

# IV Pumps

To provide patients with a consistent level or slow delivery of drug effect, practices use a constant rate infusion (CRI) through intravenous (IV) pumps

## Your opportunity

**Commissions on \$500 to \$1,200 IV pumps / digital CRI delivery systems.**

## Equipment overview

Veterinary teams want the consistent effect produced by CRI during (IV) anesthesia, anesthetic supplements, extended duration chemical restraint, time-dependent antibiotics, and pain relief.

- Almost all veterinary practices employ CRI techniques and the administration of IV fluids.
- Dopamine and dobutamine infusions are commonly used to improve cardiac output and arterial blood pressure during anesthesia.
- Bicarbonate is frequently administered to combat metabolic acidosis.

Various methods of infusion control methods and CRI applications include:

- **Infusion pumps and syringe pumps – the most precise control of delivery rate.**
  - Pumps are the preferred methods for controlling CRI delivery, especially when drugs with potent clinical or adverse effects are administered by IV infusion.
  - Pumps are more expensive than the other control methods discussed, but the long service life of a quality unit reduces the prorated cost of ownership.
  - Syringe pumps control delivery from a syringe mounted in the device. Syringe pumps accept a variety of syringe sizes and typically offer a wider array of delivery modes, requiring a few more steps in the activation process when compared to an infusion pump.
- **IV flow control devices** – used for decades to control delivery rate of infusions. IV flow control

devices have direct contact with the infusion solution. Like the solution administration sets (below), they are disposable items intended for short-term use.

- **Solution administration sets** – the most cost effective and readily available method. Counting the number of drops per 10 seconds provides an accurate assessment of the drip rate. “Cold creep” and “crimping” can also produce variations in delivery rate. Setting the initial drip rate and any subsequent adjustments generally take more time than other devices.
- **Elastomeric infusion systems** – a highly engineered elastic bag, ideal for large animals. When filled properly and used with the associated tubing, these systems deliver a fixed rate of infusion. They’re attached directly to the patient, making them ideal where the patient is not confined (paddock or pasture settings) or return of the unit could be inconvenient (transport analgesia for colic patients sent to a referral hospital). They also provide targeted antibiotics delivery to joints, tendon sheaths and other confined areas.

Peripheral IV Pump equipment includes these items and several others:

- IV fluids (lactated ringers, sodium chloride)
- IV solution sets (for specific pumps)
- IV extension sets
- IV catheters, plugs and guards
- Winged/butterfly infusion sets
- Luer adaptors and connectors
- Three-way stopcocks
- Fluid warmers
- Multi-dose vial adaptors
- IV poles or stands ■

# IV Pump and CRI

Prospecting Tips

## Prospects likely to buy advanced IV pumps and CRI

All general veterinary practices are candidates for IV pumps and CRI. Equine practices are especially ideal for elastomeric infusion systems.

## Clinic clues for quality leads

When you walk into a clinic, take a look to assess the current situation when it comes to IV pump(s) and CRI equipment

- **Confidence:** If YES, confirm and support benefits. If NO, assert the benefits with confidence. “I’m sure that the latest IV CRI systems will benefit your team with safer, more consistent delivery.”
- **Invitation to neutral:** “Let’s look at the options for consistent level or slow delivery of drug effect, using today’s constant rate infusion (CRI) approaches through various IV pumps.”

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as well as supplies and peripheral tools such as poles and warmers.

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## Approaching the sales discussion

By reviewing the various advanced IV pumps and CRI delivery options available today, you can help practices determine which system is ideal for their needs.

- **Check-off/qualify:** You can initiate a discussion by asking, “Doctor, do you currently use a digital constant rate infusion system for IV drug delivery?”

## Seek alignment/understanding as the dialogue continues: “Can you help me understand ...

- “What is your approach to constant or slow delivery drug therapy?”
  - “On average, how many patients need CRI each week?”
  - “Have you considered upgrading to a digital system that reduces direct monitoring/human error?”
  - “Are you aware of the latest options for CRI delivery?”
- **It’s the customer’s decision...** “You can decide if today’s CRI methods will support safe, exceptional care.” ■