

# Transforming Hair Restoration through Precision Robotics and Advanced Imaging Technology

Young. Hong, MD  
Visual Plastic Surgery - Los Angeles, California  
By Carolyn Pexton

---

For both men and women, noticeable hair loss by the age of 60 is a distressingly common experience. Millions of people seek treatment for this condition each year. According to the International Society of Hair Restoration Surgery (ISHRS) <sup>1</sup>, in 2010, global revenue for hair restoration procedures exceeded \$2 billion, and patient demand growth in some markets is estimated at more than 300%. Demand for advanced methods for coping with hair loss has also sharply increased, as patients seek a less invasive approach, shorter recovery time and better results.

The introduction of the ARTAS<sup>®</sup> Robotic System provides a compelling response to this rising demand. Through advanced imaging technology and robotics, the ARTAS system delivers accurate, consistent results, dissecting individual follicles hundreds to thousands of times within a single session. Precision with the robotic procedure has been recognized as a major improvement in hair restoration.



## Decision Points and Doubling Volume

At Visual Plastic Surgery in Los Angeles, Surgical Director Young Hong, MD became interested in the efficiency and precision of this approach, and the significant advantages it seemed to offer his patients. "ARTAS takes the art and science of hair restoration to an entirely new level," says Dr. Hong. "With *the robotic approach*, I'm able to obtain *better quality* in the hair samples that are extracted" says Dr. Hong," and this lead to excellent results in terms of hair growth."

The ARTAS Robotic System represents a partnership between the robot and the doctor, rather than a replacement. The robot harvests each follicular unit precisely, while the doctor applies expertise in the transplantation process.

According to Dr. Hong, it requires roughly five hours to complete the entire procedure. "On average, it takes a little less than two hours to harvest, and then with the implant, maybe another two hours."

## Key features of the ARTAS Robotic System include:

- High-resolution digital imaging for rapid, micron-level targeting accuracy
- Image-guided robotic alignment for speed and precision beyond manual techniques
- Minimally invasive dissection delivers healthy, intact grafts with nearly undetectable harvest sites
- Intuitive operation that shortens the learning curve and makes the procedure easier to perform

“For me, the decision to move to the ARTAS system was driven by a few key factors,” says Dr. Hong. “I really like the high tech approach to hair restoration, with low transection rates and minimal discomfort for patients.”

Growth in business and revenue has followed the introduction of the ARTAS Robotic System. Since he added the ARTAS System to his practice, Hong said he’s seen a *dramatic increase in the volume* of hair restoration clients.

“After introducing the ARTAS procedure, *my practice nearly doubled over a period of just six months*,” says Dr. Hong. “Patients have responded very well because they know they’re getting the best possible procedure. And pricing doesn’t seem to be a barrier. At the moment, I am providing both the robotic and strip procedure. *As it turns out, 9 out of 10 patients prefer the ARTAS robotic procedure, even though the price is a little higher.*”

As in many other areas of medicine, the use of robotic technology is helping to improve outcomes for patients who may have been disappointed with previous hair restoration procedures. Whereas the strip method requires removal of a thin piece of tissue from the back of the scalp, FUE (follicular unit extraction) harvests individual hair samples for transplantation to other areas.

### Higher Patient and Physician Satisfaction

“I’ve seen a number of patients who had previously gone through a strip procedure for hair restoration, and without exception, they all preferred the robotic procedure and felt it was a much better approach,” says Dr. Hong. “In fact, I’ve heard patients say they would never do a strip procedure again. Many patients mentioned they would refer their friends.”

“My staff has responded very well to the ARTAS system, and they are quite comfortable working with the robot,” Dr. Hong noted. “I was actually pleasantly surprised that the adjustment was so smooth, and the learning curve was much better than I had anticipated.”

Among potential clients, there is a growing awareness about this high tech process and the benefits for anyone seeking a safe, permanent solution to hair loss. Recovery time is much shorter with ARTAS than with traditional strip surgery, which means patients can return to their normal lives and activities with minimal disruption.

“There are so many benefits for patients with the ARTAS system,” says Dr. Hong. “It is minimally invasive, involves far less pain and discomfort, requires very little down time, and does not leave the patient with detectable scarring. Overall, we’re seeing better results and higher patient satisfaction.”

In terms of marketing this new system, Dr. Hong is currently targeting primarily Asian populations through local newspapers. The patients themselves play a key role in marketing this system, as they are more likely to recommend it to friends when they are happy with the results.

For any medical practice, time is an important factor when weighing various solutions. As Dr. Hong observed, “The ARTAS system is efficient and timesaving. Another important consideration is that it comes with great support. Everyone on the team has been very helpful and professional. Adding the ARTAS System is one of the best decisions I’ve made in the last ten years.”



### **Young Hong, MD**

has been performing hair restoration for more than 30 years. He is a licensed plastic surgeon. Dr. Hong is the medical director of Visual Plastic Surgery in Los Angeles.



RESTORATION™  
ROBOTICS

Restoration Robotics, Inc.  
128 Baytech Drive San Jose, CA 95134  
Email: [contactus@restorationrobotics.com](mailto:contactus@restorationrobotics.com)  
Phone: (408) 883-6888  
Copyright © 2013 Restoration Robotics, Inc. All Rights Reserved.