Laser Implementation Guide

Importance of a Successful Launch

The key to success in Laser Therapy is an effective implementation plan.

This guide provides an overview of Summus Medical Laser’s proven technique to effectively implement Laser Therapy in veterinary practices. We’ve also included commentary from one of your peers, Dr. Ernie Ward, who has had great success with Laser Therapy. It will be important to implement laser into your practice in the order presented in this guide and we recommend that you do not proceed to the next step before adequately completing the previous step.

About Ernie Ward, DVM
Ernie Ward, DVM, is a veterinarian from Ocean Isle Beach, N.C. For the past 24 years, he has helped pioneer numerous programs and protocols to improve veterinary care. He successfully implemented Laser Therapy in his practice over 5 years ago and believes in laser’s unique ability to help patients heal quicker and reduce pain.

“Start with yourself, extend to your team and then share with your clients and community.” - Ernie Ward, DVM
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 understand the benefits of Laser Therapy you must first experience it. Make sure everyone on your staff experiences a treatment first-hand so they can describe what it feels like. Also talk about the laser every day with your staff and clients. Tell everyone how excited you are to have this new 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.

“Successfully adding a new service or product into your daily practice begins with personal experience and firm belief. Whenever veterinarians struggling to gain acceptance of a new therapy confront me, I ask if they’ve tried it themselves and believe in it. It’s nearly impossible to recommend a procedure to your clients that you haven’t personally experienced and trust.”

- Ernie Ward, DVM
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. Here are some script ideas to consider:

- **What is Laser Therapy?**
  “It’s a FDA cleared therapeutic treatment that manages pain and inflammation while accelerating tissue regeneration.”

- **How does it work?**
  “Laser energy increases circulation, drawing water, oxygen, and nutrients to the damaged area. This creates an optimal healing environment that reduces inflammation, swelling, muscle spasm, stiffness and pain.”

- **Why we use it?**
  “We’ve added Laser Therapy to our practice because we want to provide an effective and safe treatment option for our patients to heal quickly, recover fully and reduce pain effectively.”

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, as you would with any other prescription medication or therapy.

Establish Pricing Structure

We recommend a simple tiered pricing structure. Tier 1 is for adjunct applications in post-operative and post-dental treatments. This fee is generally the smallest. Tier 2 is for stand-alone laser treatments that last less than 5 minutes and/or are for 1 body part. Tier 3 is for those stand-alone treatments that last longer than 5 minutes and/or are for multiple body parts.

To determine your tier 2 and 3 pricing first decide how much revenue you want on average for the two treatments. As an example, let’s say you want an average revenue of $35 per treatment. You will want to reduce the per treatment price of tier 2 slightly (let’s say $29 in this example) and increase it for tier 3 (let’s say $39 in this example).

When I launched laser therapy, I began by composing a simple staff script on how to explain laser therapy to clients and the top indications for using it. - Ernie Ward, DVM
STEP 2
Market Laser Therapy In and Around 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 introduced 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.

“In order to generate excitement and word-of-mouth referrals, we contacted some of our best pet owners struggling with their pets’ osteoarthritis. Our doctors and techs invited them to try Class IV laser and see if it would help. We didn’t offer discounts or giveaways; we approached caring clients willing to try something to help their beloved companion.”

- Ernie Ward, DVM
STEP 3
Market to Your Current Customers

You will have the greatest success marketing to your current customers. There are ways to connect with them. The following are a few tactics to consider:

➤ **LASER THERAPY WEB PAGE**

Add a dedicated page to your website exclusively about Laser Therapy. Detail what Laser Therapy is, how it works and why you use it in your practice. Consider including video content and customer testimonials.

➤ **PHONE**

One of the easiest and least expensive ways to connect with your clients is via the telephone. We recommend you create a script for your receptionist to use when clients call to schedule an appointment and when the receptionist calls clients to remind them of appointments.

➤ **REFERRAL CARDS**

After a patient receives Laser Therapy, provide the client with a referral card and ask them to share their positive experience with a friend. Consider offering a monetary discount off of a future laser treatment for doing so.

➤ **EMAIL AND DIRECT MAIL**

Email and direct mail are very effective means to communicate with the majority of your client base. In your message, you should provide information about Laser Therapy and encourage the recipient to call your office and/or visit your website to learn more or schedule an appointment. Consider including customer testimonials to resonate with the recipient and provide credibility to the message.

➤ **SOCIAL MEDIA**

Identify the customers who are most pleased with Laser Therapy and ask them to share their experience with their friends on social media. Such authentic referrals are unmatched in their ability to grow interest in a new product or service.
The final step in implementing Laser Therapy is to market to new customers through your website and mass media channels. Each local market will have its own unique mix of effective media.

**DIGITAL MARKETING**

New customers will expect that you have a professional website with information about your practice and the services you offer. Ensure that Laser Therapy is prominently mentioned and that its benefits are clearly explained.

**SEARCH MARKETING**

For new customers, your website is only as good as their ability to find it in a Google search. Ensure that your website is designed based on Search Engine Optimization (SEO) best practices and that the search engines know that you a local business with a physical location. Consider testing paid search once your website is set up properly. Start with a low budget and test to see what works before investing significantly.

**MAGAZINES, TELEVISION AND RADIO**

Many markets have local magazines that can be effective at driving new customers to your practice. Be sure to define who your target customer is in terms of demographics and lifestyle and ensure that the publication reaches that audience. Television and radio can be a useful if the cost of the media is affordable. Consider a test if the media reaches your target audience.

**FREE MEDIA**

Press releases and social media are great ways to connect with new customers. The message is key to success though. It must be relevant, unique and engaging.

“After you’re comfortable with Class IV laser or a new service, it’s time to contact your local media. Newspapers, radio and television are always looking for local stories to highlight, and pet news is always welcomed. Other good outlets for sharing the laser story are weekly or monthly community or business magazines.”  
- Ernie Ward, DVM
WHAT THE PLATINUM SERIES™ CAN TREAT

**Head**
- Rhinitis
- Sinusitis
- Otitis
- Hematomas

**Cervical**
- Infectious Tracheobronchitis
- IVDD

**Back**
- Arthritis
- IVDD

**Hip**
- Hip Dysplasia
- Chronic Pain
- Lameness

**Thoracic Limb**
- Bicipital Bursitis
- Bicipital Tendonitis
- Infra-supraspinatus Tendonitis

**Perineum/Tail**
- Anal Saculitis
- Trauma
- Tail Fractures

**Stifle**
- Post-Surgical Arthritis
- Tendonitis
- Non-Surgical/Partial ACL

**Tarsus/Carpus**
- Lick Granulomas
- Calcaneal Tendon Tear/Trauma
- Neuropathy

**Forelimb**
- Acral Lick Granulomas
- Pododermatitis
- Arthritis
- Fractures
- Sprains/Strains
- Trauma
- EGC
- Snake Bites
- Bug Bites (Spider)

**Mouth**
- Extractions
- Gingivitis
- Periodontitis
- Stomatitis (Feline)

**Internal**
- Cystitis
- Infectious
- Bowel Disease
- Feline Asthma

**Dermatology**
- Dermatomyositis
- Pyotraumatic Dermatitis
- Post-Surgical Incisions
- Infected and Chronic Wounds
WHY SUMMUS MEDICAL LASER™ THERAPY

More than 80% of your patients can benefit from laser therapy. That’s why therapeutic lasers are the #1 sought after capital equipment in veterinary clinics.

The Platinum Series™ delivers improved clinical outcomes to your practice and provides entirely new treatment options you can offer your patients.

The Platinum Series™ is engineered to be easy to use. The result is a lightweight yet sturdy design, with an intuitive user-interface and short treatment times.

We are dedicated to help you successfully launch laser therapy through our Spectrum Marketing, Training, and Education program.