

VOTIVA BY INMODE

WITH RAYE-ANNE AYO, MD, FAAFP



In each edition, *Modern Aesthetics*® asks top physicians about the latest devices in their practice. This month, **Raye-Anne Ayo, MD, FAAFP**, a

Farragut, TN-based family practitioner, shares her experience with **Inmode's Votiva** as both a patient and a provider.

WHAT IS INMODE'S VOTIVA?

Raye-Anne Ayo, MD: InMode's Votiva is a radiofrequency (RF) technology and the first and only device on the market that addresses both internal and external vaginal issues, including sexual dysfunction. Patients can select FormaV (internal), FractoraV (external), or both during their Votiva treatment. The InMode Votiva platform has a variety of indications. First and foremost are the benefits related to women's sexual health. It helps with urinary incontinence, dyspareunia, vaginal dryness, vaginal irritation, perineal scarring from childbirth, and vaginal laxity. It has also been helpful with pelvic floor dysfunction. Other indications for Votiva with microneedling are scar revision and skin laxity associated with aging and pregnancy or significant weight loss. I have used Votiva for fine lines and wrinkles and decreased tone or irregular texture in skin.

Another area that I have had success is acne scarring and active acne. Axillary hyperhidrosis has been successfully treated with Votiva RF microneedling.

HOW IS IT DIFFERENT THAN OTHER DEVICES IN THE FEMININE WELLNESS CATEGORY?

Dr. Ayo: We have known about RF for many years. However, when its effect on the skin was observed under the microscope, we saw lots of remarkable things, including increased vascularization and increased collagen and elastin production. This leads to reversal of many changes that take place due to hormonal fluctuations and age. The skin functions in a much healthier manner. This is not a laser, but a painless procedure that has zero downtime for patients. I don't have to worry about having the operative field free of moisture. It works better with a lubricant; we use ultrasound gel as the medium.

TELL US ABOUT YOUR PERSONAL EXPERIENCE WITH VOTIVA.

Dr. Ayo: I have had three boys and a hysterectomy. There was no way prior to this procedure that I could do jumping jacks or anything vigorous due to urinary incontinence. It definitely impacted my quality of life, and as a woman in my 40s, my body took a lot longer to respond on an intimate level than it did when I was in my 20s. After the first session, I noticed that I could do a couple of jumping jacks. After the second session, I could successfully do the exercise routine and intimacy was much easier! I was very impressed with my results. And everything has continued to improve since my third procedure. I tell my story to patients not to just sell this new procedure, but because I truly believe it will help. And time has proven me right: 100 percent of my patients have come back after one or two procedures and discussed with me their positive results.

HOW DO YOU MARKET VOTIVA TO PATIENTS?

Dr. Ayo: I have brochures in the exam rooms, but I actively query every patient about their sexual health. I'm there to help, and this is an incredible way to make a difference in someone's life. I also inform everyone about this new procedure I am offering in my practice.

HOW IS PATIENT SATISFACTION WITH THE RESULTS?

Dr. Ayo: My patients are 100 percent satisfied! I have never had a procedure in medicine that had this outstanding result—ever. Some make bigger strides than others, but all have had significant improvements in their quality of life. I feel privileged to travel along with these patients during this transformation. Not only are patients satisfied...but they have reported their husbands have noticed and are happy with the effects also.

ANY PEARLS ON HOW TO USE THE DEVICE?

Dr. Ayo: For the vaginal treatment, I treat at about 30 energy for 10 minutes internally, and five minutes externally. I really concentrate on the anterior vaginal wall and perineal area to help with urinary incontinence and dyspareunia, respectively. I spend more time using the device on the labia majora and the labia minora. I always treat the clitoris for increased sensation.

HOW IS THE ROI?

Dr. Ayo: Well, I suppose there are two ROIs. First is the satisfaction of seeing all of these really cool results! Then, yes, monetarily it is beneficial to the practice. One procedure a month will nearly cover the payment on the machine. ■