

6 Ways Thermography Improves Daily Patient Care

WellVu 

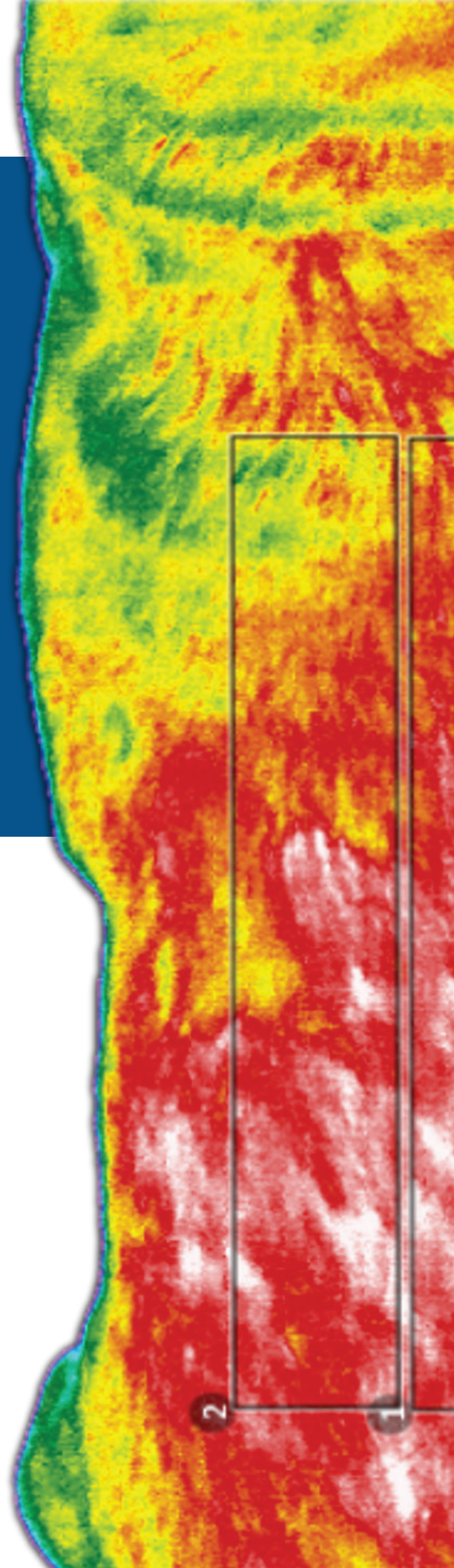
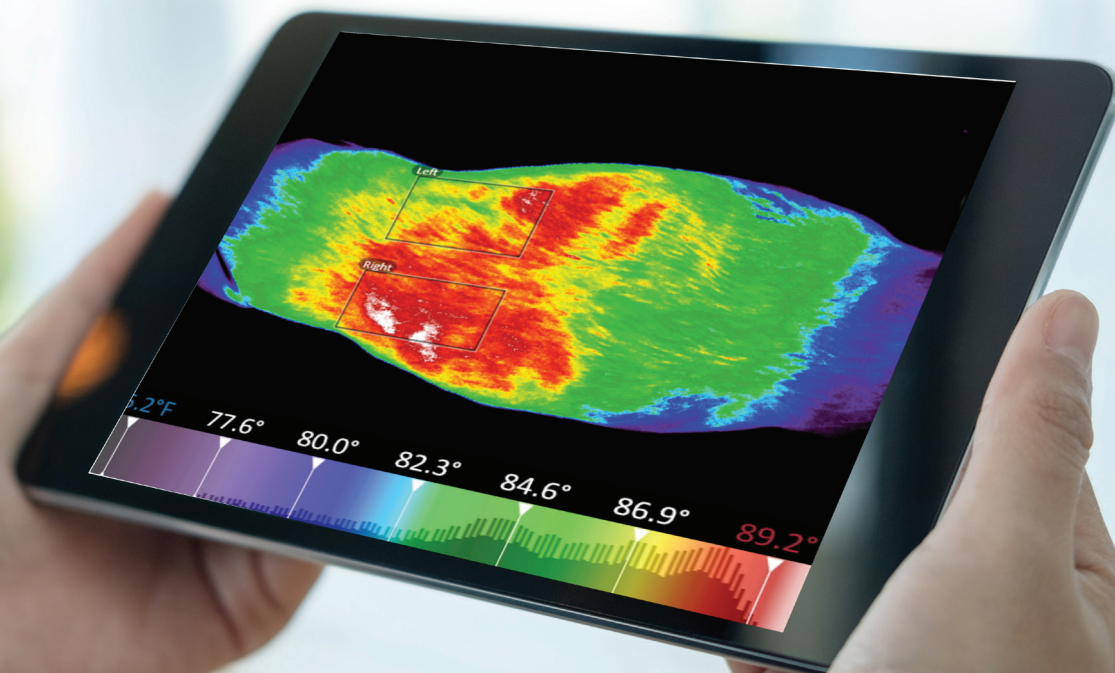
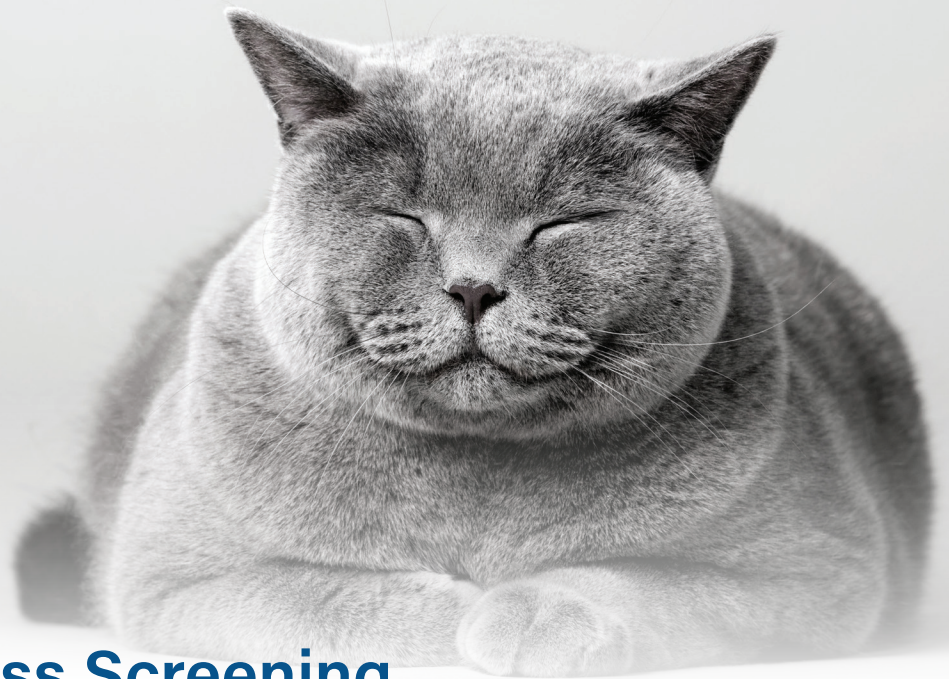


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Thermal imaging is a versatile tool that fits seamlessly into your daily routine. **Fast, easy, and intuitive** – thousands of veterinarians use WellVu every day to gain invaluable insight that can't be obtained any other way. In this eBook we'll show you how to weave the utility of thermal imaging into every stage of care.





General Wellness Screening

Thermal imaging can detect abnormalities (based on abnormal temperatures or thermal asymmetry) early - often before they're readily detectable during a routine physical exam.



Incorporating thermography into wellness visits gives you (and the owner) a full body picture of physiological health. This insight guides diagnostics and promotes earlier treatment that's more effective and often less costly to the pet owner.

67%

increase in visits

Wellness Programs Increase Visits

An article published in the JAVMA reports that "National Veterinary Associates (NVA)...has extended their wellness plan program to 129 of its practices, with more than 40,000 active plans...NVA found that among clients who purchased wellness plans, the number of professional service visits **increased 67%**, compared with the number of visits prior to the purchase of a wellness plan, from a mean of 3.3 visits per year to a mean of 5.5 visits/year."¹

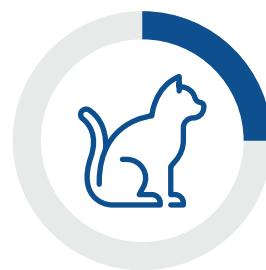


Senior Screening

In general, the AVMA classifies cats and dogs as “senior” around 7 years of age.² There is increasing emphasis on recognizing and meeting the unique needs of this growing population. Thermal imaging plays an important role in screening for abnormalities and monitoring age-related changes. Unlike physical manipulation, which can be painful for arthritic animals, thermal imaging can be performed while the animal is standing or laying still and is therefore well-tolerated by patients.



28% of US dogs
are senior



25% of US cats
are senior



Supporting a Sizeable Population

America’s pets are living longer, and their owners are more willing to spend money to keep them healthy. Offering senior wellness programs keeps aging pets healthier, their owners happier, and supports a positive revenue stream for your practice.

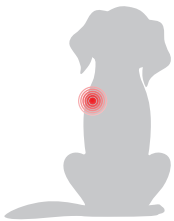


Complement Physical Exam Findings

Often, the physical exam only tells part of the story. You may be able to easily identify a painful shoulder, but is there more to the story? Is the shoulder sore because of a compromised CCL, or is it just the shoulder? Or is it both shoulders?



Thermal imaging gives you a look at the bigger picture. Looking at thermal images, you can quickly see whether any other areas visibly stand out and make a more informed decision about recommending additional diagnostics.



Difficulty of Diagnosing Arthritis in Cats

Cats are masters at hiding pain. They are also more likely to “have bilateral disease, meaning that they won’t favor one side or the other because everything hurts”⁴ Thermal imaging is a great way to identify asymmetries and get a full view of what’s going on.



Digging Deeper with Unremarkable Exam Findings

Convincing a client that more diagnostics are needed when physical exam findings are unremarkable is tough. You know there's more going on, but the client isn't sure. While they may not want to do an x-ray, most clients are willing to allow thermal imaging as a first step. This is helpful for 2 reasons:

- 1** It can help you decide what additional diagnostics are needed and where to look.
- 2** It gives the client visual confirmation that there is something that needs more investigation.



68% Increase in
Digital X-Ray Revenue



53% Increase in
Ultrasound Revenue

The Numbers Don't Lie

An analysis of 3 separate practices revealed significant revenue increases for both x-ray and ultrasound revenue after the addition of WellVu.

A female veterinarian with brown hair tied back, wearing blue scrubs, is smiling warmly and gently holding the head of a golden retriever. The dog is looking towards the camera with a calm expression. The background is a soft, out-of-focus light blue.

Monitoring Treatment Progress

Measuring treatment progress in chronic and neurological conditions is more challenging than for acute and traumatic injuries. It's easy to see when a wound or broken bone has healed, but with something like arthritis, measuring treatment efficacy (and communicating it to the owner) requires more effort.

Thermal imaging, when performed prior to, and after treatment begins, provides a clear and visual basis for comparison. It's very easy to see whether asymmetries are still present, if blood flow has improved, etc.



Non-Invasive for Anxious/ Aggressive Patients

Some patients are easy to palpate, and others, well... most veterinary professionals have a few scars with stories to go with them. Thermal imaging is a completely non-invasive, full-body scan that can be performed in minutes – making it perfect for those patients that don't make it easy.



Anxious/fearful patients can also make identifying pain harder. Many physical cues of pain and anxiety overlap, so pinpointing where it hurts (especially in cats) isn't easy. Thermal imaging can give you visual clues about where the pain is hiding and help you develop a diagnostic roadmap that clients are more likely to agree to.



Fear Free Is Growing

According to the Fear Free website, **64,128** people are currently Fear Free Certified.⁵



About WellVu

The WellVu family of thermal cameras have been calibrated specifically for veterinary use. Medical-grade image quality combined with user-friendly software and rugged portability make WellVu cameras fit seamlessly into your current wellness and recheck protocols.

WellVu

References:

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- 2.<https://www.avma.org/resources-tools/pet-owners/petcare/senior-pets>
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