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 more than 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 1.888.483.8723. 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!

Please visit VetRad at vetrad.com for more information about our services or email maketheswitch@vetrad.com.