

Burke Animal Clinic Survey Results: VOM and Laser Treatments

Survey Objective

This survey was conducted to determine the effectiveness of VOM and Laser treatments as seen by clients and collect their feedback on the treatment.

Methodology

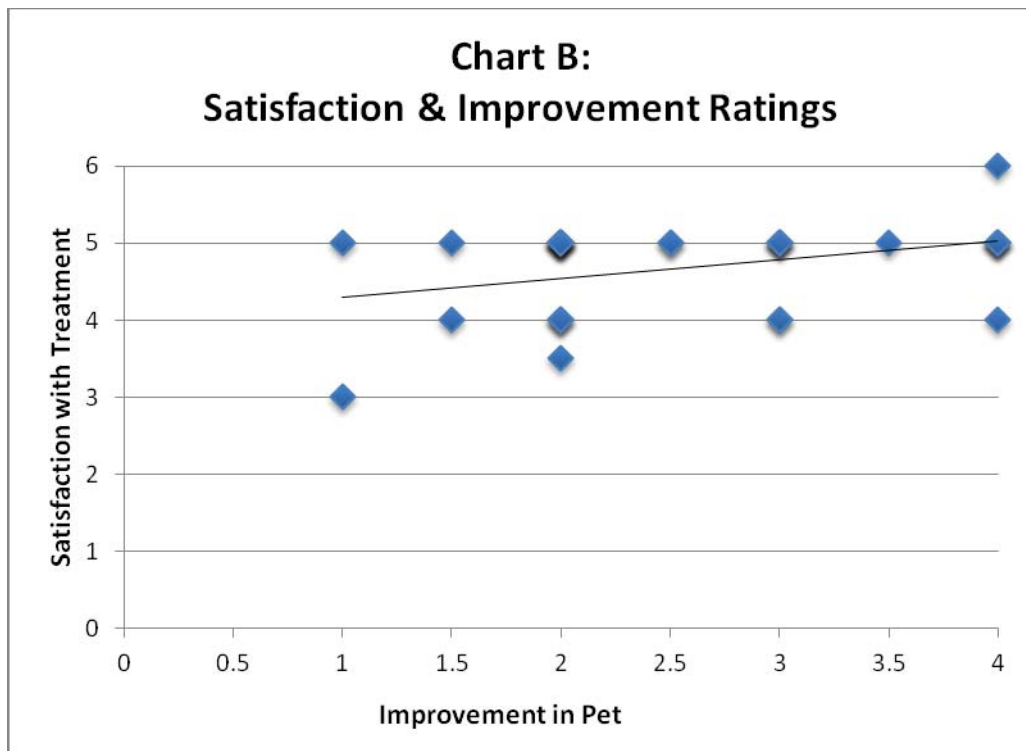
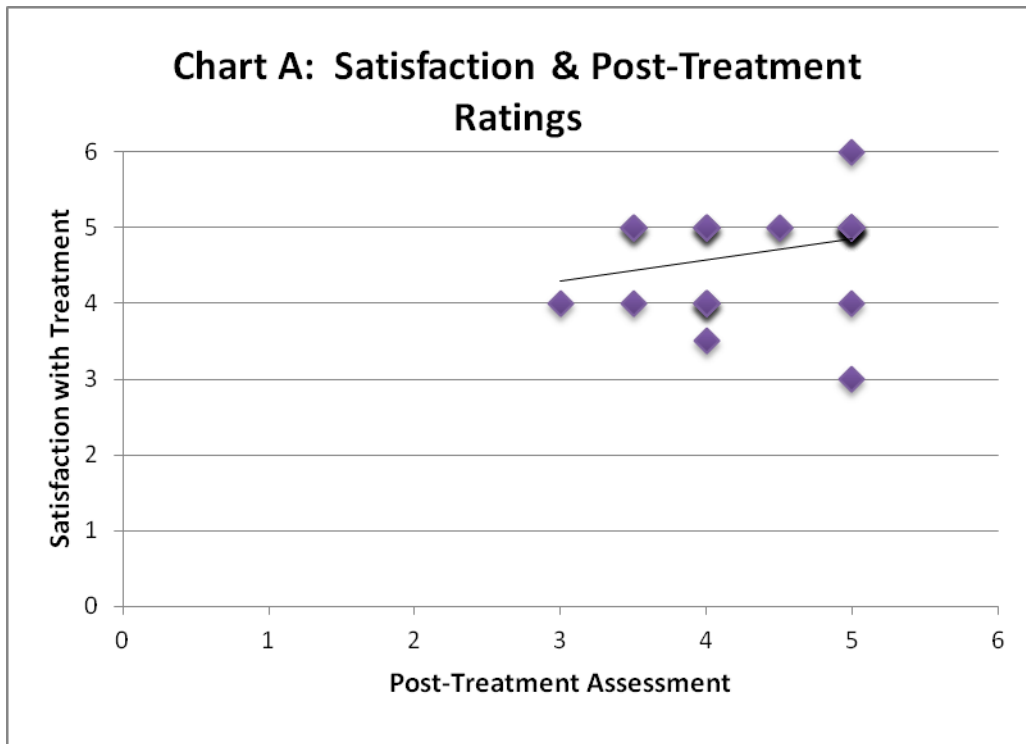
Patients with cruciate injuries were identified to participate. Surveys were conducted via telephone and email by Burke Animal Clinic staff. Survey protocols were developed and used by the interviewers. Qualitative and quantitative data were collected. All quantitative data were rated on a scale of 1-5, with 1 being low, and 5 being high. Note: One survey participant rated her satisfaction at a "6". 31 surveys were returned and analyzed.

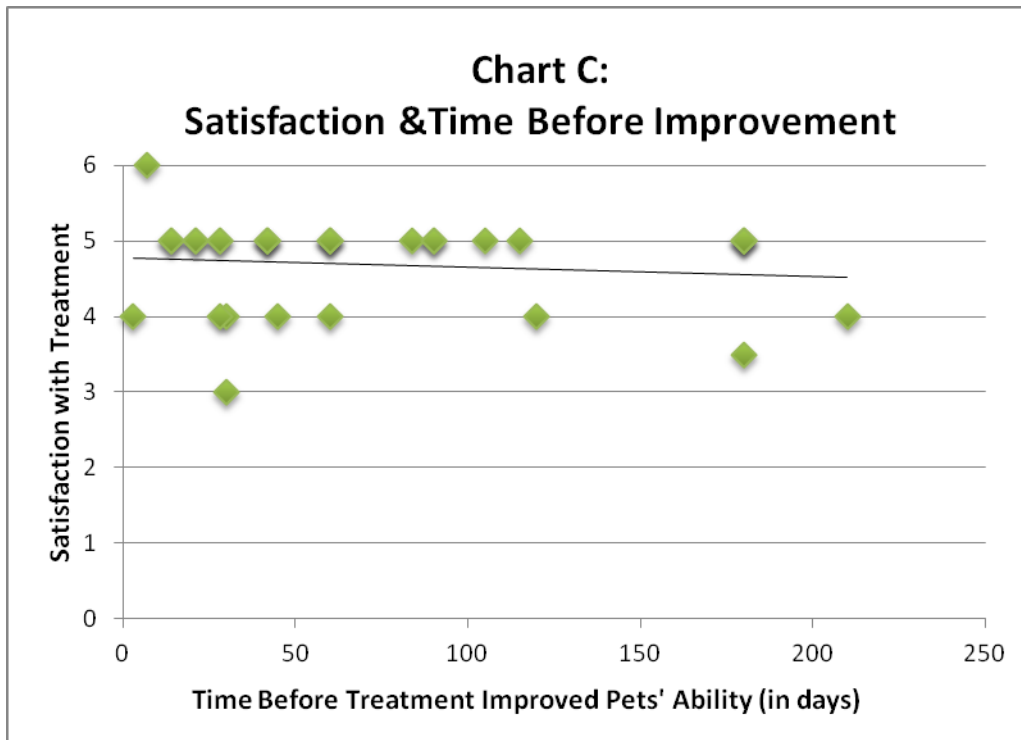
Data Analyses Highlights

The quantitative analyses of the surveys indicate high satisfaction with the treatment and improvement in pets' use of their legs and mobility. Specifically:

- All clients reported some improvement in their pets
- 81% of those treated reported their pet returned to 80% or better usage of their legs
- 56% reported that their pets returned to 100% usage
- The average improvement seen was 2.8
- The average starting point for pet was 1.8. Five clients reported their pets' usage level at 3.0 or higher before treatment.
- The average post-treatment score was 4.4
- The overall satisfaction with the treatment was 4.7

Not surprisingly, there is an upward trend of satisfaction with owners' assessment of their pets' post-treatment ability (see Chart A). When comparing satisfaction ratings with the difference or level of improvement, the data show a slight positive trend (see Chart B). Length of time for changes to be seen did not have a great impact on satisfaction rating (see Chart C). The average time it took for the treatment to take affect was 72 days; the range was very wide, from 3 days to 180 days.





Qualitative Data Analyses Themes

Nearly all clients are satisfied with the VOM and Laser treatments. Based on an analysis of the comments, the time before clients seek treatment varies widely – from one day to 7 months. The most common reasons clients seek treatment is when their pet:

- Is limping or are using only 3 legs before seeking treatment
- Has trouble with stairs and normal activity
- Is in pain or are “not comfortable”

Most pets are returned to their normal level of activity. Some key quotes from clients about the treatment:

- “Like nothing ever happened. Amazed at the progress.”
- “Great! Back to Normal! She runs like she used to.”
- “In 3-4 sessions, he was back to his old self.”
- “Back to normal. Always up for running/playing.”
- “Significant improvement.”
- “Runs and plays with other pets.”

Why they select it and what they like best about it are the same: it is a non-invasive/non-surgical treatment. A few choose VOM and Laser based on the Veterinarian’s recommendation and/or Dr. Herrity’s TV appearance. What they

do not like about the treatments is the time it takes and having to come into the office (for some pets, that is stressful). In some cases the distance to the clinic was an issue. Some mentioned the costs of the treatments while others thought the costs were a benefit (less than surgery).

One suggestion clients make is that Burke Animal Clinic recommend or advertise this treatment option more.

Appendix: Tabulated Raw Data

Table 1: Symptoms, Post-Treatment Descriptions and Ratings

ID #	Before	After	Time Before Seeking Tx	Imprv time from Tx start	Pre Tx Rating	Post Tx Rating	Impr Diff	Satisfaction
1	<ul style="list-style-type: none"> • Limping • Couldn't get comfortable • Problem with stairs 	<ul style="list-style-type: none"> • A lot better • Going up and down stairs • Good activity level 	Off/on couple weeks	1.5-2 months	2	5	3	5
2	<ul style="list-style-type: none"> • Bearing some weight on the leg • Walking awkwardly • Not using stairs 	<ul style="list-style-type: none"> • Using all legs • Not using stairs • Walks 3 miles per day 	2 months	6 months	2	4	2	3.5
3	<ul style="list-style-type: none"> • Favored left leg; got around on 3 legs • Required rest when it became painful 	<ul style="list-style-type: none"> • Normal activity has resumed • Running, jumping, dog park • Like nothing ever happened • Amazed at progress 	Couple of days	2-3 weeks	3	5	2	5
4	<ul style="list-style-type: none"> • Wasn't using leg • Visibly distressed • Low appetite • Loss of quality of life 	<ul style="list-style-type: none"> • Putting full weight on leg; 100% of the time, evenly distributed 	Off/on for 7 months	1.5 months	1	4	3	4
5	<ul style="list-style-type: none"> • Toe touching • Couldn't go upstairs 	<ul style="list-style-type: none"> • More weight bearing, but still favors leg • Some normal activity • Able to use stairs 	1 week	6-7 months	2	3.5	1.5	4
6	<ul style="list-style-type: none"> • Extreme pain • Barely used legs 	<ul style="list-style-type: none"> • Great! Back to Normal! • Runs like she used to 	6 months	2 months	1	5	4	5
7	<ul style="list-style-type: none"> • Walked on 3 legs • Slow • No stairs 	<ul style="list-style-type: none"> • 90% more active; walking 	3 months	1 month	1	5	4	4
8	<ul style="list-style-type: none"> • Held up leg; did all activities 3 legged 	<ul style="list-style-type: none"> • Returned to normal 	2-3 days	1 week	1	5	4	6

ID #	Before	After	Time Before Seeking Tx	Imprv time from Tx start	Pre Tx Rating	Post Tx Rating	Impr Diff	Satisfaction
9	<ul style="list-style-type: none"> • Could not put any weight on leg • Apparent it's a torn ACL 	<ul style="list-style-type: none"> • In 3-4 sessions, he was back to his old self • Walking, using stairs • High level of activity 	1 week	2-3 weeks	1	5	4	5
10	<ul style="list-style-type: none"> • Completely lame; used 3 legs • On medication to help 	<ul style="list-style-type: none"> • Using leg all of the time (100%) • No limping • Very energetic, happy, no holding back 	2 months	3-3.5 months	1	4	3	5
12	<ul style="list-style-type: none"> • Slow to use stairs • Slow to get up 	<ul style="list-style-type: none"> • Back to normal • Always up for running/playing 	2 years	4-6 weeks	4	5	1	5
13	<ul style="list-style-type: none"> • Very bad • Did not use leg 	<ul style="list-style-type: none"> • Better, not bearing full weight yet, but getting better • Takes a little to use stairs 	?	2-4 weeks	1.5	3.5	2	5
14	<ul style="list-style-type: none"> • Walking 3-legged • No stairs • Couldn't get on couch 	<ul style="list-style-type: none"> • Using all legs, 100% of the time • Can do stairs on own • Still can't jump on couch 	1 week	Few months	1	5	4	5
15	<ul style="list-style-type: none"> • She had begun using the leg again, but limped and didn't put full weight on it • No stairs 	<ul style="list-style-type: none"> • She walks "funny" (legs turned in) but does not limp and puts weight on all legs • Doing very well 	Few weeks	6 months	2	4	2	5
16	<ul style="list-style-type: none"> • Couldn't use hind legs at all; hopped like a bunny • Depressed and uncomfortable 	<ul style="list-style-type: none"> • Walking better • Getting up well • Happier 	1-2 months	Couple of weeks	1	3.5	2.5	5
17	<ul style="list-style-type: none"> • Limping when walked 	<ul style="list-style-type: none"> • No limping, walking well 	Couple of weeks	2-4 weeks	3	5	2	5
18	<ul style="list-style-type: none"> • No stairs • Limpes when walks 	<ul style="list-style-type: none"> • Pretty much back to normal 	1 month	12 weeks	1	4.5	3.5	4.5
19	<ul style="list-style-type: none"> • Did not use leg • No stairs • Not herself 	<ul style="list-style-type: none"> • Immediate relief • Uses leg • Uses stairs all the time 	1-2 weeks	4-6 weeks	2	4	2	5

ID #	Before	After	Time Before Seeking Tx	Imprv time from Tx start	Pre Tx Rating	Post Tx Rating	Impr Diff	Satisfaction
20	<ul style="list-style-type: none"> Reluctant to use stairs Walked 3-legged No jumping on couch, bed Seemed to be in pain 	<ul style="list-style-type: none"> Back to pretty much normal Uses stairs, jumps No limping On deramaxx 	2-3 months	4-5 months	2.5	4.5	2	5
21	<ul style="list-style-type: none"> Favored leg Walked on 3 legs sometimes 	<ul style="list-style-type: none"> Really well 	A few days	Several months (until couldn't keep him quiet)	3	5	2	5
22	<ul style="list-style-type: none"> Toe touching Definite limp, but still used leg Limited activity 	<ul style="list-style-type: none"> Symptoms were "on & off" one month, fine, no limp, but then would come back 	1 month	4 months	2	4	2	4
23	<ul style="list-style-type: none"> Did not notice when walking stiff when going up or down 	<ul style="list-style-type: none"> Not as stiff when getting up; improved 50% after VOM Less pain, stiffness 	6 months	1 month	4	5	1	3
24	<ul style="list-style-type: none"> Unable to put weight on both hind legs after ACL tear Barely walk upstairs Only put weight on one hind leg at a time 	<ul style="list-style-type: none"> Significant improvement Can easily go upstairs using both hind legs Jog at a moderate pace Can get in & out of car without assistance Play indoors with toys 	1-2 weeks	2 weeks	1	4	3	5
25	<ul style="list-style-type: none"> Walking on 3 legs 	<ul style="list-style-type: none"> Still limps some; not running but is using leg 	1 week	3-4 weeks	1	4	3	4
26	<ul style="list-style-type: none"> Hobbling a lot Toe tapping Not putting his weight on leg 	<ul style="list-style-type: none"> Getting around pretty well Runs & plays with other pets 	3-4 weeks	2 months	2	4	2	4
27	<ul style="list-style-type: none"> 3-legged Wouldn't toe tap 	<ul style="list-style-type: none"> Walking well Owner limits stairs & running 	2 months	3 days	1	3	2	4
28	<ul style="list-style-type: none"> Favoring it Limping But still active/bouncy 	<ul style="list-style-type: none"> Doing great Still jumping PST really helped in recovery 	1 week	3.5 months (at end of tx)	3.5	5	1.5	5
29	<ul style="list-style-type: none"> Limping Almost 3 legged 	<ul style="list-style-type: none"> Walking dog every day Other knee blew by end of tx 	1 week	5 months	2	5	3	5

ID #	Before	After	Time Before Seeking Tx	Imprv time from Tx start	Pre Tx Rating	Post Tx Rating	Impr Diff	Satisfaction
30	<ul style="list-style-type: none"> • 3 legs only • Toe tapper 	<ul style="list-style-type: none"> • Uses it all the time • A little show getting up 	2-3 weeks	4-6 weeks	1	3.5	2.5	5
31	<ul style="list-style-type: none"> • Limping badly 	<ul style="list-style-type: none"> • Very well; back to normal 	2 days	2-3 months	1	5	4	5

Table 2: Like Most, Least about Treatment and Reasons for Selecting VOM and Laser

ID #	Like Most	Like Least	Why This Treatment?
1	Like that it helped Muffin without putting her through surgery; that's difficult for a pet her age	Didn't like that Muffin got so stressed out when she came to the clinic	Just wanted to help Muffin
2	Didn't require surgery; no side effects and not issues	Dr. Herrity's bedside manner	Done surgery before, wanted something different which is difficult and has complications
3	Anything should be tried before surgery. It was easy on Lilly.	It was expensive, but still less than surgery. Being able to drop her off for the day was great – otherwise schedule of treatments would have been tricky	To avoid surgery
4	Could still keep pet active, could take walks, non-invasive, no surgery, no arthritis or scar tissue from surgery	Length of treatment	Surgery seemed "too easy"; didn't like how surgery was presented as the thing to do. Dr. Herrity was only Doctor who checked the whole body vs. just the leg
5	Not painful	Nothing to comment	If had the surgery, there is higher chance other knee would go with surgery; age of pet; that VOM stabilizes the know
6	Got her back to normal	Nothing! Wish you were closer	Dr. Herrity's honesty and TV coverage
7	Non-invasive	Distance of clinic	Wanted to avoid surgery
8	No surgery, could go home, no immobilization and everybody was so nice!	None	Recommended by doctor
9	No surgery; great recovery time	Nothing	No surgery

ID #	Like Most	Like Least	Why This Treatment?
10	Non-invasive "gigantic reason" Love that it's high tech	Nothing	Did not want surgery. Better for the dog, happier and healthier.
12	Not being invasive, easy on FADO	Nothing	Price, 6 weeks vs. 6 months for hip replacement surgery and location
13			
14	Not painful, non-surgical	Time it took. Cost of treatment.	Wanted to avoid surgery if possible
15	Dr. Herrity's patience and willingness to keep working with us as well as not putting BeBe through another horrible surgery	How long it took and that the leg clicks so loudly and frequently now, but it doesn't seem to affect the way she walks so I guess it's ok	Saw it on the news and referred by a friend who had good success and didn't want to put her surgery
16	Easy, pain free, not stressful to pet. Cost was never an issue; wanted what was best & easiest for pet. Cost was a pleasant surprise.	Nothing	Didn't want surgery – that is the last resort
17	No anesthesia	Distance	Dr. Colvin's recommendation
18	Not surgery on knee; pet seemed comfortable	Takes time, but that's the nature	Greg Sykes recommended
19	Not surgery, affordable	Timing	Dr. Herrity recommendation; non-surgical
20	No surgery	VOM noise seemed to bother pet and create stress; stress made him ill. Pet was better when client was in the room	No surgery; not thrilled about surgery
21	That it worked; lots of confidence in Burke's team	Nothing except having to keep pet quiet	Recommended
22	Scout's happiness; more herself	Stress from coming in for appointments; Scout is aggressive with other dogs	Alternative to surgery
23	Non-surgical	Nothing	Non-surgical
24	Cost Non-invasive treatment/non-surgical so no recovery time	Number of trips back and forth to the vet	Dr. Herrity's experience and knowledge of options; did not pressure or "sell" this treatment, rather point out it was likely a better course of treatment than surgery
25	Not surgery Non-invasive	Nothing	Non-invasive, less stress for Jessie

ID #	Like Most	Like Least	Why This Treatment?
26	Non-invasive	It was really hard to tell if treatment was helping. Bronco would seem to take too steps forward and then one step back	Non-invasive
27	Non-invasive	Wish there was concrete evidence of success; like an MRI before & after showing a difference	Because it is non-invasive & would address Coopers back as well as his knee
28	No surgery	No complaints	No surgery
29	Non-surgical, no keeping them off leg for longer period of time	Other knee went	Non-surgical
30	Non-invasive, easy on him, nervous energy, not painful and it worked	Number of visits, that was stressful for Ziggy	Non-invasive
31	Cost, easier on Suzie; not surgery	Just having to make the trip to the vet	Not surgery

Other Comments

- VOM seemed to help back more than leg
- Would recommend it to any one – the best
- Offer better advertising to get word out
- It was a miracle! Dr. Herrity = Miracle worker
- Dr. Herrity did a great job in recommending this procedure
- Huge respect for Dr. Herrity; love the clinic; happy Burke Animal Clinic has found a way to help pets be happy
- Thank you for everything! I tell people about you every chance I get.
- Satisfied client!
- Worked great!
- Good job explaining
- Mobile lasers; likes that “tune ups” can happen
- Was apprehensive going in; happy with results
- Although Scout need surgery ultimately, torn meniscus & impaired cruciate, it helped stabilize his injury and prevented further injury to other knee. Appreciates Dr. Herrity's time and dealing with Scout's behavioral issues
- Swimming has really helped push to 90%