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**Top 10 List Of Reasons To Implement Clinical Sonography In  
Veterinary Practice - 3 Pages**

**1) Diagnostic efficiency** is a concept that stresses the importance of arriving at the correct diagnosis as fast as possible. The thorough and correct utilization of clinical sonography allows for the ultrasound examination to serve as the hub of all the other diagnostic information available for any particular case. There is no better instrument that is economically accessible and readily available that gives us more diagnostic information. The rapid and correct diagnosis puts us in better position to rapidly serve the patient's medical needs and help the pet owner make efficient and informed decisions about their pet's clinical presentation.

**2) Defining the Enzyme Chase.** There is a lot of cross reactivity with our normal clin-path enzymes and we don't often know what they actually mean to the patient. Liver enzymes can rise in cases of benign hepatopathies as well as aggressive infectious or toxic episodes, liver tumors and inflamed or perforating gallbladder mucoceles. Until we see what is structurally and cyto-histopathologically occurring we have no idea what the enzymatic profile actually means. Willard once said, "Liver enzymes are more often elevated for non-hepatic disease." The ultrasound examination proves this statement over and over again. To some extent this statement can be applied to aspecificity in enzymatic changes in general such as that of amylase/lipase elevations, BUN, and others.

**3) Non--Invasive.** Unless the sonographer is doing a "poke and prod session" with the probe, clinical sonography is a non-invasive diagnostic instrument. Sampling is simple and straightforward when performed by a trained sonographer. We can see what is going on in the sonogram, utilize remote interpretation if necessary, and sample what we see with instruments that we use every day in practice.

**4) Personal & Practice Growth.** The learning curve is very rewarding for those that gravitate toward clinical sonography but should not be forced upon an individual if they are not inspired day in and day out to attack the curve that clinical sonography presents. The reality is, if a practice isn't utilizing ultrasound on a daily basis, the case is getting diagnosed more slowly than what happens in a practice that correctly utilizes ultrasound in their workups for clinical cases. Diagnostic efficiency leads to better outcomes in less time because the patient doesn't have time to decompensate and the owner is happier

because they have rapid and accurate, informed results which better utilizes mental, emotional and economic resources. These results tend to inspire everyone in the practice and employees “wear” this concept in their daily operations. Practice growth occurs simply by the propagation of more efficient diagnostic and therapeutic results.

**5) Work Flow Streamlining.** If the patient is sick or “Ain’t Doin’ Right” it needs a sonogram to rule in or rule out pathology. Ultrasound in my experience is best put in the front line of a clinical workup owing to the reasons cited in items 1-4. Get a solid direction by the end of the day should be the target of every practice. Apply safe sedation to eliminate the pet’s “white coat” reaction and utilize less staff to handle the patient. The pet doesn’t want to be there and the staff doesn’t want to wrestle with it so why not sedate to take the edge off and make the work-up easier for all? Bloodwork, radiographs, urinalysis and ultrasound can all be performed with the use of 1 technician and sonographer within an hour or less. This minimizes staff needed for the patient and keeps staff happier in the process.

**6) Point & Shoot at Pathology.** In most cases a trained clinical sonographer, when imaging pathology can put a needle in it and obtain cytology or histopathology. Cytology and histopathology are still the most direct and specific assessments of underlying pathology. Why not point and shoot?

**7) Direct & Indirect Profitability.** I joined my second veterinary bringing in ultrasound diagnostics in 1999. We bought a Toshiba ultrasound machine for \$25,000. Ultrasound income alone in 6 months alone paid for the machine and then some when ultrasound was applied to every approved sick patient that came into this 2.5 Dr. hospital. Scanning anything sick gave more informed results in a short period of time that built the ultrasound portion of the practice rapidly and built friendly referrals. Indirectly, improved and more efficient outcomes to sick patients followed. Interventional ultrasound adds to efficiency and profitability and since the patient may be sedated for sampling and quick procedures such as growth removals, dentals, ear flushes and so forth can easily be implemented. Surgery and therapy can occur more easily in house when the correct diagnosis is obtained in house. The practice grows as a result with clientele that are emotionally and economically dedicated to their pets.

**8) Bells & Whistles.** Ultrasound is just “cool “. !” I have seen the employment of ultrasound in practice change the lives of doctors over and over again and 😊w they approach medicine when they get excited about the curve. It can be a rebirth or a nail in the coffin to a career depending on the individual that picks up the probe and how they approach the learning curve. Those people that work with them follow suit.

**9) Staff Excitement.** The veterinary staff just wants to see things improve for the pet and the atmosphere in the workplace. Otherwise they would not be in the veterinary industry. A practitioner excited about the utilization of ultrasound, whether doing it in house or having a service come in and perform the sonogram at a seasoned level, the staff galvanizes around the concept and sells it to the client before you have to because they simple live the accurate and efficient results day in and day out that clinical sonography can provide when utilized correctly.

**10) Show Your Swagger.** A veterinarian that follows concepts 1-9 will simply walk taller in the clinic and be more confident. This is what I see every day directly and remotely at an international level. There is nothing better than going to work every day with a swagger simply by enjoying what you do. Clinical sonography can be the center of that swagger whether you perform it or not. Ultrasound, when utilized as the hub of clinical workups will make a practice better as long as it is performed with the best possible ability from a direct and remote perspective. I have seen mediocre careers climb to new heights over and over with these concepts and would be happy to provide examples of successful colleagues in this regards.

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*“You are receiving this monthly SonoPath.com newsletter on hot sonographic pathology subjects that we see every day owing to your relationship with a trusted clinical sonography service. This service has a working relationship with SonoPath.com and sees value in enhancing diagnostic efficiency in veterinary medicine.”*