

Lasers For Healing And Pain Relief

In 1977 when I graduated from the Ohio State University College of Veterinary Medicine I quickly became aware of a dearth of business expertise in the field of veterinary practice management. Having an interest in business as well as family business experience I created Veterinary Business Consulting, one of the first practice management companies devoted entirely to the support of all fiscal aspects of veterinary practice. During the twenty plus years of operating that business (as well as a full time veterinary practitioner) I consulted with multiple practices, presented seminars for many veterinary organizations including AAHA, BSAVA, Eastern States Conference and many state and local associations. I also consulted for teaching hospitals, referral hospitals and a variety of large specialty practices. My message always had a common thread.good medicine yields good profits. No longer "officially" consulting I am still contacted by many past clients and organizations looking for input as to how to combat the variety of challenges we, as practice owners, face today. Internet pharmacy sales, recession, declining patient visits, and a "greener" veterinary work force all lead to the increasing difficulty of generating an adequate income while retaining certain practice autonomy.

I have always looked at these challenges not as an excuse or as an opportunity to throw my hands up but rather as a chance to figure out the next path to the future. Although finances were not the reason for my initial interest, I became involved in Low Level Laser Therapy around 2005. After studying this treatment modality until I felt I had an understanding that would allow me to better take care of my patients, I acquired my first unit. Since then my utilization of Therapeutic Laser has skyrocketed. It allows me to continually hone my diagnostic and treatment skills as well as offering a therapy for many conditions that had defied traditional Western medicine. Our applications for this technology range from musculo skeletal disorders, degenerative disc disease, non healing corneal ulcers, Stage IV renal failure, collapsing trachea, dental applications. . .the list goes on and on. Our client's acceptance has been extraordinary and our staff and clientele take great pride in what we have learned to do with the healing aspects of light.

I find the slow pace of adoption of this remarkable therapy by our educational institutions unsettling. With all the misinformation in the marketplace regarding Class III, Class IV, LED devices, the burden lies with them to educate the students, perform clinical trials and to clarify the claims made by many manufacturers based on unproven science. In the meantime LLLT is now generating nearly 10 percent of our practice's gross income and climbing daily. I have agreed to work with Mr. Carroll to bring the importance of this message to a small group. I am not compensated for this presentation nor do I gain any financial benefit from doing so. My involvement is purely in the interest of emerging science. By applying a few basic marketing principles as well as developing expertise in providing better medical care, my message still doesn't stray from my consulting days. "Good Medicine is Good Business".

I hope to see many of you at this event.

Kind Regards,

A handwritten signature in blue ink, appearing to be "R. Hirschberg", written in a cursive style.

Ronald E. Hirschberg DVM



Director
Brockton Animal Hospital