

Monitoring

Monitoring equipment detects 70 percent of anesthesia complications before they're recognized by trained staff. Monitors minimize risk, when every second counts.

Your opportunity

Commissions on \$599 to \$7,800 in patient monitoring equipment, plus additional commissions on accessories.

You have a tremendous opportunity to teach veterinarians to improve patient care through monitoring, especially with the latest monitoring advancements.

Equipment overview

With the number of procedures and surgeries being performed in vets' offices today, monitoring is a must because patients can develop complications during those procedures.

Invasive or direct monitors, which enter the body, are more accurate than non-invasive monitoring, but the trend and preference is toward non-invasive.

- The greatest of those risks is hypotension (low blood pressure) and the cardiovascular problems that some animals – particularly, seniors – might have that predispose them to this. Hypotension can lead to oxygen deprivation in the brain and other vital organs, leading to shock and death. As many as 25 percent of patients are hypotensive during surgery.
- The second greatest risk is hypoventilation, which means the exchange of oxygen and carbon dioxide is inadequate. By the time something goes wrong, usually the animal has been in a precarious state for many minutes. Without adequate oxygen, or, conversely, with a buildup of carbon dioxide in the blood, the blood becomes more acidic, and cellular function is impaired.

Veterinary “multiparameter” monitors now detect all five vital parameters recommended for human patients by the American Society of Anesthesiology:

- **EKG/heart rate:** Looks at the rate and rhythm of the heart. Especially important for accuracy is lead placement, as well as vet-specific algorithms and multiple filters to eliminate baseline noise.
- **Temperature:** Hypothermia, or a drastic drop in body temperature, presents a danger to any animal. Some breeds of dogs also are susceptible to hyperthermia, or an extremely elevated temperature.
- **Oxygen saturation of hemoglobin in blood (SpO₂):** The latest models mitigate artifacts caused by patients moving or poor perfusion. A variety of sensors are available (tongue, for instance).
- **Blood pressure:** Measures indirect cardiac output, the heart's mechanical function and anesthetic depth. The best monitors use animal-specific algorithms, and a broad heart range and cuffs for all animals.
- **End tidal CO₂:** Provides instant feedback on the patient's ventilation status.

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Ideally, practices will want to monitor all five parameters, but practices new to monitoring may want to start with machines that monitor just one or two, such as blood pressure. ■

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Prospecting Tips

Prospects likely to buy the latest veterinary patient monitoring devices

All practices are candidates for advancements in veterinary patient monitoring.

This gives you an opportunity to discuss the American Society of Anesthesiology guidelines to open the door to a conversation about today's multiparameter monitoring solutions.

Clinic clues for quality leads

When visiting a practice, look for monitoring equipment that's outdated or only monitoring a few parameters, not all five as recommended.

Approaching the sales discussion

Find out what the veterinarian generally monitors or would like to monitor. And find out if your customers understand the importance of end-tidal CO₂.

- **Check-off/qualify:** You can initiate a discussion by asking, "Doctor, how many patients do you monitor a week?" or "Do you monitor all patients... for all five parameters?"
- **Confidence:** If YES, confirm and support benefits. If NO, assert the benefits with confidence. "I'm sure a multiparameter monitor will lead to fewer complications and client satisfaction."



- **Invitation to neutral:** "Let's look at how veterinary-specific monitors are saving more lives."
- **Seek alignment/understanding as the dialogue continues:** "Can you help me understand ..."
 - "What monitoring do you perform now?"
 - "How long have you had your monitoring equipment?"
 - "What if you could have all five parameters with animal-specific algorithms, sensors and more?"

It's the customer's decision... "You can decide if veterinary-specific, multiparameter monitoring will benefit your team and your patients. ■"

Caution: Human monitors must pass U.S. Food and Drug Administration scrutiny, whereas veterinary monitors do not. Unfortunately, this means inadequate monitors flood the veterinary market. Plus, practices buying monitors manufactured for the human market must deal with.

Editor's Note: Vet-Advantage would like to acknowledge the contribution of Sharn Veterinary Inc. (Tampa, Fla.), a division of Midmark Corp., for the information on monitoring equipment.