

# PROFITABLE TONOMETRY

Measuring intraocular pressure (IOP) is an important part of a basic eye examination.



**icare**  
**TONOVET**  
Plus

*The new level of veterinary  
IOP Measuring*



**NO ANESTHESIA  
NO CALIBRATION**

# ALL EYES ARE DIFFERENT

## What is tonometry?

Tonometry is a test to measure the pressure inside your animal's eyes. Tonometry is essential in the workup of animals with ocular conditions and all head trauma patients. iCare TONOVET tonometers are reliable, easy to use and also profitable.

## What are the benefits for a vet clinic?

The iCare TONOVET rebound tonometers are quick, easy-to-use and patient-friendly, requiring no anesthesia or calibration. With TONOVET Plus anybody can take accurate readings as the device guides the user and the quality of the results is clearly indicated. Vets often comment how surprised they are of how much they've ended up using the TONOVET – because it's so quick and easy.

## Why is it necessary?

The importance of diagnostic tonometry is well established. Glaucoma and ocular hypertension are significant threats to the vision of veterinary patients. As primary care providers, it is important that general practitioners are able to recognize and document increases in intraocular pressure.

## How to ensure return of investment?

Use your tonometer to establish baseline readings on all patients during their first presentation, or in the first few years of life. For patients predisposed to glaucoma, monitor eye pressure annually or more often. IOP should be checked during all ophthalmological examinations, in all head or eye trauma patients, and in all patients over 6–7 years of age. Don't forget to always measure both eyes so this important information can be compared and accurately interpreted in formulating a diagnosis.

## PAY BACK ANALYSIS

EXAMPLE - PRICES VARY PER MARKET

Number of exams / week	5				10				50			
Examination charge / test	10	20	30	40	10	20	30	40	10	20	30	40
Examination cost / test	3 (probe + time)											
Examination income / test	7	17	27	37	7	17	27	37	7	17	27	37
Number of examinations / year	260				520				2600			
<b>Total income / year</b>	<b>1,820</b>	<b>4,420</b>	<b>7,020</b>	<b>9,620</b>	<b>3,640</b>	<b>8,840</b>	<b>14,040</b>	<b>19,240</b>	<b>18,200</b>	<b>44,200</b>	<b>70,200</b>	<b>96,200</b>
Total investment	3,000											
<b>Payback time / weeks</b>	<b>94.3</b>	<b>38.8</b>	<b>24.4</b>	<b>17.8</b>	<b>47.1</b>	<b>19.4</b>	<b>12.2</b>	<b>8.9</b>	<b>9.4</b>	<b>3.9</b>	<b>2.4</b>	<b>1.8</b>

ADD VALUE & CARE ► INCREASE PROFIT

The iCare TONOVET Plus features automatic, species-specific calibrations for dog, cat, rabbit & horse.



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www.tonovet.com