



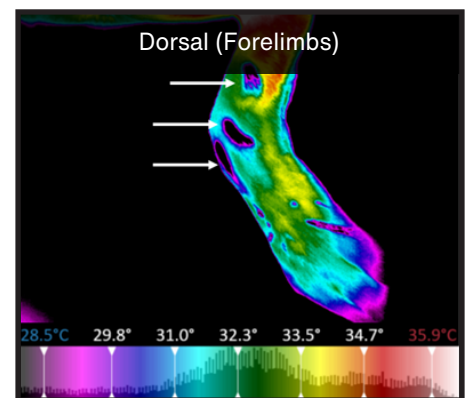
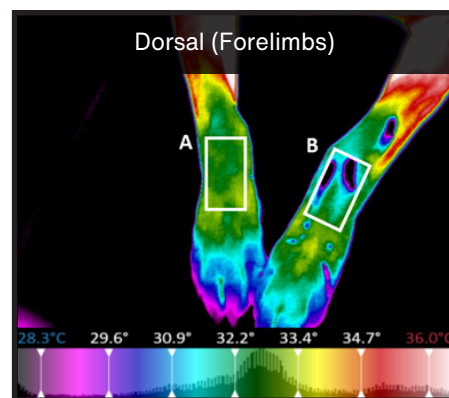
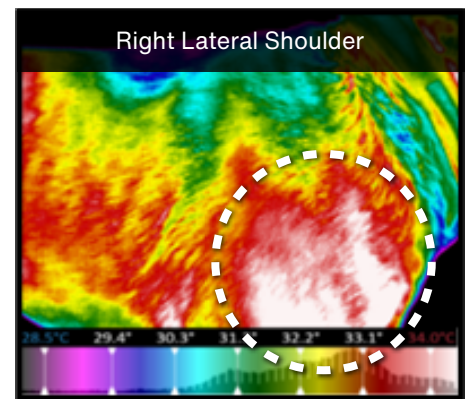
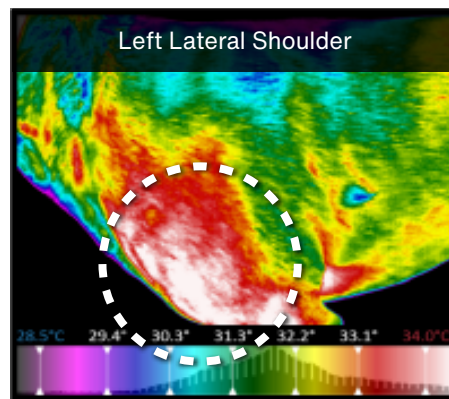
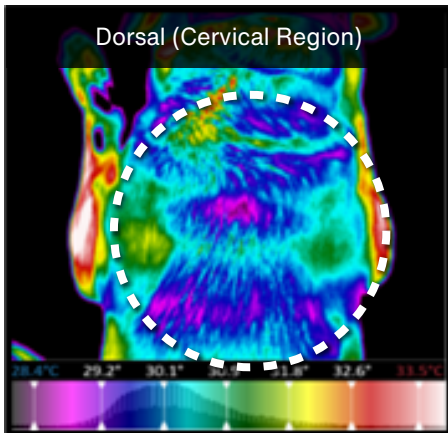
## Presentation



**Pet Owner:** Reported reduced activity and reluctance to get up.

**Veterinarian:** Mild pain upon palpation and lack of passive range of motion throughout the cervical spine. No other neurological deficits.



## WellVu Thermal Imaging



 <b>Hyperthermia (Hot)</b>	
<b>Finding</b>	Asymmetrical hyperthermia throughout both shoulders, greater area on the right lateral, throughout the musculature along the cranial border of both scapulae
<b>Impression</b>	Possible correlation to compensatory use of these muscles resulting from neurological deficits originating in the cervical region.
 <b>Hypothermia (Cold)</b>	
<b>Finding</b>	Multiple areas of bilateral asymmetrical hypothermia are noted in the dorsal view
<b>Impression</b>	Consistent with irritation of the sympathetic nerve supply associated with dermatomes C4 – C6
<b>Finding</b>	Multiple areas of bilateral asymmetrical hypothermia throughout the paravertebral musculature from ~C4 – T12 on both lateral views
<b>Impression</b>	Irritation of the spinal nerves within the cervical region and possibly involving the thoracic region.
<b>Finding</b>	Asymmetrical bilateral hypothermia, involving the ventral dermatomes of C6 – T1, present in both distal forelimbs.
<b>Impression</b>	Deficits in the innervation supplied by the radial nerve to the distal portions of the extensor carpi radialis, the lateral and common digital extensor, and the extensor carpi ulnaris muscles.



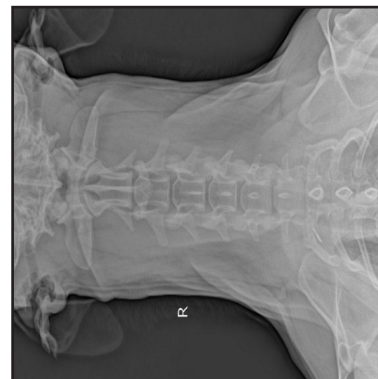
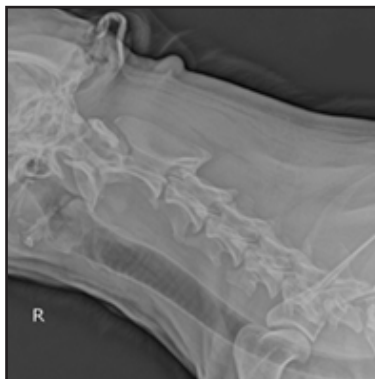
## Intervention Based on Findings

### Further Imaging

- Radiograph: Narrowing of disc spaces C6 – T1 and disk protrusion or extrusion at several sites.

### Treatment Plan

- Chiropractic adjustment
- PBMT
- Nutraceuticals
- Oxygen therapy
- Physical therapy to improve muscle strength and joint stability



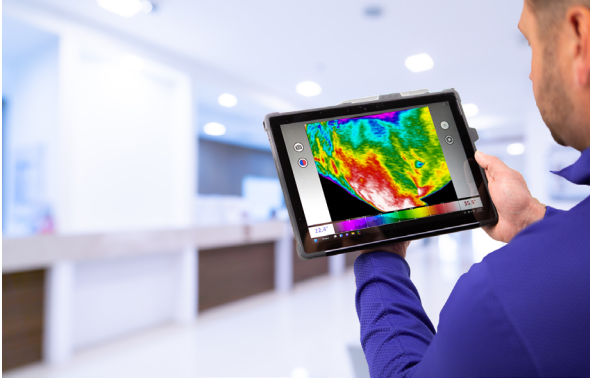
## Question

**Who benefited more: the Patient or the Practice?**

# Better Care for Pets: Empowering Owners, Optimizing Outcomes



## Patient Benefits



- The client visualized and understood the extent of the neurological deficits, allowing immediate compliance to further diagnostics.
- Physiological evidence to accompany the history, radiograph, and physical examination findings.
- Baseline information for monitoring this patient's response to the treatment plan.
- The client understood that this would take time and maintenance treatments to establish a higher quality of life.



## Practice Benefits

- Information the client could easily understand, which eased their concerns about complying with the radiographic recommendation.
- Client understanding of the long-term consequences of this condition.
- Identifies precise targets (previously known and unknown) for physical and modality-based therapy.
- Baseline images and temperature analysis are used to monitor response to therapy with subsequent thermal images.
- Constant therapy modification to address the patient's changes during treatment.

Service	Revenue
IRTI exam	\$30
Radiographic study	\$175
Chiropractic adjustment	\$159
Nutraceuticals	\$124
PBMT	\$475
Oxygen therapy	\$325
Strength/proprioception exercises	\$250
<b>Total</b>	<b>\$1,529</b>



## Take-Aways

The client was unaware of the seriousness of the condition of their pet. They thought: "old age."

A single \$30 screening exam led to...

- Diagnostics and utilization of numerous services offered by the practice (\$1,529.00 for the practice)