



Return on Investment- Monthly Income

Without Video Otoscope

With Video Otoscope

Procedure	Fee	Number	Income	Number	INCOME	
Video Otoscopic Exam (added to Office Call)	\$1	0	\$0	500	\$500	charged in every physical exam - 20 clients per day X 25 days per month
Video Otoscopic Procedure (used in service)	\$25	0	\$0	20	\$500	charged every time the unit is used in treatment to perform a procedure
Ear Cytology	\$25	10	\$250	20	\$500	cytology is done on each dog or cat that is examined with waxy ears
Deep Ear Flush (minimum fee based on time)	\$25	5	\$125	20	\$500	ear cleanings increase as more waxy ears are discovered
Middle Ear Flush and Suction	\$45	0	\$0	4	\$180	some dogs and cats will not have eardrums after cleaning
Bulla Radiograph	\$76	0	\$0	4	\$304	chronic ears should be x-rayed to ascertain bony changes in the bulla
Bulla Infusion - Antibiotic	\$26	0	\$0	4	\$104	when there is a bacterial infection in the bulla -dogs
Bulla Infusion - Coricosteroid	\$26	0	\$0	4	\$104	when there is just inflammation in the bulla -cats
Myringotomy	\$75	0	\$0	4	\$300	when the eardrum is bulging or is suspected of being abnormal
Bulla Culture/Cytology Sample Collection	\$25	0	\$0	4	\$100	collection only - does not include lab fees
Wax Plug/Foreign Body Removal	\$45	0	\$0	6	\$270	wax plugs will be discovered much more often
Otic Drugs Dispensed (Highly Variable)	\$30	10	\$300	20	\$600	highly variable and will increase with the number of procedures
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Total Monthly Income			\$675		\$3,962	
Difference in Income With Video Otoscope					\$3,287	

In addition, most ear disease is caused by allergic dermatitis so other skin diagnostics and treatments are indicated.