A BLUEPRINT FOR

Incorporating Ultrasound into Veterinary Practice

The Machine, The Curve, the "Me Too" Industry, and The Reality
IS IN-HOUSE ULTRASOUND RIGHT FOR MY HOSPITAL?
The ultrasound purchasing process can be as confusing as anything we deal with in veterinary medicine.

Before you go down the route of incorporating ultrasound into your practice and ultimately purchasing a machine and education package ask yourself the following questions:

1. Do I have the time?
Scanning personnel (doctors and/or technicians) must dedicate 1-2 hours/day during the work day to the ultrasound curve over the next year to make the project a truly functional and profitable part of the workflow.

2. Who will take on the curve challenge?
The reality is that many practice owners DO NOT climb the ultrasound curve well and fall off the process owing to distractions.

Keys to Success:
• Offload the management and daily operations to others within the clinic.
• Must have a true passion for clinical sonography.
• Allocate the time to growing this part of the practice.
3. Should I consider the technician sonographer?
Leveraging technicians in sonography *increases profitability* for the practice; it is one of the few ways that techs can directly generate revenue for the practice while doctors are more appropriately dealing with what they can do - *surgery, diagnosing and prescribing*.

*ALL exceptional sonographers tend to share the same qualities.*

4. Can I Afford It?

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*Can you afford remote-site education or on-site education?* Expect around $7-10k/person/year when considering having someone come in over a number of days for on-site training or sending the candidate to a remote site clinical sonography educational program, involving travel, hotel, food, etc.

The answer, I am sure, is "Yes" to all of the above, otherwise your facility couldn't even entertain the thought of bringing ultrasound in-house from a profit & loss standpoint. What I have described above applies essentially to every open and operational veterinary facility.
5. How Do I Choose My Educators?
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This is a Caveat Emptor issue as important or even more important than the machine purchase.

There is no right or wrong here, just importance in creating the right fit to breed verticality to the learning curve.

Not selecting the right educational program for the sonographer leads to frustration and a learning curve flat-line or even decline in a curve by affording time and investment to a program that is not of the proper fit for the attendee.

• What is the objective of the program?
• How fast can they get my sonographer up to high-level functional ability?
• Who is the program directed to?
• Is the instructor dynamic and practical for the beginner/intermediate or do I need a specialized program and technical based instructor such as that of orthopedic ultrasound or congenital cardiac instruction?
• Does my sonographer identify with the techniques utilized in the program regarding traditional versus new or out of the box approaches?
  Traditionalists enjoy a conventional program but pragmatists tend to thrive on different clinical base approaches.
The utility of ultrasound is possible in every clinic IF the right personality is available to learn to drive the probe. – Eric Lindquist, DMV, DABVP, Cert. IVUSS

Dr. Eric Lindquist, DMV, DABVP, Cert. IVUSS has provided high-volume mobile veterinary clinical sonography as a specialist in New Jersey since 2001. He boarded ABVP (Canine & Feline) in 2003 and re-certified in 2015.

Founding SonoPath.com in 2008, Lindquist leads a team of boarded specialists who provide Educational Teleconsultation™ Services. He also owns and manages two mobile ultrasound companies.

As the three-time president of International Veterinary Ultrasound Society (IVUSS), Dr. Lindquist has a passion for ultrasound and has created the SDEP™ Protocol. The SonoPath Diagnostic Efficiency Protocol™ is an innovative instructional ultrasound technique used for full and efficient scanning.
NEED ULTRASOUND SHOPPING ADVICE?

Download the next installment to learn what questions to ask, how to choose your machine, and whether pre-owned or new is the way to go.