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vetrad.com

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Should I Buy a Digital X-ray System?

Buying a digital x-ray system may cost less than you think. In fact, you may generate a profit by going digital. How?

A quality digital system can be purchased outright for \$25-30K, or leased for approximately \$600 a month for 48 months. At many veterinary practices, monthly expenditures for X-ray film, processing chemicals, film filing envelopes, and processor maintenance total \$100 or more. Once you've gone digital, these expenses are eliminated forever. Most veterinarians radiograph more patients after going digital than when they were using X-ray film. In our experience, this increased imaging volume averages 10-20%. Hospitals that radiographed 30 patients a month using X-ray film typically x-ray approximately 35 patients a month once they've gone digital. If you charge \$100 per patient for x-rays, an additional 5 patients x-rayed per month results in \$500 of increased revenue. Add \$500 of increased revenue to the \$100 you've pocketed by eliminating X-ray film, chemicals, film filing envelopes, and processor maintenance, and you have \$600 in hand, enough to lease a digital system.

In reality, the increased revenue generated by radiographing more patients, added to the savings realized by eliminating X-ray film, chemicals, film filing envelopes, and processor maintenance, often results in a net profit. Once your lease is paid off, your profit increases further.

VetRad is comprised of board-certified radiologists with extensive clinical experience. We consult with over 1000 veterinary hospitals from coast to coast across the United States, and have reviewed x-rays from nearly every digital system marketed to veterinarians. **As clinical radiologists, image quality is our "gold standard"**. While all salespeople have beautiful sample x-rays to show you, with some digital systems you will **NEVER** be able to produce an x-ray that looks as good as the sample x-rays you've been shown! **Please don't make the mistake some of our clients have made and purchase a digital system that produces mediocre x-rays.**

If you're thinking of going digital, please call us toll free at 1-888-4-VetRad (1-888-483-8723). We can recommend affordable digital systems that produce excellent x-rays. If you go digital, we would appreciate the opportunity to have our teleradiology specialists hook you up over the Internet to our teleradiology workstations. There is no charge for a hookup. Once you've been hooked up to our teleradiology service, we receive x-rays you send us within seconds. If need be, we will call you immediately after your x-rays have been received, while your client is still at your hospital! We do not charge extra for VetRad STAT reports submitted during our normal business hours. Pricing is available for as little as \$60 per case. We provide 24/7/365 service.

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