

# Electrosurgery

Electrosurgery is becoming a popular alternative to traditional scalpel surgery because it provides animals with a much-improved surgical experience.

## Your opportunity

**Commissions on \$10,000 to \$35,000 in electrosurgical generator purchases, depending on power output, features and surgical capability.**

Innovative electrosurgery techniques are on the rise for veterinary surgery, offering an efficient, clean alternative to traditional incision approaches.

## Equipment overview

Before the development of electrosurgery, steel scalpels were always used to create incisions. Now, electrosurgery

## Electrosurgical current in the patient is restricted to a small volume of tissue in the immediate region of application of the forceps.

electrodes and other devices are being used at a rapidly growing pace because they offer:

- The ability to cauterize wounds or stop bleeding at the incision site
- A reduced risk of hemorrhaging
- A swifter recovery with reduced incision chewing
- Less time spent at the veterinarian's office

Electrosurgical Units (ESUs) are used for surgical cutting or to control bleeding by causing coagulation (hemostasis) at the surgical site. They deliver high-frequency electrical currents and voltages through an active electrode, causing desiccation, vaporization, or charring of the target tissue.

- **In monopolar electrosurgery**, tissue is cut and coagulated by completing an electrical circuit that includes a high-frequency oscillator and amplifiers within the ESU, the patient plate, the connecting cables, and the electrodes. In most applications, electric current from the ESU is conducted through

the surgical site with an active cable and electrode. The electrosurgical current is then dispersed through the patient to a return electrode returning the energy to the generator to complete the path. The delivery system can be a hand-controlled pencil (reusable or disposable) or a foot controlled pencil.

- **In bipolar electrosurgery**, two electrodes (generally the tips of a pair forceps or scissors) serve as the equivalent of the active and dispersive leads in the monopolar mode. Bipolar electrosurgery does not require a patient plate. Electrosurgical current in the patient is restricted to a small volume of tissue in the immediate region of application of the forceps. This affords greater control over the area to be coagulated. Damage to sensitive tissues in close proximity to the instrument can be avoided. There is less chance of current capacitively or directly arcing to surrounding structures such as the bowel. Patient burns are virtually eliminated. (Multipurpose electrosurgical generators offer both monopolar and bi-polar functions, available from 60 watts to 400 watts.)
- **Smoke evacuators** are critical because electrosurgical devices create an unwanted by-product called surgical smoke (vapor) – a potential hazard to the patient and staff and a risk for the medical facility. Smoke evacuators (local exhaust ventilation portable systems) reduce inhalation risk.

With that in mind, here are a few tips when introducing electrosurgery to your clients:

- Understand the practice's goals to help them identify the best tool to meet their needs.
- Before selling any generator, make sure the practice is well versed on the functions and features of the unit. Also be sure to review all safety tips and cautions.
- Make sure clients receive the training and education necessary to use their new equipment. ■

## Think about it.

Does the large animal account have the same electrosurgical needs as the small animal facilities?

## We Think, No!

That's why Bovie manufactures a full line of electrosurgery units ranging from 40, 60, 120, 200 & 300 watts.



**Think about what your customers actually use.**

**Then work with your Bovie representative to provide them with what they actually need.**

**Think** *Bovie*<sup>®</sup>

**Contact your Bovie manufacturer representative to learn more!**

Bovie Medical Corporation • 5115 Ulmerton Road • Clearwater, FL 33760  
Ph 1-800-537-2790 • Fax 1-727-347-9144 • sales@boviemed.com • www.boviemed.com

# Electrosurgery

Prospecting Tips

## Prospects likely to buy electrosurgery equipment

Any practice that performs surgery is a candidate for electrosurgery and smoke evacuators.

New hospitals, or practices adding surgery to their services are also great potential buyers of electrosurgery equipment and smoke evacuators.

## Clinic clues for quality leads

When you're visiting a veterinary hospital, look for a surgical suite that may be using traditional scalpel methods.

animal surgical and in-office procedures much more pleasant for you and your patients and provide the opportunity for increased revenue."

- **Invitation to neutral:** "Let's look at how today's advanced electrosurgery devices can reduce risk and discomfort for patients as well as your team."
- **Seek alignment/understanding as the dialogue continues:** "Can you help me understand ..."
  - "Which procedures do you perform?"

**New hospitals, or practices adding surgery to their services are also great potential buyers of electrosurgery equipment and smoke evacuators.**

Or, if the practice has electrosurgery equipment, check to see if a maintenance record is available. This may give you clues into the age of the equipment and it might be time for an upgrade to a more modern system.

## Approaching the sales discussion

- **Check-off (qualify):** If you're not sure if the practice is doing much surgery, establish your direction by asking, "Do you currently offer surgical treatments for your patients? And if so, have you considered electrosurgery devices?"
- **Confidence:** If YES, confirm and support benefits. If NO, assert the benefits with confidence. "I'm sure the latest electrosurgery equipment will make small

- "How would electrosurgery equipment benefit your practice?"
- "What if you could have more than sufficient power for almost any surgical procedure?"
- "What would it mean to have 5 modalities in one device, including 2 'cut' modes and 3 'coagulation' modes?"
- "What if you could easily improve the management of unwanted smells and cautery smoke?"

- **It's the customer's decision...** "You can decide if the latest electrosurgery equipment will enhance your surgical procedures and improve the patient experience at the same time." ■