The Key To Success In Laser Therapy Is An Effective Implementation Plan

This article provides an overview of the first 2 steps of K-Laser’s proven 4 step technique to effectively implement laser therapy in veterinary practices. Our full Therapy Laser Implementation Guide can be found at: www.k-laser.com/vet-success

STEP 1 Develop Core Competency in Laser Therapy

This is the most important of all the steps. You can’t promote laser therapy if you and your staff don’t believe in it. You must have the confidence that laser therapy works, your staff must share this confidence, and your patients need to leave your office after the first visit convinced of the benefits of laser therapy.

TALK ABOUT AND USE THE LASER
Before you and your staff can truly believe in the benefits of laser therapy you must first experience it. Make sure everyone on your staff experiences a treatment firsthand so they can describe what it feels like. Also talk about the laser every day with your staff and patients. Tell everyone how excited you are to have this new therapy.

COMMUNICATE THE BENEFITS
Make sure all staff members know how to convey the benefits of laser therapy with emotion and clarity. A loose script may be useful for your staff to address patient questions and concerns, common objections and financial discussions surrounding therapy.

TAKE IT OUT AND TURN IT ON
For laser therapy to gain acceptance in your practice the laser must be within arm’s reach. We recommend you place your laser prominently in your treatment room and have it ready for use.

PRESCRIBE IT
Include laser therapy in the treatment plan you recommend for your patients. Don’t treat it as an optional add-on service but rather an important component of the patients’ care.

ESTABLISH PRICING STRUCTURE
We recommend a simple tiered pricing structure. It will be important for you to tailor your pricing strategy to your specific client base and patient needs.

STEP 2 Market Laser Therapy In and Around Your Practice

Now it’s time to promote laser therapy and its benefits in and around your practice. Your goal is to apply your recently learned core competency in laser therapy to the patients who are already visiting your practice.

IDENTIFY EARLY ADOPTERS
Identify your clients who are very involved with their pets and open to new treatments. These clients are the most likely to adopt laser therapy and promote its virtues. We recommend your staff make personal phone calls to these clients to explain laser therapy and how it could benefit their pet.

SHARE TESTIMONIALS
As these early adopters are introduces to laser therapy, capture their positive feedback on a testimonial board and encourage them to share their experience with their friends and family through social media and/or on your local Google business page.

PROMOTE IN THE WAITING ROOM
Have your staff talk with your clients while they wait about what laser therapy is, how it works and why their pet would benefit from it. Additionally, keep laser therapy marketing materials in plain view of patients. These materials can include brochures, counter signs, posters, and patient education videos.

PROMOTE AROUND YOUR PRACTICE
Some practices have the opportunity to utilize outdoor banners promoting laser therapy. We recommend this tactic if you have significant traffic directly outside of your practice.