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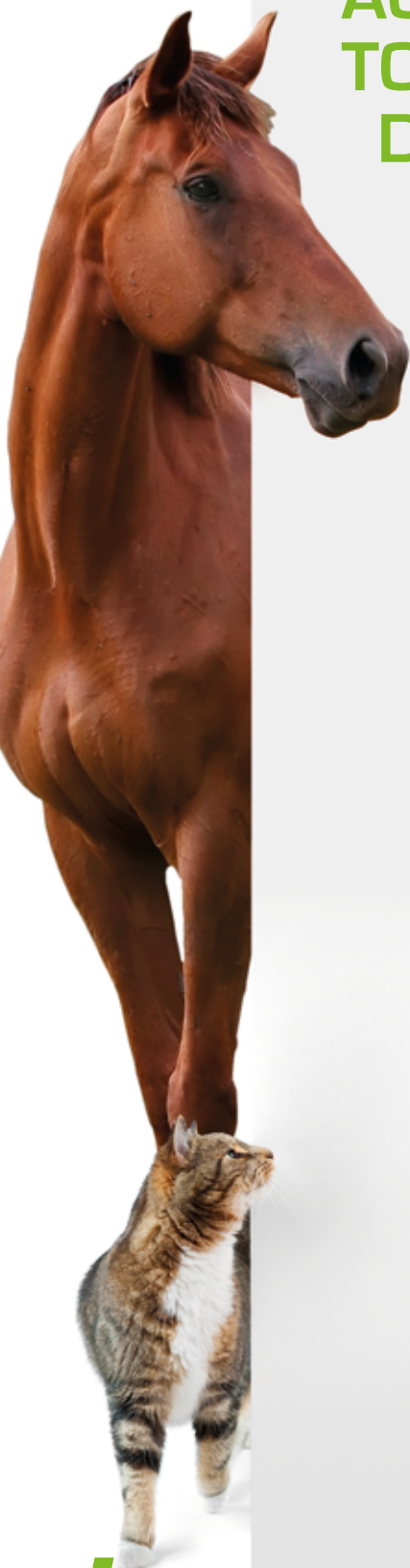
TONOVET

IOP MEASURING EXCELLENCE

WWW.ICARETONOMETER.COM

NO ANESTHESIA
NO CALIBRATION





ACCURATE, EASY-TO-USE TONOMETER IS A MUST-HAVE DEVICE FOR EVERY CLINIC

How many red eyes do you see at your clinic daily?
The IOP of every red eye should always be measured.



"Most eyediseases cause redness of the eye. Red Eye Patients should always measure the pressure in the eye. Intraocular pressure measuring is quick and easy with the TONOVET tonometer. Discreet measurement is painless for the animal and does not require topical anaesthetic. Fast, in less than a minute made measurement will give important information; high or low eye pressure may often be the only distinctive symptom between serious and harmless eye problems."

- **Elna Pietilä**, DVM, DipECVO
Professor of Veterinary Ophthalmology,
University of Helsinki, Finland -



"The red eye is one of the most common presentations in veterinary ophthalmology. The differential diagnosis for this presentation is very broad, including ocular diseases that require immediate surgical or medical intervention to save the vision of our patients. Glaucoma is threatening ocular disease which, in the early stage, can be presented as a mild to moderate conjunctival congestion, with no other ocular signs. This disease may go unnoticed by general clinician if the IOP is not measured. In my opinion, the TONOVET is easy-to-use tonometer which does not bother patients and can be used even in very small patients."

- **Marta Leiva**, DVM, PhD, DipECVO
Clinical Lecturer in Veterinary Ophthalmology,
University of Barcelona, Spain -



"The measurement of IOP is an important part of the complete ophthalmic examination and is particularly applicable in the diagnosis and management of uveitis and glaucoma. An easy to use and reliable tonometer is thus an essential piece of equipment for both the general practitioner and ophthalmologist alike. The TONOVET has become extremely popular among veterinary ophthalmologists because it is portable, easy to use, very well tolerated and does not require prior topical anaesthesia or calibration by the operator."

- **James Oliver** BVSc CertVOphthal DipECVO MRCVS
Senior Ophthalmologist, Centre for Small Animal Studies,
Animal Health Trust, Kentford, UK -

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PROFITABLE TONOMOMETRY

Tonometry without pressure

Accurate ocular tonometry is possible in every veterinary practice. Modern digital tonometers are reliable, easy to use and also profitable.

The importance of diagnostic tonometry is well established. Glaucoma and ocular hypertension are significant threats to the vision of veterinary patients. As primary care providers, it is important that general practitioners are able to recognize and document increases in intraocular pressure.

If digital tonometers are reliable, easy to use, and well tolerated by patients, why are they not a standard in every general practice?

Practices assume the investment required (in the low thousands, US dollars) will not allow a return on investment. "If a tonometer costs several thousand dollars, if we only use it occasionally, and if our fee for each use can't be too high, then we will never pay for it, much less make it profitable."

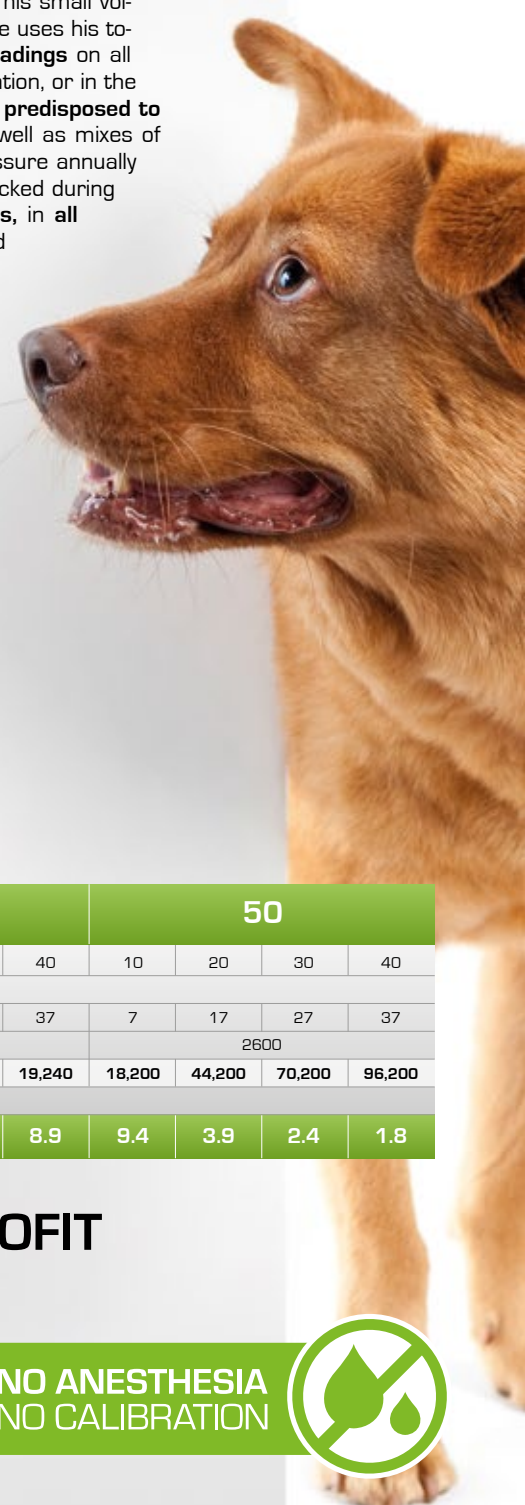
Thankfully, even small, general practices have proved that wrong. Many are delivering elevated quality eye care using digital tonometers, while finding their tonometers are significant profit centers as well.

According to **John Godbold, D.V.M.**, Stonehaven Park Veterinary Hospital, Jackson, Tennessee "Our digital tonometer has been the most profitable investment in equipment we have made". He notes:

"We invested in a digital tonometer to improve our quality of patient care. It has done that. We deliver better primary eye care now." And, he adds "It has been a pleasant surprise that, with very frequent use, and modest, client friendly fees, **our tonometer has been enormously profitable.**"

How has Dr. Godbold done this in his small volume, one veterinarian practice? He uses his tonometer **to establish baseline readings** on all patients during their first presentation, or in the first few years of life. For patients **predisposed to glaucoma** (42 canine breeds as well as mixes of the breeds), he monitors eye pressure annually or more often. Pressures are checked during **all ophthalmological examinations, in all head or eye trauma patients, and in all patients over 6-7 years** of age.

Practices can deliver improved patient care and still enjoy healthy return on investment. Tonometry without pressure is the new paradigm for eye care!



PAY BACK ANALYSIS

EXAMPLE - PRICES MAY VARY PER MARKET

Number of exams / week	5				10				50			
Examination charge / test	10	20	30	40	10	20	30	40	10	20	30	40
Examination cost / test	3 (probe + time)											
Examination income / test	7	17	27	37	7	17	27	37	7	17	27	37
Number of examinations / year	260				520				2600			
Total income / year	1,820	4,420	7,020	9,620	3,640	8,840	14,040	19,240	18,200	44,200	70,200	96,200
Total investment	3,300											
Pay back time / weeks	94.3	38.8	24.4	17.8	47.1	19.4	12.2	8.9	9.4	3.9	2.4	1.8

ADD VALUE & CARE ► INCREASE PROFIT

**NO ANESTHESIA
NO CALIBRATION**



TESTIMONIALS / VETERINARIANS

"I was trained with the Tonopen and was comfortable with it. However, I had a 'test' Tonovet trial at Braden River Animal Hospital brought for me and liked it. The results are reliable and accurate even for the technicians use. My results always comply with the ophthalmologists and the test is well tolerated."

- **Dr. Shannon Ives, USA** -

"Tonometry made easy! Very user friendly + reliable. The entire team can use this product with repeatable results. Very quick + easy measurements increasing medical care without much investment of time or expense."

- **Dr. Jenna Richards, Canada** -

"I love the TONOVET, I've used it for 4 years now and it works really nice. Now I'm able to take IOP on very small animals and birds that were not possible to measure with other tonometers. TONOVET does not need topical anesthesia, which is GREAT!"

- **Dr. Rui Oliveira, Portugal** -

"The TONOVET is easy to use. I use TONOVET in my small animal patients including exotic species."

- **Dr. Natthanet Sritrakoon, Thailand** -

"the TONOVET has made it very easy to measure the IOP. I use it to horses, dogs, cats and all rodents, and the animals are all just fine during and after the examination. The probe is easy to change and no calibration is needed."

- **Dr. Pernille Engraff, Denmark** -

"The TONOVET is an excellent product for small animal clinics. It is accurate, easy for doctors and technicians to master and gentle on patients. It does not require topical anesthesia and only contacts a very small area of the cornea, making it ideal for fractious or painful patients."

- **Dr. K. Myrna, USA** -

"This is the best way to do animal tonometry. It is ALWAYS well accepted by all the patients we see in our small animal hospital. It is accurate and user-friendly. It is also durable + practical to transport between clinics. I really like this practice tool."

- **Dr. Barbara O'Neill, Canada** -

"Measuring IOP before the TONOVET was difficult, and reliability was questionable. We now use TONOVET on a regular basis and find it easy and reliable. It made a major difference in our ophthalmic examinations techniques and was a great help to us and our patients. We love it!"

- **Dr. M. Mesher, Canada** -

"I love TONOVET, it's brilliant. It can be used on various animals without any pain or anesthetic. I have just used it on a small bird, a rat etc."

- **Dr. David Williams, UK** -

TECHNICIANS

"We LOVE it - refuse to use anything else - as does our ER department after using ours!"

- **Becca Rose, USA** -

"We, as technicians, love them! Cats & dogs do so much better, much more comfortable, even after surgery!"

- **Jennifer Jones, USA** -

ALL OF THESE, AND MANY MORE USERS, RECOMMEND TONOVET

STUDY REFERENCES

Vet Ophthalmol. 2013

The TonoVet is superior in accuracy to the Tono-Pen XL for the detection of ocular hypertension and/or glaucoma

- **McLellan et al, USA** -

TYPE: TV01

DIMENSIONS:

13 - 32 mm (W) * 45 - 80 mm (H) * 230 mm (L)

WEIGHT: 155 g (without batteries), 250 g (4 x AA batteries)

DISPLAY UNIT: Millimeter mercury (mmHg)

For veterinary use only.

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