

Ultrasound

Veterinarians use diagnostic ultrasound equipment (also known as sonography) to see precise images inside the patients' body, such as the abdomen or heart, for diagnoses and treatment.

Your opportunity

Commissions on \$15,000 to \$100,000+ in ultrasound equipment and related supplies (as most are customized).

New advancements in ultrasound equipment are providing unlimited versatility and excellent imaging for abdominal, cardiac, musculoskeletal, vascular and other diagnostic needs. The latest user-friendly designs are reducing exam time by up to 63 percent while producing deeper and wider crisp images for the most diagnostic information possible.

Ultrasound equipment uses sound waves to present images inside an animal's body. The sound waves are picked up by a scanner, called a transducer, which creates an image of the animal's organs being scanned.

In addition, a unique new Real-Time ultrasound system with an external camera allows veterinary practices to share clinical case ultrasound images live via telemedicine with a sonographer. This not only provides the clinic with real-time clinical guidance, it has the added benefit of hands-on training for the veterinary staff at their facilities, any day or time they choose, and with the machine they'll be using going forward. This takes the guesswork out of diagnostics for more practices.

Equipment at a glance

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Ultrasound equipment includes the following primary components:

- A transducer probe used to scan the animal and send/receives sound waves
- A computer and keyboard the team uses to program settings for specific patients and procedures, and then it receives, calculates and displays the findings from the transducer
- Controls that allow the veterinary professional to change settings such as amplitude, frequency and duration of the sounds waves (pulses) depending on the diagnostic purpose
- A monitor displaying the ultrasound image

The newest ultrasound technologies offer these benefits to practices:

- High-definition resolution for the most crisp images
- Customizable automation tools for each practice
- Flexible configurations for each staff member to view precise images for each patient
- Advanced transducers for using with animals of all sizes (Great for large-animal practices)
- Comparison Assistant and Scan Assistant (in some models) to enhance the diagnostic information, especially over time as a patient is treated

Real-Time ultrasound solution with external camera includes:

- Simple operation with touchscreen technology
- Multiple imaging modes for a wide range of cases and patients
- Internet connectivity for easy updates or upgrades to stay current with new technology and new features
- Remote support team delivering live review of images for training the team as they go
- Quick learning for any veterinary professional, even those new to ultrasound
- Oncology protocol to give clients a choice of receiving care from their own veterinarian or a specialist ■

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Prospecting Tips

Prospects likely to buy advancements in veterinary ultrasound equipment

More and more veterinary practices are adding ultrasound to their in-house capabilities, and many have been offering diagnostic ultrasonography for many years and may need an upgrade.

Specialty practices are often likely candidates for the most advanced equipment, while any practice may be a great candidate for Real-Time Ultrasound because of its remote real-time training while examining patients.



Clinic clues for quality leads

When you're visiting a veterinary hospital, look for ultrasound equipment or ask if the practice currently uses ultrasound equipment. If they do, ask how old the equipment is and how often it's used.

As you become more familiar with ultrasound equipment, you'll also be able to spot older models.

Approaching the sales discussion

- **Check-off/qualify:** If you notice no ultrasound equipment or an older machine, talk about all the things you need to accomplish while at the doctor's facility, but then go into demo-getting mode. Start by asking, "Does your practice frequently perform diagnostic ultrasound exams?" Or, "I noticed your ultrasound equipment is an older model. Do you know how old it is?"

- **Confidence:** If YES (the equipment is new and working well), confirm and support benefits. If NO – the practice doesn't know how old it is OR they don't have ultrasound equipment, assert the benefits with confidence. "I'm certain you and your patients will benefit from today's high-definition ultrasound."
- **Invitation to neutral:** "Let me show you how the many advancements in ultrasound technology can enhance your diagnostic capabilities... especially if you haven't offered ultrasound before."
- **Seek alignment/understanding as the dialogue continues:** "Can you help me understand ..."
 - "For cases requiring abdominal, cardiac, musculoskeletal or vascular views, what's your approach?"
 - "If you currently offer ultrasound, how long does it take to set up patients and key in the right information? How would it help to save up to 63% of your time doing this?"
 - "If you currently offer ultrasound, how would it help you and your team to have crisp, higher-definition images for animals of all sizes?"
 - "If you haven't offered ultrasound, how would it help to have real-time training when viewing cases?"
 - "How would it help your practice and clients to offer oncology sonography/care in your practice vs. a specialty practice... by following an oncology protocol your team can embrace with confidence?"
 - Request a demo: "I think I've been calling on you for x amount of years and one of my jobs is to educate and bring things to you for practice growth. You have to take a look at this. [Show the video and then ask for the demo.] When's a good date for a team demo? How does [date] sound?"
- **It's the customer's decision...** "You can decide if an upgrade to the latest ultrasound options will provide benefits for your patients and your staff." ■

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