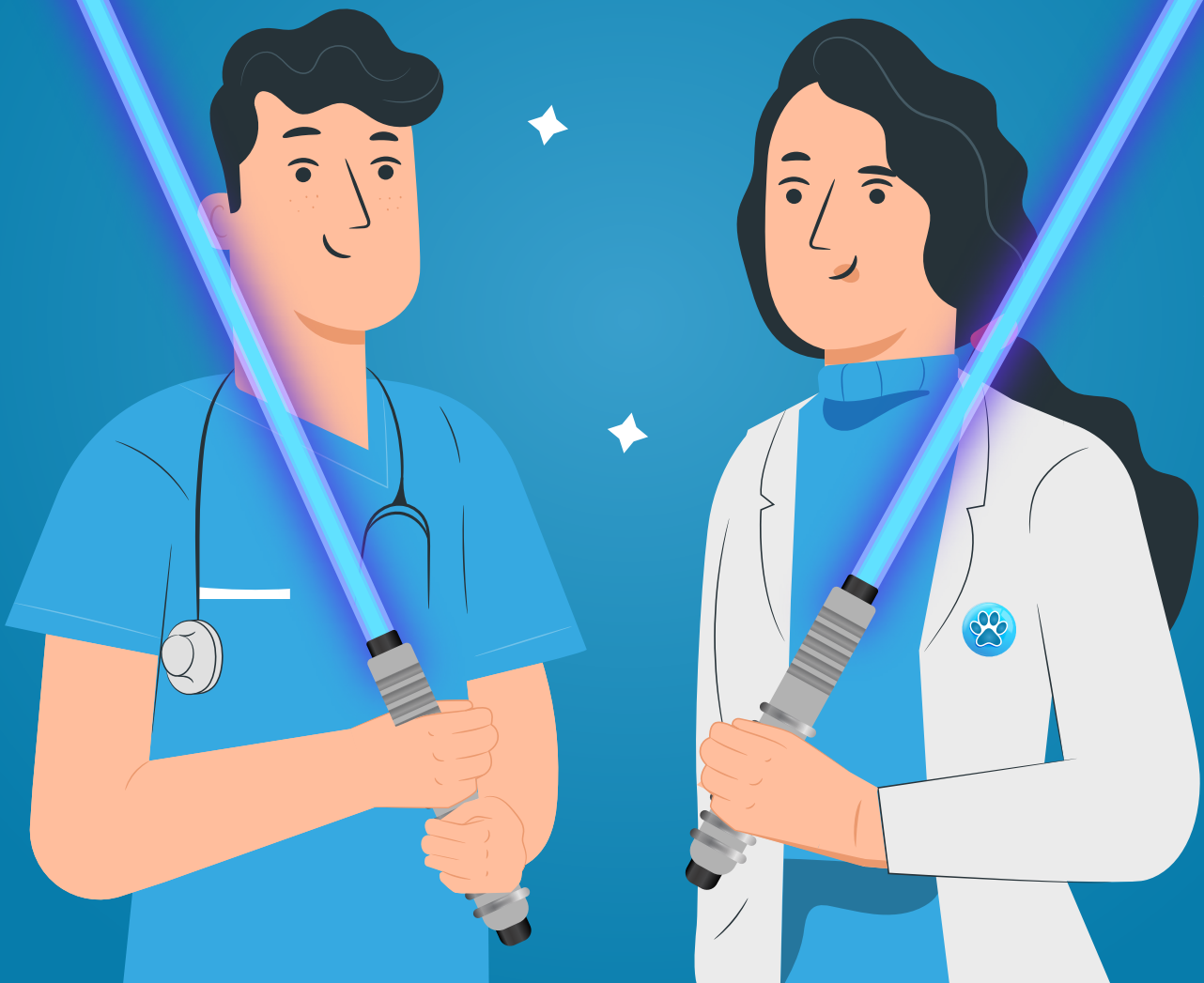




MAY THE POWER
OF THE LASER
BE WITH YOU



**HOW TO IMPLEMENT
VETERINARY LASER THERAPY IN
YOUR DAILY CLINIC PRACTICE**



INDEX

▶ Introduction	4
▶ What is veterinary laser therapy?	5
Laser Therapy's mechanism	5
The business opportunity for veterinarians	5
▶ Is training necessary to implement laser therapy in the clinic?	6
DoctorVet is an automated technician ready to help you	6
Intuitive organization to simplify laser therapy usage	7
DoctorVet is a vet's best friend	7
▶ DoctorVet impact on your daily time management	8
Effective and efficient use of your time	8
Delegation of treatments	8
Improve clinical time	8
▶ The marketing of laser therapy	9
Fidelity card and prepaid treatments	9
Front stage technology	9
Free of charge word of mouth	10
Clinic staff training	10

▸ Return On Investment	11
Immediate and sustainable profitability	11
Post-Surgical Incisions	12
Oral Treatments	12
Wounds	13
Surgeries	13
Acute Traumas	14
Chronic Pain Conditions	14
Benefits of Offering Laser Therapy Bundles	15
Roi charts: 3 simulations	15
▸ Where to start proposing laser therapy?	17
Patients Currently on Chronic Pain Medications	17
Most Frequent and easy to treat situations	18
All post-surgical incisions at low cost	18
Referred patients	19
Everyone while they wait for free	19
▸ Conclusion	20

HOW TO IMPLEMENT VETERINARY LASER THERAPY IN YOUR DAILY CLINIC PRACTICE:

MAY THE POWER OF THE LASER BE WITH YOU



Introduction

Do you care about improving the well-being of your patients and at the same time grow your business? Well, the good news is that you can easily do so.

How? **With the power of laser therapy!**

In this guide we are going to show you why and how you should implement Laser Therapy in your clinic for best clinical and business results.

Get ready to discover the full power of DoctorVet laser therapy for your daily veterinary practice.

Enjoy the reading!

What is veterinary laser therapy?

Laser technology is a well-known and widely adopted solution in modern veterinary medicine. It offers **faster and painless treatments** for any animal, and it is highly appreciated by both owners and professionals around the world.

This **novel approach** is used to treat joints traumas, wounds, inflammations, infections, and many other clinical situations. It is also useful in post-surgical and orthopaedic rehabilitations and before surgery to condition the tissues. Laser therapy allows to effectively manage both acute pain, such as sprains or tendinitis, and chronic pains, such as arthritis and hip dysplasia. **Nearly 80% of veterinary patients would benefit from laser therapy.** This is the reason why laser therapy is “a must have” for vet clinics today.

Laser Therapy's mechanism

Multiple clinical studies have proven that laser therapy relieves pain and inflammation, stimulates nerve regeneration, speeds up healing, prevents scarring, and reduces swelling.

Laser Therapy forces the body to metabolize quicker in the treated area improving capillary circulation, thereby bringing more fresh blood to the area, and pushing away stagnant blood. This process exposes afflicted cells to vital nutrients and oxygen, which are then converted into chemical energy that the cells use to heal quicker.

The business opportunity for veterinarians

Beside its unique **clinical impact** on your daily practice, laser therapy is a new business for your clinic. Laser therapy generates a **new stream of income** bringing in **fast profits**. Moreover, it differentiates your clinic from local competitors and helps you build up customers loyalty. Finally, Laser Therapy allows you to expand your customer base thanks to referrals.

We will cover all these important benefits of Laser Therapy in the next sections of this guide. Enjoy your reading.

Is training necessary to implement laser therapy in the clinic?

Veterinarians usually overlook the importance of training when buying new equipment. Training is usually an awfully expensive and time-consuming phase of the implementation of a new device. Specific equipment such as ultrasound, X-rays, and endoscopies need a variety of training courses, hours of study and practice before the veterinarian can manage them properly. The learning curve for these pieces of equipment is either long or expensive or both, causing hidden costs for the clinic.

This does not happen when buying DoctorVet, though! **DoctorVet makes laser therapy easy indeed.**



DoctorVet is an automated technician ready to help you

Therapy laser with DoctorVet is extremely **easy to learn** and equally as important, fits into daily life in the clinic. DoctorVet software features an advanced virtual assistant ready to help you and to train your staff for as long as you need. It adjusts the parameters of your Class IV laser, and it helps you administer treatments through more than **one hundred pre-set protocols.**

Intuitive organization to simplify laser therapy usage

DoctorVet's interface allows the user to select important parameters such as the size, colour, and anatomy of the animal. In addition, the chronic illness or condition name can also be entered. These details are used to organize a parameter-set that will enable the veterinarian to deliver **the most effective treatment possible**.

DoctorVet is a vet's best friend

At the end of every phase of treatment, DoctorVet pauses briefly to give you a short yet specific recap and preview that will guide you through the next phase. Just to give you a few brief examples: **DoctorVet will guide** through contact or non-contact mode when treating a deep-seeded injury or an open flesh wound: it will help you managing the scanning speed depending on the characteristics of your animal or it will also tell you which types of tissue to target, when and why and so much more.

DoctorVet can ensure consistency among staff and efficacy of its treatments. Every member of the crew will be equally knowledgeable, using the same techniques and setting the same expectations. DoctorVet's interface, provides the highest possible level of consistency from treatment-to-treatment on the same patient, patient-to-patient, and regardless of the operator.



DoctorVet impact on your daily time management

Effective and efficient use of your time

DoctorVet has a positive impact on your daily time management. DoctorVet laser therapy **treatments are extremely fast**, thanks to the power of the laser and the pre-set protocols. Laser therapy is an effective and efficient use of time that frees up doctors to do more important procedures that generate even more revenue or to dedicate more time to their private life.

Delegation of treatments

Depending on how the clinic team is organized, the veterinarian may decide to delegate laser therapy treatments to veterinarian **technicians** and/or to other qualified members of their team. Since DoctorVet is easy to operate, lower trained or qualified staff members can administer the treatments while doctors deal with more complicated matters.

Improve clinical time

DoctorVet Laser therapy combined with medications helps speeding the healing process and therefore **shorten traditional therapies treatment time**. In some cases, you may be able to reduce the dosage of traditional medications, with the total recovery time remaining the same. In few clinical cases, laser therapy is the only option available to the veterinarian. Specifically, this happens in cases of wounds located in difficult to treat and/or to keep clean areas, such as dogs' neck and horses' legs.

.....
: *Laser therapy guarantees an efficient use of the operator's and* :
: *the doctor's time allowing them to do more important procedures,* :
: *to generate more revenue and to dedicate more time to their* :
: *personal life. The wise use of DoctorVet therapy laser also reduces* :
: *the need and the number of follow-ups, saving valuable time to* :
: *both veterinarians and owners.* :
:
:

The marketing of laser therapy

When investing on a DoctorVet laser, clinics invest on their **own brand** and **image**. DoctorVet can differentiate the clinic's offer and image from that of its competitors. To facilitate this, DoctorVet developed a **marketing kit** for the clinic that is meant to dress up the waiting room and to provide pet owners with simple information about laser therapy. Posters, stickers, and leaflets have been developed to spread the knowledge of laser therapy among the pet owners, draw their attention, and trigger the demand for laser treatments.

Fidelity card and prepaid treatments

When beginning the implementation of laser therapy, to increase **customer's loyalty**, clinics shall charge discounted fees to promote laser therapy within their customers. Afterwards, they should increase the fee up to the standard rates. A good procedure to follow is to propose fidelity cards to owners. Just like grocery shops and restaurants, clinics can offer a free treatment session when owners reach a certain number of sessions. Alternatively, if customers pay in advance for the full therapy plan, they may be given a percentage discount on the total price and/or a free of charge session.

Front stage technology

Differently from any other specialistic piece of equipment, such as ultrasounds, x-rays, and endoscopies, DoctorVet is not placed in the background of the clinic, but in front of the customers. **Pet owners** usually take part in laser therapy sessions, and they are **actively involved**. This is the opportunity for either the doctor or the clinic staff to interact with the customer and bond with them. A good practice is to appoint the same laser operator to the patient throughout the whole therapy plan. This is because both customer and patient get used to interacting with the same person, improving the loyalty of the customer to the clinic, and making the total treatment time shorter.



Free of charge word of mouth

When practicing/operating/using laser therapy, it is as important to protect the eyes of the operator and the customer, as it is to protect the eyes of the patient. Patients should wear **safety goggles** too. Our goggles will assure that the animal will feel relaxed throughout the treatment. Good news is that they are so cute that customers enjoy taking pictures and posting them on their social media, generating free word of mouth topics for the clinic's marketing.

Clinic staff training

Laser therapy is not only a new clinical solution in the hands of vets, but also a new business for the clinic. The whole clinic's staff must undergo specific **sales and marketing training**. The clinic staff shall be ready to manage customers' questions about laser therapy and to propose/promote/advise the treatment when the patient comes to the clinic. DoctorVet teamwork does not end when the clinic invests in its device, but after having supported the clinic to properly implement laser therapy in its daily business. This is delivered through both product related clinical, sales and marketing training.

Laser therapy can treat hip dysplasia, otitis, back pain, sprains, ligament tears, and a myriad of other ailments. Pet owners feel more confident when their veterinarians use the latest tools, and they will be more likely to refer your practice to colleagues, friends, and family after witnessing the benefits of laser therapy.

Return On Investment

Laser therapy is an effective technology that is useful on a wide range of patients and conditions (80% of patients can benefit from laser therapy). In terms of profitability, the increasing variety of clinical treatments is a terrific opportunity for your **clinic's growth**, as you will have a **new revenue stream** from laser treatments.

Furthermore, by incorporating a laser into your clinic, you will improve your branding and **differentiate the clinic's image** with respect to local competition. Word of mouth and social media referrals are perfect to increase your clients' portfolio.

Immediate and sustainable profitability

The good news is that you can start operating DoctorVet as soon as you unbox it. Thanks to the on-board step-by-step directions and to the simple and user-friendly interface, there is no learning curve when implementing DoctorVet laser therapy. Therefore, you can start invoicing laser treatments by day one. This is why our customers report that **DoctorVet pays back in 12 to 18 months**, making our laser device achieve the fastest ROI among the veterinarian specialty equipment.





Post-Surgical Incisions

15€ - 30€

Using laser therapy on post-surgical incisions has become standard practice, and with enough surgeries per week, it adds up to a solid revenue stream. The price is virtually unnoticeable to clients, but what they will notice is how quickly their pets heal and how minimal the scarring is after recovery. Pet owners tend to judge the success of a surgery based on the appearance of the incision scar, and scar prevention is one of the primary benefits of laser therapy.

Oral Treatments

15€ - 30€

Swelling and pain are normal after oral treatments such as tooth extractions and gingivectomies. Laser therapy can reduce pain and swelling after these treatments; this not only makes the animal more comfortable, but it also decreases the required dosage of potentially harmful pain medication. Clients typically do not have to follow up after oral treatments, but if you have an opportunity to administer laser therapy twice, it will certainly benefit the patient.

Wounds

20€ - 40€

Wounds make up a substantial portion of your weekly caseload. As one of the most versatile modalities in the industry, laser therapy can treat burns, road rash, ear infections, lick granulomas, and a lengthy list of other deep-seated and open flesh wounds.

Class IV therapy lasers promote both granulation of the tissue bed and epithelialization of the surrounding tissue to close the wound. If a skin graft is necessary, laser will increase the stability of the graft. Not all wounds are the same size or intensity, so it is important that you have a flexible fee schedule. One approach is to create price categories based on the number of treatments required for particular wound types. If a wound is particularly severe and requires an extensive treatment plan, it may be best to include laser in the office visit charge. In this case, it would be appropriate to lower the price, so you do not overwhelm the pet owner.

Surgeries

30€ - 50€

Multiple clinical studies have shown that laser therapy can reduce healing time and improve patient outcomes when administered both before and after surgery. Before surgery, just as an athlete would be prescribed rehab to stabilize the affected joint, laser therapy can enhance the local biological environment of the tissue decreasing recovery time and improving the quality of its repairing. Post-surgically, laser can jumpstart the healing process and strengthen the surrounding tissues. The fee structure typically mirrors the number of laser treatments. You might administer laser once during surgical prep, once after surgery, and one- or two-times during follow-up visits. Laser may as well be part of the rehabilitation plan.

Acute Traumas

30 €-50 €

Sprains, strains, fractures, roadside accidents, and other acute traumas can be immediately treated with laser therapy to reduce pain and inflammation. The treatment protocol depends on the severity of the trauma, but often, 3-5 treatments over two weeks is sufficient.

Chronic Pain Conditions

20 €-40 €

Whether they are geriatric patients or have long-standing pain from pre-existing injuries, laser therapy can increase range of motion in the joints, reduce pain and inflammation, and increase the overall quality of life for patients with chronic pain. In some cases, laser will enable you to decrease the doses of painkillers medications while maintaining the patient's activity level. Chronic pain conditions are usually deep-seated and require more treatments upfront to initiate a response. The usual recommendation is 3 treatments in the first week followed by a steady decrease in frequency depending on the patient's response. Eventually, the patient should only need a periodic maintenance treatment once every one to two months.



Benefits of Offering Laser Therapy Bundles

It is no secret that pet owners like to feel that they are getting a discount on veterinary services. Since laser therapy is most often not a one-and-done modality, one way to appease your clients is to offer “laser therapy bundles” at 15-20% off, or a “buy 5 treatments and get the 6th free” deal. In addition to pleasing the client, bundling laser treatments will ensure that you are paid up front, and it will increase the likelihood that pet owners will return for subsequent appointments.

Roi charts: 3 simulations

Here are 3 simulations to better understand the huge impact of implementing DoctorVet laser therapy in the clinic.

FIRST-WEEK PATIENT TRAFIC SIMULATION #1: AVERAGE PRACTICE

CLINICAL CASE	# PATIENTS	#TREATMENTS	AVG PRICE PER TREATMENT	OPPORTUNITY
ACUTE/CHRONIC PAIN	3	3	30 €	270 €
WOUNDS	2	3	25 €	150 €
INFECTIONS (EARS, WOUNDS, INTERNAL)	4	2	25 €	200 €
COMPLEX POST-SURGERY (ORTHOPEDICS OR SOFT TISSUES)	2	2	30 €	120 €
ROUTINE POST-SURGERY (DENTAL, SOFT TISSUES)	2	1	20 €	40 €
TOTAL	13	11		780 €

FIRST-WEEK PATIENT TRAFIC SIMULATION #2: HIGH-TRAFFIC PRACTICE

CLINICAL CASE	# PATIENTS	#TREATMENTS	AVG PRICE PER TREATMENT	OPPORTUNITY
ACUTE/CHRONIC PAIN	6	3	30 €	540 €
WOUNDS	5	3	25 €	375 €
INFECTIONS (EARS, WOUNDS, INTERNAL)	8	2	25 €	400 €
COMPLEX POST-SURGERY (ORTHOPEDICS OR SOFT TISSUES)	4	2	30 €	240 €
ROUTINE POST-SURGERY (DENTAL, SOFT TISSUES)	4	1	20 €	80 €
TOTAL	27	11		1,635 €

FIRST-WEEK PATIENT TRAFIC SIMULATION #3: HIGH-END PRACTICE

CLINICAL CASE	# PATIENTS	#TREATMENTS	AVG PRICE PER TREATMENT	OPPORTUNITY
ACUTE/CHRONIC PAIN	3	3	50 €	450 €
WOUNDS	2	3	40 €	240 €
INFECTIONS (EARS, WOUNDS, INTERNAL)	4	2	40 €	320 €
COMPLEX POST-SURGERY (ORTHOPEDICS OR SOFT TISSUES)	2	2	50 €	200 €
ROUTINE POST-SURGERY (DENTAL, SOFT TISSUES)	2	1	30 €	60 €
TOTAL	13	11		1,270 €

[BOOK A DEMO »](#)



Where to start proposing laser therapy?

Laser therapy has been advocated for a **broad range of clinical applications**: from pain management to wound healing, to reducing inflammation/swelling/oedema, and rehab in both large and small animals. Measurable positive results can be seen consistently in the following conditions:

- ▶ Arthritis/DJD (Hip dysplasia)
- ▶ Muscle, ligament, and tendon injuries (Sprains, strains, and tears)
- ▶ Ulcerations and open wounds (Lick granulomas, Hot Spots, Abscesses)
- ▶ Acute and Chronic Ear Problems
- ▶ Post-Surgical pain/healing/rehab
- ▶ Trauma/Fractures
- ▶ Neck and Back Pain (Acute and chronic)
- ▶ Neuromuscular disease/damage/degeneration
- ▶ Even some respiratory, urinary, and GI conditions
- ▶ Chronic rhinitis/bronchitis
- ▶ Insect/ snake bites
- ▶ Allergic reactions
- ▶ Chronic intestinal or urinary tract inflammation
- ▶ Bacterial/viral infections

so, then it is important to understand from where to start implementing it.

Patients Currently on Chronic Pain Medications

For chronic patients currently undergoing pharmacologic therapy, laser therapy is an **immediate complement and a gradual replacement**. Most often the patient cannot fully heal and recover. However, if laser therapy provides the patient with the same level of relief and quality of life, without the pharmacological contraindications, the pet's owner will be thrilled about it.



Most Frequent and easy to treat situations

Otitis, dermatitis, stomatitis, and arthritis are among the most frequent clinical situations the vet copes with every day. Patients suffering of such pathologies **feel better after only one laser treatment**. Thus, starting from these clinical conditions raises the confidence of success at first and your staff will gain confidence in recommending it as well. Eventually your staff will start to broaden their recommendations and from there, you will see your confidence (and revenue) grow.

All post-surgical incisions at low cost

The surgical incision is the primary (and often ONLY) way your pet-owners have to judge the quality of the operation. There is no doubt that your surgeons are competent, and that your incisions site heal; still, if you can get them to **heal more quickly** and end up slightly prettier, it goes a long way with your pet-owners. As for revenue, adding a small fee to all your surgical procedures will be virtually unnoticeable to your pet-owners, but at high volumes of surgeries, it adds up. The best practice is to treat the target area of the surgery both at the time of consultation and right before the surgery, in order to pre-condition the tissues for the fastest healing.

Referred patients

Referred patients or uncertain diagnoses: the implementation of laser therapy can be beneficial for its **analgesic and anti-inflammatory properties**, even when clinical causes are uncertain.

Everyone while they wait for free

All the big companies know that the best advertising opportunity is in the waiting room. This is why big pharmaceutical companies give away banners and stands and nick-nacks and waiting room videos, etc. etc. What if instead you take advantage of this 5-10 minutes to make them aware of your new laser therapy? With DoctorVet it is EASY to get your receptionist trained in laser therapy. And you can leverage her rapport with the customers to make this **wait-time more enjoyable and beneficial**. From there, when the veterinarian recommends laser treatments for the patient, you will have already given them their first treatment for free.

It is essential to put DoctorVet to use as soon as unboxed. It will increase familiarity with the recent technology and help get your staff on board with its implementation. Before you know it, it has become a seamless part of your everyday operation providing benefits to your patients and revenue for the practice. Having an implementation plan, even a bad one, will facilitate this process.

Conclusion

Laser therapy is truly the Force that can make a difference in the management of your clinic.

Laser therapy is an effective therapy, that wins favor with fast results and non-invasive delivery, that patients (and their owners) enjoy. This modality effectively treats a wide variety of conditions including pre-surgical, post-surgical, acute, and chronic disease states. In this guide we have shown you the full potential of implementing laser therapy in a veterinary clinic. Now you just need to see our laser device in action on your patients!

Improve the well-being of animals, optimize time management in your clinic and grow your business with DoctorVet laser therapy.

We just have to wish you “May the power of the laser be with you!”

[BOOK A DEMO »](#)





www.doctorvetlaser.com

