

Earn \$4,440 More Per Month

The ROI of Therapeutic Lasers

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“A therapy laser?” Will we be able to pay it off in a reasonable amount of time?” This is often the first concern when a practice is considering adding laser therapy.

This is a responsible business question and every practice should be considering the ROI implications before purchasing *any* capital equipment.

When looking at a return on the investment in laser therapy, the answer is “Yes, you can realize your break-even point in a reasonable amount of time.” To help you identify a successful ROI model, and the growth potential of laser therapy in your practice, your Companion Animal Health sales representatives can help you do example ROI calculations based on fees that you believe your client base will pay. Your representative can provide you with business growth opportunity data over a month, a year, or a 3-year time period.

Developing any new business segment will take effort from the practice and team to fully integrate laser therapy into your daily routine. By following a few basic steps, your practice can quickly start to realize the financial benefits of bringing laser therapy into their practice:

Integrate in Steps

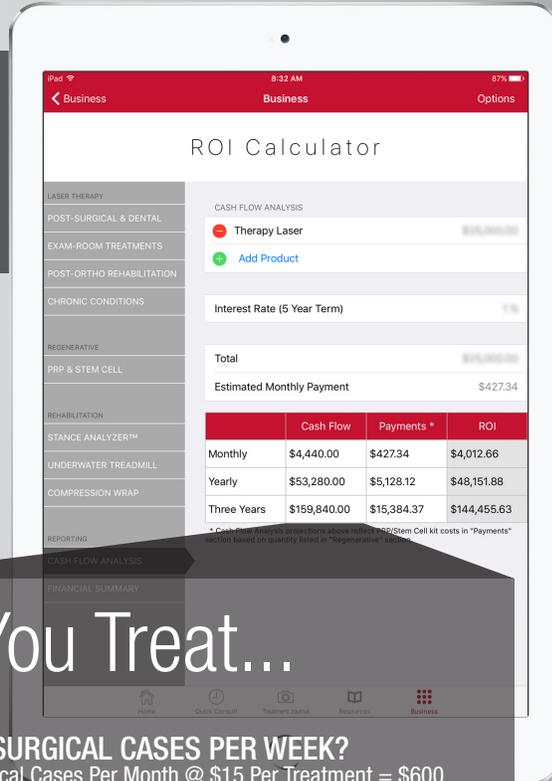
Divide your business into manageable segments. This enables your practice to incorporate laser therapy into your medical protocols, work out any kinks, and get staff comfortable at each stage while realizing revenue growth. By managing the launch you can keep momentum high, while not overwhelming existing resources. For fast implementation consider introducing laser therapy in the following phases:

1. **Post-Surgical Pain Management** – Easiest to implement and the fastest way to see impact on your bottom line.
2. **Office Visit Opportunities** – Largest volume of opportunities, quicker buy-in from clients, and stable revenue growth.
3. **Osteo-Related Conditions** – Easiest sell to employees, harder to sell to clients, long-term revenue growth, client compliance dependent.

Basic Marketing

Use Doggles Every Session – Not only are laser-specific safety Doggles® designed to protect a pet’s eyes during laser therapy, they can be your number one marketing tool. Use Doggles on every pet and encourage owners to take photos and share them on your website, lobby wall, and social media to stimulate interest and start dialogue.

Photos & Videos Tell the Story – One of the best ways to educate clients about laser therapy through photos and videos - seeing is



Do You Treat...

10 POST-SURGICAL CASES PER WEEK?

40 Post-Surgical Cases Per Month @ \$15 Per Treatment = \$600

2 ACUTE CONDITIONS PER DAY?

48 Acute Cases Per Month @ \$30 Per Treatment = \$1,440

1 POST-ORTHOPEDIC CONDITION PER WEEK?

4 Post-Orthopedic Cases Per Month @ \$300 Per Package = \$1,200

1 CHRONIC CONDITION PER WEEK?

4 Chronic Cases Per Month @ \$300 Per Package = \$1,200

\$4,440 Monthly Additional Revenue
\$53,280 Yearly Additional Revenue
\$159,840 3-Year Additional Revenue

believing! Take videos before you start any treatment program and at the beginning of every subsequent treatment to document treatment progress and build value for the client. See an example of a high impact before and after video at www.LiteCureInfo.com/PenguinBeforeAndAfter

It Takes a Team – Creating, introducing, and maintaining any substantive laser therapy program is a team effort. Design a program that seamlessly integrates laser therapy into your treatment plans for common conditions to encourage use and compliance. Keep your laser therapy program top of mind with your staff by soliciting feedback from the team at every staff meeting. Also consider developing incentive or recognition program to engage the staff.

Use Social Media & Website – Announce your new laser therapy program on Facebook and your website to generate interest. Leverage video resources from Companion Animal Health’s YouTube channel <https://www.youtube.com/user/CompanionTherapy> such as the “how it works” animation.

For more information about the business of laser therapy, or Companion’s CORE implementation program please contact Companion Animal Health at info@companiontherapy.com.