

# An easy way to improve care and add revenue.

## Cardell® BP Screening Program

**Exam Room Blood Pressure Screening**  
Average Charge: \$25 per BP Exam  
4 Exams/Day = \$25,000/Yr

- Easy to use - just place the cuff on the pet's limb and push "START" - No shaving or gel needed
- Cardell Model 9401 automatically averages 5 readings
- Studies show Cardell Monitor readings compare to Doppler for accuracy
- Also useful in surgery - set the cycle time and alarm limits and leave it in automatic mode
- Helps you find and assess primary or secondary hypertension
- Helps you assess results of drug and/or diet therapy in hypertension
- Helps you adjust therapy more accurately in patients with chronic disease to keep organ function near optimum levels
- Provides patient baseline for comparison when health is compromised
- Exhibits a higher level of patient care to clients/pets

*The Cardell Monitor is known worldwide as the most accurate noninvasive BP monitor*

*"We are so pleased...cats that usually put up a fight when getting a BP are relaxed, and we have found that the results are more accurate. And the cats and staff are much happier. We have even used it on the cats we sedate for exam, prior to sedation, and they don't even notice."*

*"Bailey usually gets very stressed and due to the process of the doppler has always had an elevated BP. This was the first time we used the Cardell Monitor on her and she didn't mind at all."*

*"We have a kitty (Dolly) with CRF who gets stressed when coming in. The owner took the Cardell Monitor home and the cat didn't even know she was getting tested. The owner was very happy with this service." Here is what the owner said: "I was given the opportunity to take the Cardell Monitor home and measure her pressure. Before, when I would bring her in... she would consistently remain >300. So being able to measure her at home lowers her stress level considerably, and her (BP) readings were at a normal level. That is in part due to the medication, I am sure, but she was very comfortable sitting in my lap, not needing to have her paw shaved, (or having) cold goo put on her paw. The machine is a lifesaver."*

**Jamie Bohn, CVT & Practice Mgr.**  
**The Cat Doctors**  
**Tampa, FL**

10008 N. Dale Mabry Hwy., Suite 110  
Tampa, Florida 33618  
813-962-6664  
Toll Free 1-866-447-4276  
www.SharnVet.com

**Home Blood Pressure Screening**  
**Client Rental Program**  
\$25 x 4/Wk = \$5,000/Yr

- Rent the Cardell Model 9401 to the client for in-home BP check when accurate BP's are difficult
- Avoids "white coat syndrome" in hard-to-screen cats and dogs
- Rent the monitor for \$25/day (1, 2, or 3 days)
- Suggest client take 5 BPs at 3 different times during the day
- Monitor will automatically average 5 readings
- Cardell Monitor saves 24 hours of readings
- Optional printer available
- Rental program:
  - more accurately evaluates pets' health,
  - earns practice extra revenue over cost
  - positions practice as innovative and compassionate

**Cardell 9401 Monitor (\$2,195) is paid off in less than six months with the rental program, in one (1) month in the exam room program!**



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