

Laser Surgery

Practices use carbon dioxide (CO₂) laser technologies to reduce tissue trauma and recovery time for patients facing routine and advanced surgical procedures.

Your opportunity

Commissions on \$22,000 to \$45,000 for high-quality CO₂ lasers for surgery.

The interaction of laser light with patient tissue provides a much better alternative to traditional scalpel-related surgical methods and practice.

Because of this rapid absorption and sealing, patients experience less bleeding, swelling, infection and pain, and a faster recovery than they would with traditional procedures.

Equipment overview

CO₂ lasers remain the Gold Standard of surgical lasers and are used daily to perform routine surgical procedures such as cutaneous mass removal, spay/neuter procedures, and feline onychectomy – and even procedures that were once only performed by specialists, including anal sacculotomy and entropion repair.

Instead of using a scalpel to cut into tissue, surgical CO₂ lasers vaporize, excise, or incise soft tissue with a highly intense and focused beam of infrared light.

This approach benefits the practitioner and the patient because laser energy is quickly absorbed by the tissue and instantly vaporizes, while simultaneously sealing capillaries, small blood vessels, lymphatics, and nerve endings.*

Because of this rapid absorption and sealing, patients experience less bleeding, swelling, infection and pain, and a faster recovery than they would with traditional procedures. To the surgeon, laser surgery affords increased visibility and precision and less post-operative care.

Veterinarians have complete control over the size, power and aim of the target laser beam, for unmatched accuracy. Plus, accessory devices offer the right tools for practically any surgical procedure, such as:

- Spay/neuter procedures
- Dewclaw removal and feline declaw (onychectomy)
- Dermatology
- Ophthalmology
- Gingival hyperplasia
- Entropion repair
- Soft palate resection
- Anal sacculotomy
- Routine tumor excisions

Laser surgical devices allow practices to offer clients more services/procedures, which brings more opportunities to grow practice revenue. Important: To protect patients and staff, safety procedures must be understood and followed when using laser surgery tools. It is imperative to have safety goggles specific to blocking the wavelength of their laser, and cloth or other means to protect a patient's eyes. ■

*Source: Aesculight

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Prospecting Tips

Prospects likely to buy advanced laser surgery equipment

Almost all practices that perform surgeries are candidates for laser surgery equipment to replace traditional scalpel-based procedures and to enhance the services they offer clients. Even if they already use laser surgery equipment, it may be time for an upgrade.

Clinic clues for quality leads

When visiting a practice, make note of whether or not they perform surgeries in-house (most practices offer the essentials such as spay/neuter procedures).

- **Invitation to neutral:** “Let’s look at how today’s advanced laser surgery technologies can reduce patient pain and recovery time while increasing client satisfaction and revenue for your practice.”
- **Seek alignment/understanding as the dialogue continues:** “Can you help me understand ...
 - “How many surgeries do you perform each week?” (Break-even for even the best laser is about four laser surgeries per week. All the rest goes into the practice’s bottom line)

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As you look at the surgical suite, note the use of scalpels or laser equipment. If laser equipment is present, try to determine the system's type and the age.

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 perform laser surgery?”
- **Confidence:** If YES, confirm and support benefits. If NO, assert the benefits with confidence. “I’m sure the latest laser surgery technologies will reduce bleeding, swelling, infection and pain, and offer a faster recovery for patients.”
- “How do you currently approach surgical procedures in your patients?”
- “What would it mean to significantly reduce pain, complications and recovery time?”
- “What would it mean if your practice could offer more procedures?”
- “What if you could reduce infection and pain to your patients?”
- **It’s the customer’s decision...** “You can decide if the latest laser surgery technologies will greatly improve recovery in your patients and lead to happier clients.” ■