



Overview/description

The economic feasibility of endoscopy for the small animal general veterinary practice

There are already plenty of expenses to consider when running a veterinary clinic. Though practice owners or managers would love to invest in all types of cutting-edge equipment, it is important to properly evaluate the economic impact and potential return before committing to any investment.

In this presentation, Dr. Brian Evans will focus on endoscopy equipment. Based on data from a peer-reviewed study published in the Journal of the American Veterinary Medical Association (<https://pubmed.ncbi.nlm.nih.gov/28306484/>), he will talk about return on investment (ROI), marketing plans, and techniques to maximize the utility of endoscopy equipment, as well as create client value in and out of the veterinary surgical suite.

Speaker's bio and credentials



Brian Evans, DVM

Dr. Dr. Brian Evans is the owner of Coastal Animal Hospital, a small animal practice with two locations based in San Diego, California. He started using laparoscopy in 2012 and published a paper in the JAVMA in 2017 on the economics of rigid endoscopy. In 2018, he also published the first paper on telemedicine in the veterinary space, also in the JAVMA. He graduated veterinary school from UC Davis and completed his internship at the Animal Medical Center in NYC. He is currently serving as a board member of the Independent Veterinary Practitioners Association.



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Questionnaire

- Laparoscopy can be successfully implemented in a 1-2 doctor small animal general clinic.**
 - True
 - False
- Laparoscopic spays aren't as beneficial if you can do a traditional spay through a small incision**
 - True
 - False
- The cost of laparoscopic equipment is too high to generate a return on an investment in less than 5 years.**
 - True
 - False
- Laparoscopy can be a positive addition to your practice in which of the following ways:**
 - Generate new clients
 - Generate new revenue streams
 - Increase job satisfaction
 - All of the above
- Clients are less likely to come in for an ear recheck exam if they see the extent of the disease with a video otoscope.**
 - True
 - False
- Ear mites can be diagnosed in the exam room with a video otoscope.**
 - True
 - False
- Cerumoliths do not cause damage and do not need to be removed.**
 - True
 - False



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8. Explaining the technical aspects of laparoscopy is the best way to market to clients.
- True
 - False
9. Which employee is the most critical to train on the benefits of laparoscopy?
- Registered vet tech
 - Veterinary assistant
 - Kennel aide
 - Receptionist
10. Offering both a laparoscopic spay and a traditional spay is best so clients can choose which service they would prefer.
- True
 - False

PERSONAL INFORMATION:

First name:

Last name:

Type:

(Veterinarian, Technician)

Licence number:

Province where you practise:

Telephone:

Email:



CERTIFICATE OF COMPLETION

Educational webcast

**The economic feasibility of endoscopy
for the small animal general veterinary practice**

Presented by

Brian Evans, DVM

This document confirms that

Dr. Lorem Ipsum

has viewed the above-mentioned webcast and has answered and submitted the questionnaire meant to evaluate the understanding of the content.

Date:

Province of licensure:

Licence number:

CE credit earned: 1