

Otoscopes

Advanced digital veterinary otoscopes (video otoscopy) are helping practitioners detect causes of otitis (ear inflammation) in ways that weren't possible before.

Your opportunity

Commissions on \$300 to \$7,000 in equipment sales depending upon configuration and addition of video capability.

Equipment overview

Inflammation of the external and middle ear are common among pets, and digital otoscopes can help veterinary teams see more than ever before to identify the causes and recommend the best treatment.

Here's why otoscopes are highly valuable to practitioners:

- **Otitis externa is one of the most common diseases encountered in veterinary practice**, affecting an estimated 5 percent to 20 percent of dogs, and 4 percent to 6 percent of cats. Practices usually see several cases every month, if not every week.
- **Otitis externa is a complex condition characterized by inflammation of the external ear canal.** And, because ear canals are an extension of skin – primary causes of otitis externa include many diseases that affect the skin, such as atopy (allergy), food hypersensitivity, and keratinization (skin) disorders. Parasites and foreign bodies can also cause otitis externa.

Veterinarians need the best equipment they can find to locate and identify the cause of otitis externa and other ear inflammations. You can help them find the best equipment.

The veterinarian's primary diagnostic tool for otitis is the otoscope designed specifically for veterinary use. It has a longer depth of field than those used on humans, which

means it can operate better in the much longer ear canals of dogs. What's more, optics are set up to operate at a greater distance.

Digital otoscopes, or video otoscopy, use a tiny, high-resolution camera to project clear, highly accurate and in-depth images of the ear canal and eardrum. They allow the veterinarian to view live images on a computer screen or monitor, and capture still images for the patient record.

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Best of all, these images can be shown to the pet owner, so they can see what their pet's inner ear looks like. With this greater understanding, the pet owner is more likely to comply and follow through with treatment – which ultimately helps the patient recover.

Peripheral otoscope equipment includes:

- Replacement specula in various sizes
- Specula cleaning tool
- Cold sterilization solution
- Optional ophthalmoscope head
- Additional charging handles
- Ear curettes
- Microscope slides
- Replacement bulbs ■

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Prospecting Tips

Prospects likely to buy veterinary otoscopes, including digital models

Any practice is likely to be a candidate for a new otoscope or an upgrade. A product demo is the most effective way to help practitioners understand the value of upgrading to advanced, highly accurate models.

Clinic clues for quality leads

When visiting a practice, look for otoscopes and make note of the type and age of each model.

Identify whether or not the practice is using digital or video otoscopy.

Approaching the sales discussion

- **Check-off/qualify:** It's likely that nearly all practices could use an otoscope upgrade, so probe with an 'Is it time?' question such as, "Have you seen the latest video otoscopy innovations?"
- **Confidence:** If YES, confirm and support benefits. If NO, assert the benefits with confidence. "I'm sure one of the latest digital otoscopes can help pinpoint

the exact causes of otitis more often, helping more patients and improving treatment compliance."

- **Invitation to neutral:** "Let's look at how today's digital otoscopes are revealing the most minute detail in the ear canal."
- **Seek alignment/understanding as the dialogue continues:** "Can you help me understand ..."
 - "How often do you see otitis cases?"
 - "What if you could identify the exact causes in more cases?"
 - "What would it mean if you could show clients what's happening inside their pet's ears so they understand the need for treatment?"
 - "What if the otoscope required very little setup and you instantly capture images for the patient record?"

It's the customer's decision... "You can decide if a digital otoscope will expand your diagnostic abilities by letting you see more detail in the ear canal." ■

