**LASER THERAPY SIMPLIFIED  
Implementation   
David S Bradley, DVM, FASLMS**

**Summus Medical Laser-Veterinary Medical Director**

Veterinary Laser Consultant

Franklin, TN, USA

**Successful Implementation of Laser Therapy**Once you have selected the proper (Effective/Versatile) laser, implementation is easy! Make sure your laser purchase includes thorough, in-house, personal, clinical training as well as on-going support. This should include both continuing education/consulting and marketing support. Here are a few steps and recommendations to expedite the process.

**Take Ownership**You are in an elite group of practices that has taken the first step by investing in laser technology for therapeutic management. Let your attitude show thru your enthusiasm and confidence. Learn as much as you can thru all the resources provided. Research further on the web. Plan on attending classes at the next conference or even a wet lab.

**Use the Laser!** You see patients every day that could benefit from laser therapy. Make a conscious effort to recommend/use the laser to help it become ingrained in your armamentarium. Laser therapy has an extremely wide margin of safety. Keep the few basic principles in mind and you will not cause any harm to a patient. You will quickly become comfortable and proficient with laser therapy. You will see consistent results that will give you more confidence in the modality and therefore encourage even more use. Think “LASER” as an adjunct for all the following indications:

Orthopedic Conditions (Acute and Chronic) Routine Post-Op   
Skin Infections/Allergies/Otitis Neck and Back Dx   
Abdominal Conditions (Urinary Dx, IBD. Pancreatitis, CRF) Dental Dx Respiratory Conditions (Sinusitis/Rhinitis, Bronchitis, Asthma) Acute Trauma/Pain   
**Establish how you want to ‘position’ the laser in your practice and set up a pricing structure.** The following are some simple pricing guidelines. You can modify these based on your practice demographics and philosophy.

**Price Structure**Immediately decide and implement a pricing structure. Below are some average price indexes. Some of these may be recommended as an option for treating or controlling specific conditions. Others may become your standard of care for certain problems. Some may be incorporated into established protocols for common procedures. (Post-op pain package, Hot Spots, Ear disease, IVDD…) More and more pet insurance companies are reimbursing for laser therapy. If you have one you recommend routinely, inquire as to whether they pay for laser therapy. Otherwise, you may consider another company. The price structure should include guidelines for the following:

Minor procedures when used as a simple adjunct for 1-2 treatments: $12-$15/Treatment Routine post-ops Hot spots Minor abrasions/wounds

Minor Acute Conditions: $25-$55/Treatment   
 Simple wounds  
 Sprains/Strains  
 Minor or Initial Otitis

General Package: 6-10 Treatment packages for initial phase of laser.  
Package Price with Discount: $150-$280/package of 6  
 General Arthritis/DJD /IVDD More Severe Acute Trauma and Major Surgeries (Orthopedics) Large/Chronic Wounds (Deglovings/ALG/Otitis) Other Chronic Conditions (Asthma/IBD/Cystitis)

Maintenance Package: Similar to General Package in pricing. Used for ongoing pain control. Arthritis/DJD/IVDD Repeated stress (performance animals/agility) Other Chronic Conditions (Asthma/IBD/Cystitis)

**Get Your Staff on Board**If the staff is excited, the laser will sell itself. Education is only part of the equation. The real motivator will be first-hand experience. Laser therapy is extremely safe. Let every staff member use the laser on at least one of their own pets or pets of a relative or friend. If you are so inclined, even let them try it on their own aches or pains. In addition, it may be worthwhile, especially initially, to incentivize staff with rewards for selling Laser packages. This can be an annual program as well to ensure on-going success. (An annual Laser Therapy Awareness month)

**Make Pain Management a Priority**Develop a practice philosophy that confirms your commitment to actively promote pain management to the benefit of all the patients that visit your practice.

**Pain Assessment**Develop an objective scale for pain assessment. Use either a questionnaire and/or chart to document pain/function of patients. Colorado State University has a pain scale form that can be emailed to you or found on line by googling “Colorado State Pain Scale”. This will be an even more effective way to convince owners of the positive effects of laser therapy. An example of a simple pain scale is included. The score is not as important as the change (Decrease) in the score over time.

**Marketing**Implement a marketing strategy. This does not have to be cumbersome but you decide how aggressive you want to be. Simple doctor and staff recommendations go a long way in stimulating client interest and acceptance and initiating an immediate cash flow.

Internal Marketing:   
Posters/Pamphlets  
DVD   
Open House  
Client mailer  
Testimonials/Photographs  
Web page  
Face Book  
Banner/Signage

External Marketing:   
Press Release  
Internet  
Local Pet Organizations  
Partner with Medical Colleagues that also offer Laser Therapy