



THE ECONOMIC FEASIBILITY OF ENDOSCOPY FOR THE SMALL ANIMAL GENERAL VETERINARY PRACTICE

*Thursday, July 8, 2021,
at 3 p.m. (EDT)*

12:00	1:00	2:00	4:00	4:30
BC (PDT)	AB/SK (MDT)	MB (CDT)	PEI/NB/NS (ADT)	NL (NDT)



Have you thought about using endoscopy in your veterinary practice? If so, here's your chance to explore the economic value of offering endoscopy in a small animal general veterinary practice.

In this presentation, Dr. Brian Evans will review the evidence-based benefits of laparoscopy for the patient and the small animal general veterinary practice, including the use of rigid endoscopy to perform laparoscopic surgery.

During this webcast, he will look into the following topics:

- ✓ Overview of **rigid endoscopy for surgical and diagnostic procedures**
- ✓ Endoscopy equipment **set up costs**
- ✓ Marketing to **maximize return on investment**
- ✓ Building **client value through technology enhancements**

MEET OUR SPEAKER



Brian Evans
DVM

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.

At the end of the webcast, you can complete a short CE questionnaire to receive your certificate of participation.

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