

Hematology Analyzers

In-house hematology tests provide an important Complete Blood Count (CBC) and other data for disease detection and treatment monitoring

Your opportunity

Commissions on \$7,000 to \$29,995 equipment, plus ongoing consumables. New models give you outstanding sales opportunities because:

- Advancements in CBC and other blood values provide missing clues for certain patients
- These clues often allow doctors to provide better answers to clients during the office visit
- Running these tests in-house allows practices to start treatment in minutes if needed (the best care)

Equipment overview

A Complete Blood Count (CBC) and differential/platelet count provide practitioners with a broad overview of a patient's general health and may help detect early disease, when treatment can be most effective. The CBC is also helpful for monitoring treatment response to disease, making a prognosis and even preventing blood diseases.

Many practices traditionally sent out CBC panels (tests) to an outside lab, having to wait 24 hours or more for results. In addition, during the time it takes a blood sample to reach the outside lab, the sample could become compromised by coagulation or cell deterioration.

With an in-house (point-of-care) hematology analyzer, the wait is reduced to 8-10 minutes (a little longer for additional panels). Plus the sample is fresh and has not broken down at this point. Imagine the value this brings to a practice: they can make an accurate diagnosis during the patient visit.

- **A hematology analyzer performing just a CBC** usually reports values on white cells, red cells, hemoglobin,

hematocrit, and distribution of certain factors within the blood cells.

- **A hematology analyzer that also includes a differential/platelet count** can report on neutrophil granulocytes, including band lymphocytes, monocytes, eosinophil granulocytes, and basophil granulocytes.

There are three basic types of in-house hematology analyzer technologies:

- **Laser flow cytometry with optical fluorescence and laminar flow impedance:** These technologies scatter individual cells, recording size, nuclear characteristics, and cytoplasmic contents. This provides an advanced 5-part white blood cell differential, absolute reticulocyte count, and banded neutrophil and nucleated red blood cell (nRBC) parameters.
- **Impedance counting:** Cells are classified on size, based on the change in resistance as the particles pass through a small aperture between two electrodes. However, cell size only is considered limited data.
- **Quantitative buffy coat (QBC) analysis:** Blood samples are separated (under high-speed centrifugation) into plasma, the buffy coat (containing white blood cells [WBCs] and platelets), and red blood cells. No 5-part differential, banded neutrophils.

The most advanced systems facilitate the veterinary team's confident interpretation of a CBC, as well as differential cell counts and cell morphology. Advocate for an accurate 5-part differential because this expanded information gives doctors more clues into their patients' conditions, including serious bacterial, viral and parasitic infections. The more information veterinarians can glean from a CBC, the earlier and better they can diagnose and treat their patients, improving prognosis and quality of life. This in turn creates client value. ■

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Prospecting Tips

Prospects likely to buy the latest hematology analyzers

Some practices have in-house chemistry but not hematology. Others have old hematology analyzers, so they're missing out on advanced diagnostic information.

All practices are worth exploring for need.

Clinic clues for quality leads

When you're visiting a veterinary hospital, look for hematology analyzers that are dated, using older technology or simply looking worn out.

decisions with fast results while also generating incremental revenue."

- **Invitation to neutral:** "Let's look at how today's analyzers will benefit your practice."
- **Seek alignment/understanding as the dialogue continues:** "Can you help me understand ..."
 - "How old is your analyzer?" (or) "Why is hematology not part of your in-house testing?"
 - "What do you like and/or dislike about your

If you're not sure if the practice has an in-house system, establish your direction by asking, "Have you recently considered obtaining or upgrading an in-house hematology analyzer?"

Also note the absence of a hematology analyzer. This may indicate that the practice sends their CBCs to an outside lab, and you'll want to explore the benefits of bringing CBCs in-house.

Approaching the sales discussion

- **Check-off (qualify):** If you're not sure if the practice has an in-house system, establish your direction by asking, "Have you recently considered obtaining or upgrading an in-house hematology analyzer?"
- **Confidence:** If YES, confirm and support benefits. If NO, assert the benefits with confidence. "I'm sure hematology analyzers enhance point-of-care

hematology analyzer?"

- "How do you currently identify band neutrophils?"
- "What if the analyzer took the guesswork out of interpreting reticulocytes or the differential?"
- "How would this in-depth information help you diagnose and treat your patients?"
- "How would it help your practice if the hematology results linked with other diagnostics?"
- **It's the customer's decision...** "You can decide if the latest in-house hematology analyzer will raise the level of answers you can provide during the patient visit." ■