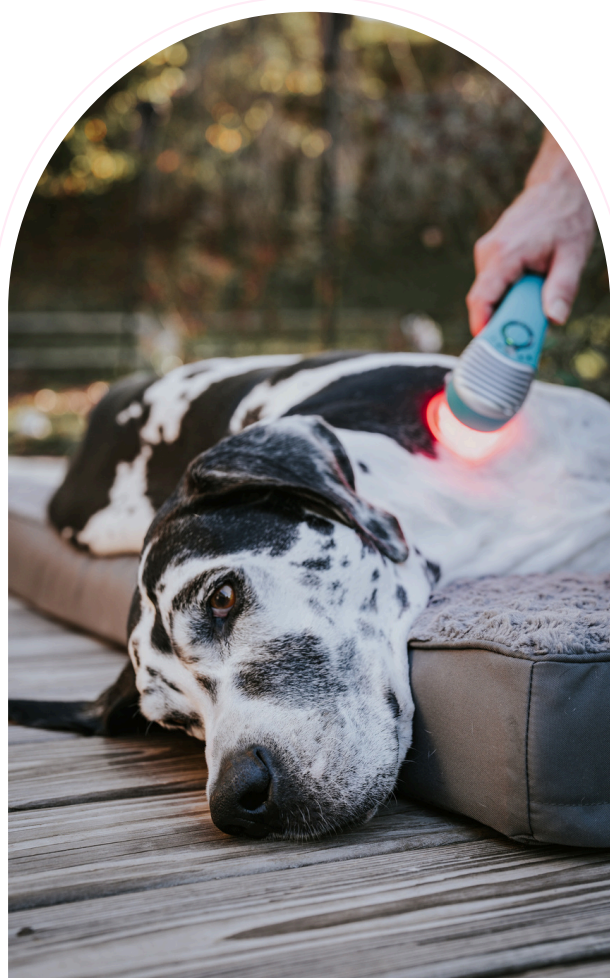
Eye Safe without goggles or "doggles"



MODULE 05

RED LIGHT IN REAL LIFE

Custom Protocols that Work



Copy-Paste Plans Fail

Your Pet Needs a Custom Protocol

Not a guess—A plan.

You'd never borrow someone else's eyeglass prescription or feed a Chihuahua like a Great Dane.

PBM is no different.

Remember this

- 1 Dose matters.** Remember Ron's biphasic curve? Too little light = no change; too much = stalled progress.
- 2 Variables change everything:** tissue depth, age, species, coat density, exact condition.
- 3 Cookie-cutter plans waste time.** We only see steady progress once we personalize.



Bottom Line

If you want real results, go custom.

Red-light therapy is science, and science needs a plan.

The Workbook: Data We Need to Build Your Plan

INSTRUCTIONS

For each condition, check ONE box: Diagnosed, Suspected, or No
 If suspected, describe the signs you're seeing, when they started, and what makes them better or worse in the Notes section.
 If a condition isn't listed, add it in Notes.

1 <u>Arthritis & Joint Pain</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>	8 <u>Mobility Issues</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>
2 <u>General Pain</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>	9 <u>Sprains</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>
3 <u>Post Surgical Healing</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>	10 <u>Mobility Issues</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>
4 <u>Dysplasia</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>	11 <u>Otitis</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>
5 <u>IVDD</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>	12 <u>CKD</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>
6 <u>Muscle Strains</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>	11 <u>Agility & Sports</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>
7 <u>Sprains</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>	12 <u>Dermatologic & wound care</u>	Diagnosed <input type="checkbox"/>	Suspected <input type="checkbox"/>	No <input type="checkbox"/>

Write down any notes or context you think would be relevant.

Post-surgical—procedure & date • Dysplasia—hip or elbow • IVDD—stage or symptoms
 • Otitis—left/right/both & frequency • Dermatologic/wound—location & size

Custom Protocol Questionnaire

Pet Name:

Your Name:

Species:

Breed:

Age:

Sex (Male or Female)

Reproductive Status (intact or neutered/spayed)

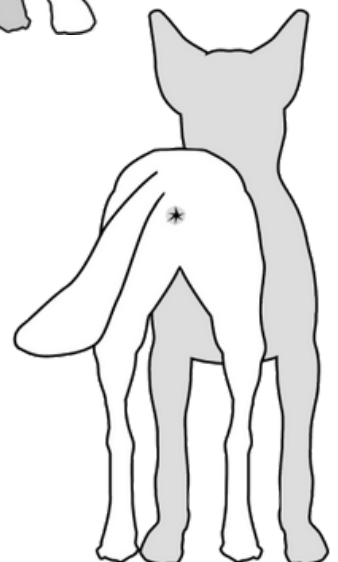
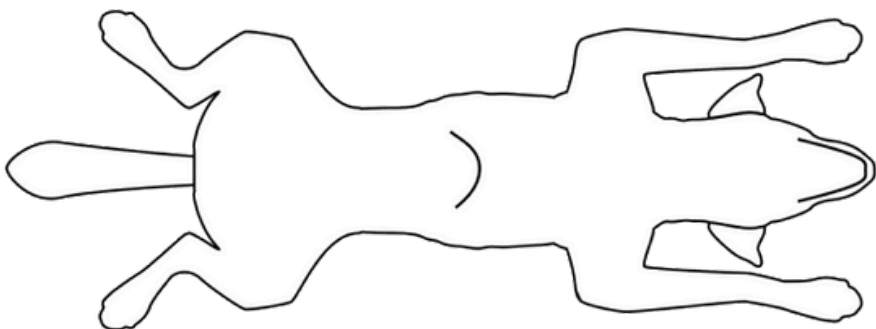
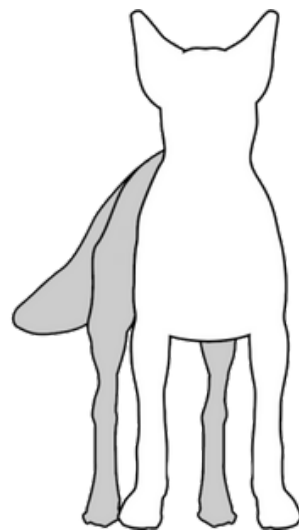
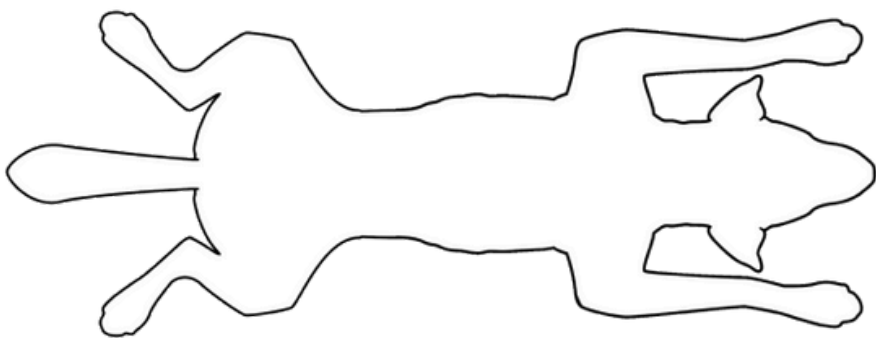
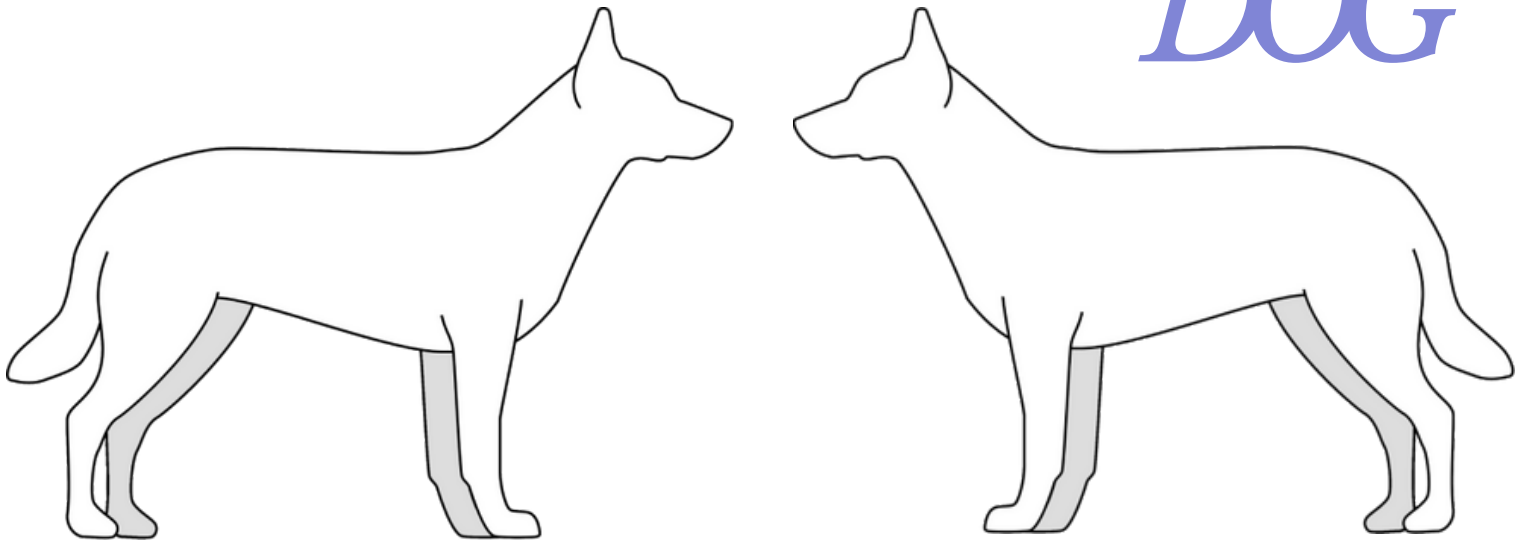
Size & Weight:

Coat Type & Length

Target Treatment Areas: What hurts, where, how deep

Circle or label painful/affected zones on the body chart:

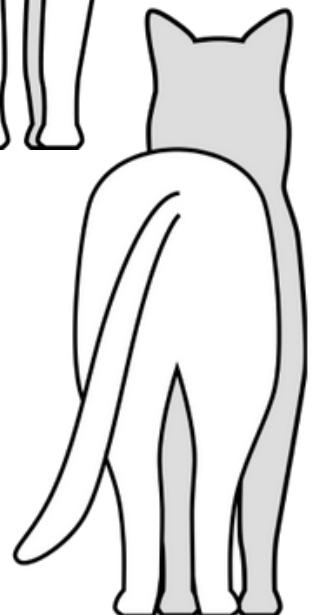
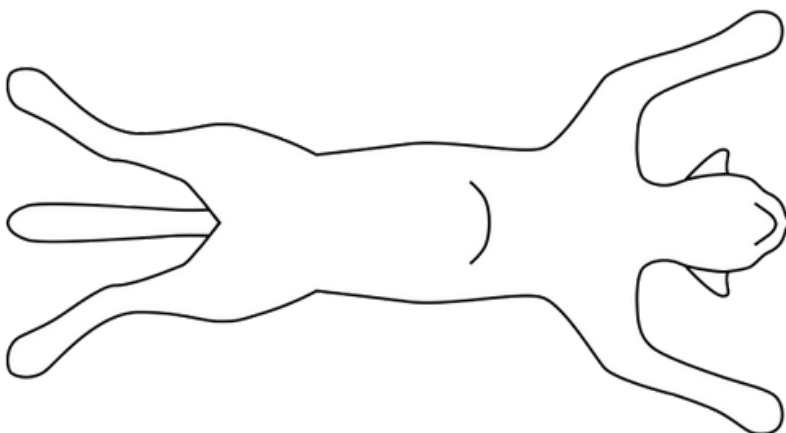
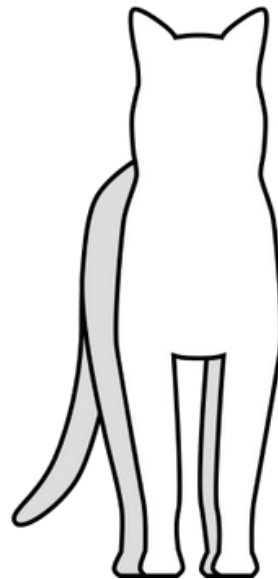
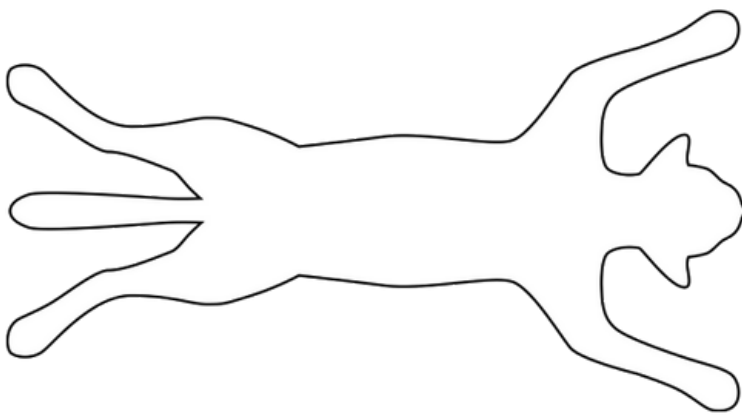
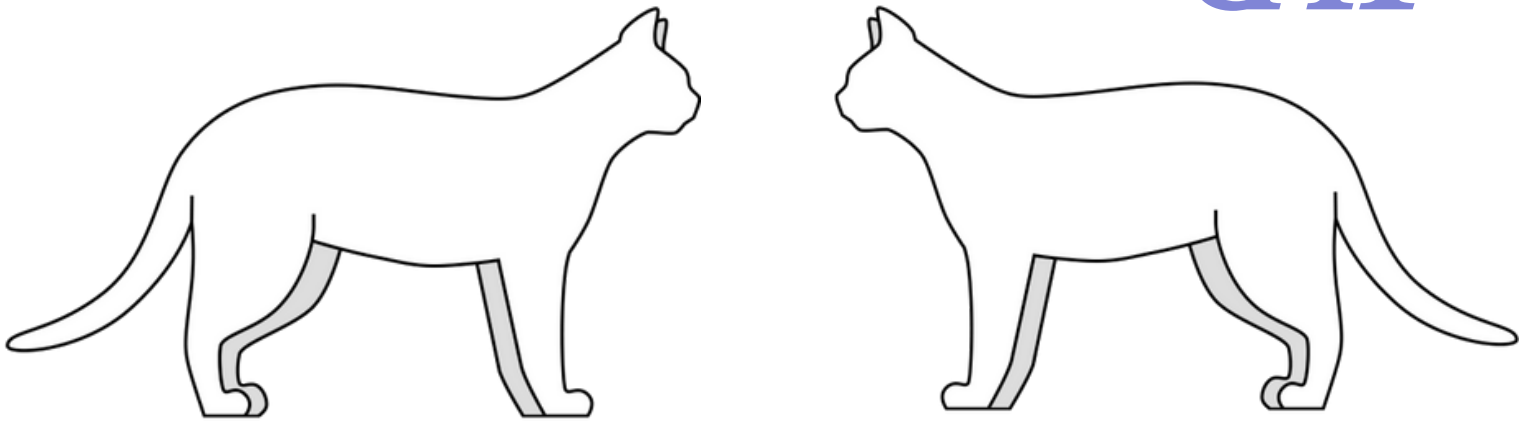
DOG



Target Treatment Areas: What hurts, where, how deep

Circle or label painful/affected zones on the body chart:

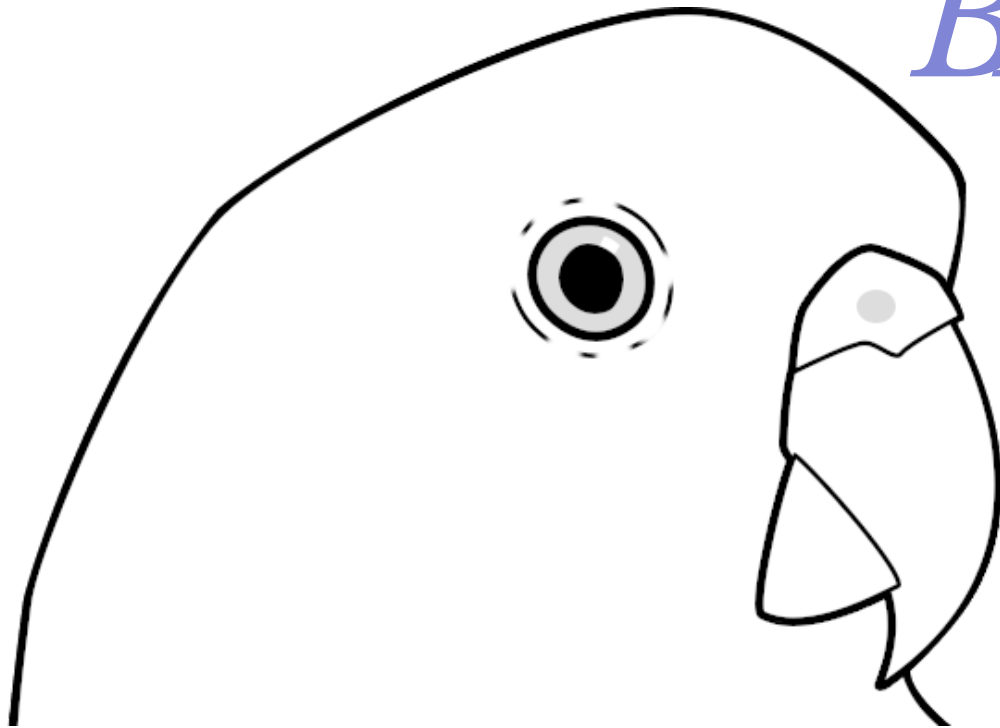
CAT



Target Treatment Areas: What hurts, where, how deep

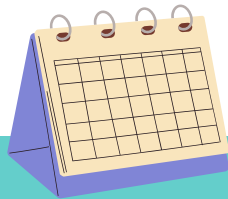
Circle or label painful/affected zones on the body chart:

BIRD



Turning Information Into Action

Protocol = Frequency • Time • Placement • Pressure



Frequency

how many sessions per week and how that schedule tapers.

Frequency is flexible; it evolves with healing.



Time (Minutes per Spot)

Driven by the depth of the target tissue, condition, and pet size.

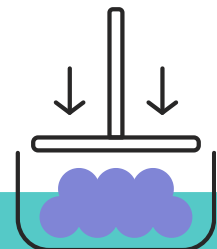
Feedback on the pet's healing shapes how we tweak treatment times.



Placement

Precise points marked in the app with diagrams.

Includes primary sites plus critical secondaries (nerve roots, compensatory joints).



Pressure

Moderate pressure can boost penetration $\times 1.5$. We'll tell you when to use it.

Stationary technique prevents "light smearing."

Safety Reminders

*Active or
prior cancers
at target site*

*Pregnant or
nursing
females*

*Over testicles
(intact males)*

*Open growth
plates in
puppies/kittens*

*Severe
bleeding/clotting
disorders*



Seizures/epilepsy



Now What?

- Click the consult link** under the video and reserve your slot.
- Finish your workbook tonight—** include any pertinent veterinary records.
- Show up to your consult** and leave with a plan you can start within a week.



ROI CALCULATOR WALK-THROUGH



How the Choices Stack Up

Decision Driver	Clinic Visits	Generic Home Device	MedcoVet Luma
Cost	\$\$\$ per visit (ongoing)	\$	\$\$ rental / \$\$\$ purchase 7 treatments per week for the price of a single clinical visit
Convenience	✘ Constant trips to clinic	✔ Treat at home	✔ Treat at home
Transparency	✔ Specs clear and verified	✘ Specs rarely offered and tough to confirm	✔ Specs clear and verified. Internal checks to ensure power is correct.
Professional guidance	✔ In person	✘ None	✔ Remote, unlimited
Fur-penetration tech	✔ High Power gets through fur	✘ None	✔ Optical comb
Spot size & power density	1–3 cm ² , 5–15 W	1–2 cm ² , ≤0.15 W	14.5 cm², 1.1W
Session length	5-15 min in clinic	20-30 min per area	3-5 min per area
Best for	Acute injuries if time & budget allow weekly trips	Light wellness use, tech-savvy owners willing to self-research	Acute and chronic cases, owners who want clinic-quality outcomes without clinic hassles

Success Stories

[See More Here](#)



“Antigone went from reluctantly and slowly getting up to go out to standing without apparent discomfort!! The Luma has given “Tig” her quality of life back. I used it daily at first and then cut back to weekly once her healing had stabilized. I started with just treating her hips but progressed to treating other joints that had been overly burdened by her hip issues. I’ll always have a Luma in my home after experiencing the benefits firsthand!!!”

-Dona Linthicum



“The Luma has made such a drastic difference for our cat, Apollo. Since beginning his treatment, Apollo has become more calm and seems happier! Using the Luma has become a part of our routine, which Apollo seems to look forward to. We are so happy that his chronic kidney disease is also static!”

-Angelina

LIMITED OFFER

Free Clinician Consultation

PLUS
\$100
OFF
LUMA



Exclusive Bonuses

- ✓ **Free 1:1 tele-health consult:** get a custom protocol built for your pet and loaded into the app.
- ✓ **\$100 off Luma**
- ✓ **Ongoing chat support** to fine-tune Frequency, Time, Placement, and Pressure.

[Book Free Consult + \\$100 Off](#)