

The Power of Infrared Video Goggles:

A Case Study with Clinicians in a National 500+ Clinic Physical Therapy Chain

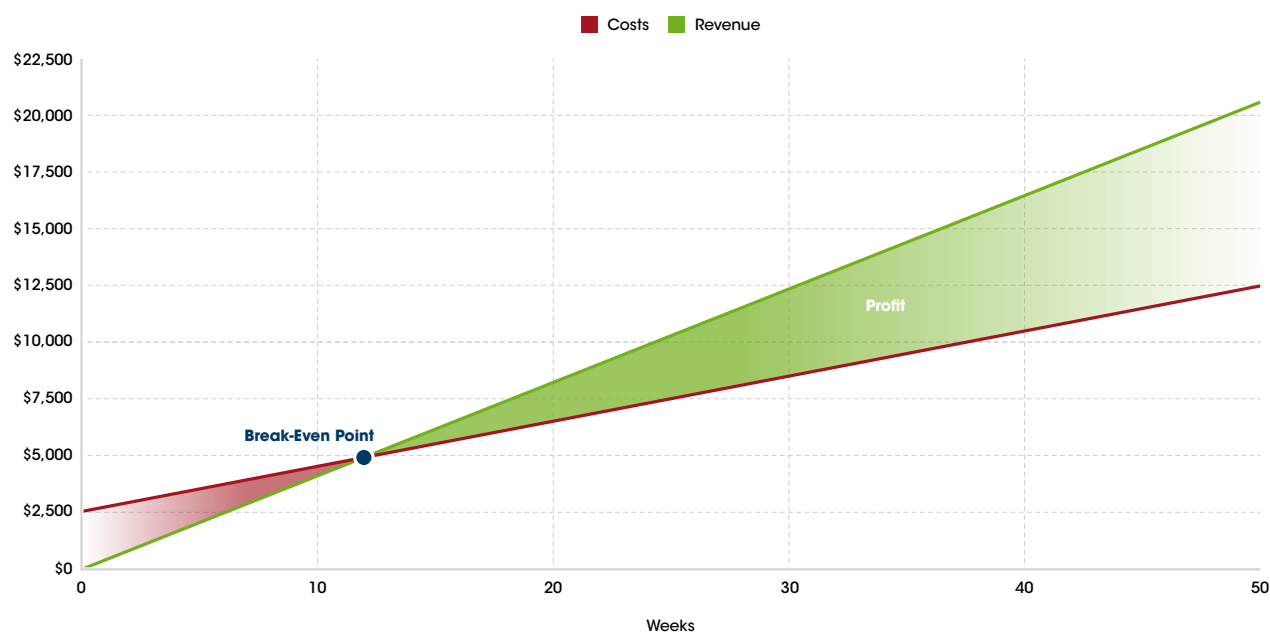
For clinicians treating balance and dizziness issues, accurate diagnosis is essential. Clinicians lose 67% of abnormal eye movements in patients with vestibular pathology when using traditional Frenzel lenses, room light assessment is not any better. In contrast, infrared video goggles enable clinicians to observe 100% of these eye movements. Since infrared video goggles have been well-established as a highly effective vestibular examination tool, we recently assessed their clinical benefits for improved patient care, financial impact, and overall value. Read on to gain insights we gathered via feedback from experienced clinicians who work for a large balance and vestibular specialty care organization.

What Vestibular Clinics Are Saying

Here is a closer look at the impact of infrared video goggles on vestibular practice, attained by surveying a sample of 11 vestibular clinicians working for sites within a nationwide physical therapy chain. The feedback was overwhelmingly positive, particularly in four major categories:

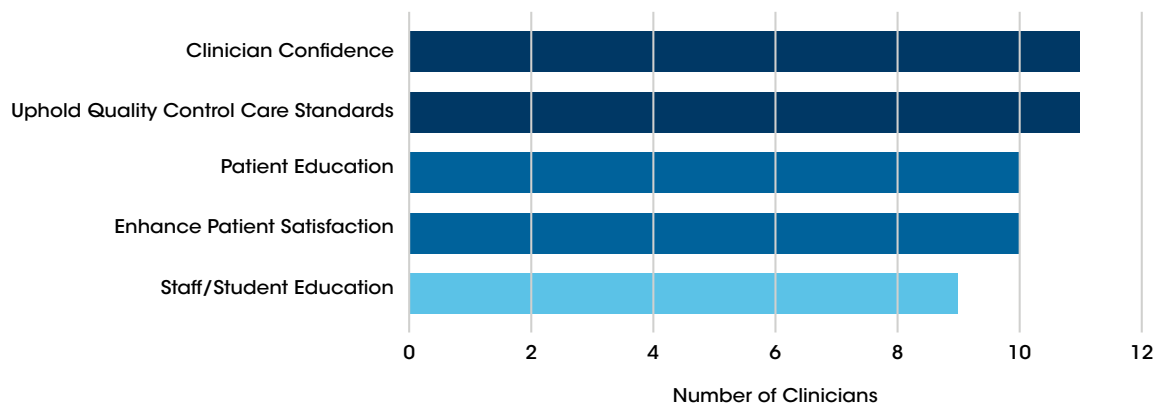
- **Quick Returns:** On the financial side, clinics reported that these goggles were not just equipment to purchase but an investment with quick returns. On average, clinics recovered their investment in 11.8 weeks (break-even point). Showcasing the strong financial appeal of the goggles, more than half of the clinics saw returns in less than 7 weeks, with the fastest return at 1.1 weeks. [Calculate your own ROI with our online calculator!](#)

Break Even Analysis



- **Additional Income Source:** After recovering their initial costs, clinics highlighted a steady revenue source attributable to the goggles. These locations reported that even after subtracting clinician salary costs, they earned an average additional weekly income of \$795 from vestibular patients alone. With the top additional income hitting \$2,250 weekly at the highest performing site, it is clear that the goggles boost the clinic's financial health.
- **Essential to Improving Confidence in Diagnosis for Quality Patient Care:** Diagnosing patients with dizziness can be challenging, and patients can be very careful about who they will trust with their care. 100% of clinicians surveyed found that having goggles increased their confidence with diagnosis and treatment results, such as when confirming clearance of positional vertigo. A confident clinician can definitely increase the confidence of patients receiving their care. Additionally, 7 out of 11 clinicians surveyed at this large organization viewed infrared video goggles as "essential", while the remaining clinicians found the goggles to be "very important" to their work. This strong endorsement indicates that, just as a cardiologist wouldn't provide care without a stethoscope, infrared video goggles are a necessity rather than a "nice-to-have" tool for quality vestibular care.

Benefits of Infrared Video Goggles



- **Improving Patient Satisfaction:** Patient satisfaction in healthcare leads to customer loyalty and patient retention (Prakash, 2010). In fact, according to the Technical Assistant Research Programs (TARPs), if we satisfy one customer, the information reaches four others. That type of word-of-mouth support is invaluable in growing a successful clinical practice. Decreasing insurance reimbursements can be a challenge even with strong retention rates, but more and more patients are willing to pay out-of-pocket for quality specialty healthcare. For example, in a study conducted in Voluntary Hospitals of America, nearly 70% of patients were willing to pay more money if they could consult a quality clinician of their choice. In our survey, infrared video goggles were rated as a key element of improving patient satisfaction for the vast majority of clinicians, once again confirming their value for clinical excellence, financial benefits, and patient loyalty to your clinic.

Summary

This survey within a 500+ outpatient clinical network confirms that infrared video goggles pay for themselves quickly, improve clinic income on an ongoing basis, advance confidence in vestibular diagnosis, and increase patient satisfaction, all adding up to a financially successful clinic practice. One of the 11 surveyed clinicians said it best when she said, "The Vestibular First Infrared Video goggles are the **first thing** I asked for when starting my clinic." Visit vestibularfirst.com to see the empowering impact infrared video goggles and educational tools can have on your physical therapy practice.