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# MED+TECH BUSINESS

## REVIEW

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# Zimmer MedizinSystems

## Building Clinical Consistency in a Market Shaped by Change

Some healthcare technology providers compete on specifications. Others compete on price. Neither approach alone addresses the practical challenge of delivering consistent clinical use.

What ultimately matters is whether technology supports repeatable care in real practice environments. Zimmer MedizinSystems Corporation, the U.S. arm of Germany-based Zimmer MedizinSysteme GmbH, operates with that consideration in mind.

With a portfolio spanning cryotherapy, shockwave therapy, high-energy inductive therapy, ultrasound, laser-based solutions and body-contouring technologies, Zimmer MedizinSystems serves physicians, physical therapists, med-spas and wellness professionals across the U.S. What connects these segments is not a single clinical indication, but a shared operational reality. Practices require reliable technology, manageable workflows, educated staff and patient experiences that meet rising expectations.

Understanding how Zimmer MedizinSystems approaches growth requires examining two distinct yet complementary logics that underpin its strategy.

### The Patient Is Driving the Room

The first is that patient expectations are changing and practices must adapt.

“Patient comfort has been the priority and it’s expected to grow,” says Jeff Lyons, vice president of aesthetic division.

That statement carries strategic weight. It is not a clinical issue. It is a market-readiness issue. Practices



Jeff Lyons,  
Vice President of Aesthetic Division

increasingly need to deliver comfort alongside results as patient expectations evolve.

This appears most clearly in Zimmer MedizinSystems’ aesthetic portfolio. The company tracks changes in patient expectations and develops solutions that allow practices to respond without adding friction to care delivery.

Cryotherapy illustrates this approach. Long a cornerstone of Zimmer MedizinSystems’ aesthetic division, it began as a skin-cooling companion to energy-based treatments such as RF, laser and microneedling. Over time, it evolved into a broader tool for managing heat, sensitivity and post-procedure response. The result is not only improved tolerance during treatment, but a more consistent patient experience before, during and after care. Outcomes benefit when experience aligns with expectation.

The same patient-led logic extends to newer technologies. PF TonerPro delivers non-invasive pelvic floor muscle training for urinary incontinence in both women and men, addressing a condition many patients delay treating due to discomfort or privacy concerns. Introducing that



Gerold Gabele,  
Vice President of Physical Medicine Division

solution into med-spa and wellness environments, where relationships are often more approachable and trust-based, reflects where patient demand is moving quietly rather than loudly.

*Z Shape* and *Z Stim* follow a similar pattern. Both respond to growing interest in non-surgical, non-invasive options that patients increasingly seek as first-line solutions rather than as last-resort alternatives.

“We are actively developing new technologies focused on the face that build on our cryotherapy leadership and expand what’s possible in non-invasive aesthetic care,” Lyons adds. The emphasis stays on extension rather than disruption, reinforcing familiarity while expanding capability.

### The Practice Has Its Own Demands

Running parallel to patient-driven demand is a second logic shaped by the realities of operating a practice.

“While patients influence what services are offered, practices must determine how reliably those services can be delivered,” says Gerold Gabele, vice president of the physical medicine

division. “Workflow, efficiency, staff utilization and consistency often decide whether a technology supports a practice or creates operational strain.”

That perspective informs how Zimmer MedizinSystems approaches portfolio expansion. Across physical medicine, systems are designed to integrate into existing care environments rather than require changes to how clinics operate.

The company’s shockwave portfolio reflects this. The DualWave FX focused shockwave system expands an existing lineup that includes the enPulsPro and enPuls 2.0 radial pulse shockwave devices. Together, these systems provide clinicians with options to match technology selection to indication, depth and therapeutic intent.

High-energy inductive therapy (HEIT™) follows the same operational considerations. The company’s emFieldPro system delivers deep muscle stimulation without consumables or patient disrobing, supporting use across chronic pain, hypertonicity and postoperative recovery while fitting within standard clinical workflows.

The aXionXelect, along with a companion treatment table designed to support patient positioning and treatment efficiency, further expands the physical medicine offering.

For practices, this approach can simplify operational coordination. Managing a broader range of treatments within a single portfolio reduces the number of systems, training paths and service relationships that staff must navigate.

“When we talk about complementary technologies, we mean systems that are designed to work together,” Gabele says. “Practices shouldn’t have to reconcile incompatible tools or workflows just to expand what they offer.”

Jeff Lyons, vice president of the aesthetic division, describes a similar consideration in aesthetic settings.

“Cryotherapy integrates directly into energy-based treatment workflows,” he says. “Practices don’t need to restructure

schedules or retrain teams extensively. It fits into what they’re already doing.”

### Education as the Connective Tissue

Both logics rely on a third element that neither executive treats as secondary. Education holds the strategy together.

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Our goal is to continue refining proven technologies, expanding complementary solutions and supporting long-term practice growth through reliability, service and education.

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“Education remains critical,” says Gabele. “Across shockwave therapy, high-power laser, electrostimulation and high-energy inductive therapy, our clinical education programs focus on helping practitioners integrate technology into care plans with confidence and deliver consistent outcomes.”

Confidence matters because utilization follows confidence. Practitioners who lack certainty about the application hesitate to recommend treatment or limit its use cases. When that happens, even well-designed systems fail to deliver full value.

This is where Zimmer MedizinSystems’ German-engineered quality and its U.S.-based training and support infrastructure reinforce one another. Equipment durability and long service life address capital risk and operational continuity. Education addresses the human side of that equation by ensuring staff know how to apply technology effectively and responsibly.

That support model reflects a U.S.-based infrastructure designed to meet practices where they operate.

“A spec sheet doesn’t define our value; your success does,” says Lyons. “Our role goes beyond supplying technology—we’re a vested partner in our customers’ success. That means staying involved long after installation to support continued growth.”

### Two Logics, One Strategy

Zimmer MedizinSystems’ positioning holds together because two logics—patient-driven demand and practice-level execution—reinforce one another.

One without the other creates an imbalance. Practices that understand patient expectations but lack operational support lose patients through inconsistency. Practices that run efficiently but fail to adapt to patient expectations lose relevance.

Decades of presence in the U.S. market have shaped how Zimmer MedizinSystems’ technologies are adapted, supported and deployed locally, ensuring that innovation aligns with practice realities rather than abstract capability.

Zimmer MedizinSystems’ proposition, evident across both executive perspectives, is that it helps practices address both challenges at once. Portfolio breadth, workflow integration, practitioner education and long-term reliability combine into a single strategic approach.

“Our goal is to continue refining proven technologies, expanding complementary solutions and supporting long-term practice growth through reliability, service and education,” says Gabele.

The statement is measured. In context, it reflects a deliberate choice. Zimmer MedizinSystems is not competing on individual devices. It is competing on the total value of being the company practices built around—an approach reflected in its recognition as Medical Device Manufacturer of the Year 2026. [ME](#)