

# Microscopes

To properly diagnose and treat patients, veterinary practices often need to examine patient samples microscopically (in extreme close-up) using solutions that help aid in their research.

## Your opportunity

**Commissions on \$600 to \$6,000 in microscopes and related supplies (slides, etc.)**

Microscopes are used in veterinary practices for a wide range of purposes. Common clinical uses are viewing urine sediments, fecal parasites, ear swabs and basic blood cytologies. Advanced uses include tumor aspirates, differential counts, sperm motilities, embryo transfer, skin issues and more.

The benefits of a new microscope include:

- New optics will ensure crisp and bright images
- New LED illumination will ensure you won't be making panicked bulb searches on a Friday afternoon
- New cameras will improve staff training, client education, and patient history documentation
- A second microscope in the busy clinic will improve efficiency
- An investment into a new microscope will pay dividends for 20+ years if well maintained.

## Equipment at a glance

The newest microscope technologies include these beneficial features:

- **LED illumination:** No heat, super-long life and daylight-color illumination provide amazing clarity and color representation, plus no worries about bulb replacement for 20 years.
- **Larger High-Focal-Point eyepieces:** These eyepieces have a very large front lens, allowing the user to see more of the slide at each magnification (like sitting on the front row at the movie theater).
- **Infinity PLAN Flat-Field optics:** High-resolution infinity optic microscopes, usually found in pathology and research labs, are now affordable to the veterinary clinic. PLAN flat-field optics mean that the blood cell at the very edge of view is just as clear and focused as the cells in the middle.

When buying a "cytology" microscope, infinity and PLAN are important for efficient scanning and proper diagnosis.

- **50x OIL objectives:** The 50x Infinity PLAN oil objective is the best available because it produces the highest resolution by using oil to minimize refraction. It also produces a flat field of view and twice the field of view as the 100x oil objective. It's worth the investment if a practice performs a lot of cytologies.
- **High-resolution digital cameras:** Digital USB cameras can mount to a trinocular head or even into the eye tube of any microscope and capture images directly into client management software or to email to the pathologist. New WiFi cameras transmit images directly to multiple iPhones, iPads, androids and tablets in exam rooms for client and staff education. New Hi-Def cameras will plug into large flat-screen TVs.
- **Heated stage and phase contrast:** Provides accurate motility analysis of sperm, even in the winter barn.
- **DUAL-HEAD Teaching microscope:** This allows two users to look into the microscope at the same time to train or discuss critical cases.

### Microscope options include:

- Cameras as mentioned above
- 20x objective for wide cytology scans and 50x objective for high-resolution close-up cytologies
- Pro Service Kit: Tools for techs to keep the microscope performing like new for years
- Dust Covers keep microscopes clean when not in use
- Hard and Soft Carry Cases for portability
- Slides and Coverslips: must-have consumables for every microscope
- Differential Counters, Hemacytometers: For clinics performing blood cell counts under a microscope ■

# Microscopes

Prospecting Tips

## Prospects likely to buy advancements in veterinary microscopes

Most small-animal veterinary practices use microscopes almost daily, so they're all good candidates for an upgrade.

Busy clinics and clinics that perform advanced procedures or numerous cytologies, etc., each week are especially strong candidates for the latest advancements in microscope technologies.

## Clinic clues for quality leads

When you're visiting a veterinary hospital, look for old and/or dirty microscopes. Also look for a busy clinic with a line waiting to use the microscope. And, check to see if the microscope has a hot halogen bulb. Put your hand on the base and say, "Wow, that's warm," and "How often do you have to replace that bulb?" Then mention that new microscopes that have LED illumination with 50,000 hours of life (about 20 years in the average clinic) with no heat and a daylight color for true rendition of your image.



## Approaching the sales discussion

- **Check-off/qualify:** If you identified outdated equipment, you can initiate a discussion with several questions depending on the situation: "How do you like your microscope?"... "When is the last time you had your microscope serviced?"... "Is everything working on your microscope?"... "What brand is that microscope?"... "How good is the support from your microscope supplier?"...

- **Confidence:** If YES to "Is everything working?," confirm and support benefits. If NO, assert the benefits with confidence. "I'm sure the new microscope technologies will provide better answers to your team."
- **Invitation to neutral:** "Let's look at how the newest technologies are giving you exceptional views while reducing light bulb costs and heat."
- **Seek alignment/understanding as the dialogue continues:** "Can you help me understand ..."
  - "Do you have one microscope for urines and fecals, and another nice cytology microscope for the doctors?" If they only have one dirty microscope that is used for everything, a better solution would be to purchase a nice cytology microscope for the doctor's office.
  - Ask if they are documenting their microscopic exams into the patient files to create a history with electronic image records. Up-sell with a camera.
  - Ask if they ever wish they could send an image over to the professor or pathologist to get a second opinion. Up-sell with a camera.
  - Ask how they're training techs and educating their clients under the microscope. Offer a camera option, which may cost less than they anticipate and could attach directly to their existing microscope.
  - The biggest question: Ask if they'd like a demo in the clinic. (You can carry a new microscope into the clinic for a complete no-risk demo, plus set up and training for the entire staff.)
- **It's the customer's decision...** "You can decide if an upgrade to the latest microscope will provide benefits for your patients and your staff." ■

**Editor's Note:** *Vet-Advantage* acknowledges JorVet and LW Scientific for contributing to this article.