

# Grow your equine health business *with Sleip*



Packaging, pricing and promotion



# Why bring Sleip into your equine health business?

Objective gait analysis isn't just a diagnostics tool, it's a value-add for your practice that benefits your equine patients, your clients and your bottom line.

## Benefits using Sleip

- Enhance diagnostics with objective data and documentation
- Increase revenue with structured services and subscription models
- Strengthen client relationships through clear visual reporting
- Support referrals and collaboration with other equine professionals

# Gait analysis pricing examples

Practitioners worldwide use gait analysis to provide horse owners with valuable documentation and peace of mind. While Sleip offers the technology and a structured platform, the real value and – what you primarily charge for – lies in your expert assessment of the results.

For inspiration, this guide provides examples of packaging, pricing and promoting gait analysis services - for better care and better business. A monthly subscription to the veterinary version of Sleip is priced at \$199.



## Bundled services

Integrated with routine clinical assessments and pre-purchase exams and added as a line item on the invoice. Follow-up assessments are typically offered at a reduced rate.

**\$50–90**

## Per-use fee

Offered as a stand-alone service, including assessment/consultation and documentation, to establish a baseline and if there are concerns. Often used as part of a promotion or campaign.

**\$50–90**

## Telehealth (remote recordings)

For pre-screenings or follow-ups. Invite others to record their horse with a limited version of Sleip, review the data and videos as part of a remote service.

**\$50+**

## Subscription plans

Wellness plans or monitoring packages that include regular Sleip assessments.

**\$40–100 /month**

Example

## Bundled services & telehealth

Brazos Valley Equine Hospitals, with several facilities in Texas and Arizona, is known for exceptional client service and state-of-the-art procedures. Sleip is included in the initial lameness exam, with \$50 added to the cost. They also offer telehealth services with remote assessments, at \$50 for the first and \$25 for each successive assessment.

Included in initial  
lameness exam

50<sub>usd</sub>

Remote consultations

50<sub>usd</sub>

# Clients to cover Sleip

4<sub>clients</sub>

“I have been using Sleip in several ways. We have a Motion analysis lameness exam with the extra cost built in. For Telemedicine I have charged \$50 for the first and \$25 for each successive exam after that. It has been very helpful in localizing lameness that would have otherwise been impossible – and for monitoring progress in horses at home and at the rehab center.”

Beau Whitaker, Brazos Valley Equine Hospital

Example

## Subscription plans

Some practices offer subscriptions based solely on gait analysis, while others include other services in their packages. Irish-based Equine Tendon offer gait analysis as part of diagnostic and rehab packages as well as for routine monitoring.

### Monthly price

#### Diagnostic & rehab

3 videos / month  
3 reports / month  
1 horse

**110** usd

#### Monthly routine

1 video / month  
1 report / month  
1 horse

**40** usd

#### Analyses to cover Sleip

**5** analyses

“We (as vets) want to give clients a better service, our forefathers couldn’t benefit from any of this technology, but it is a valuable tool in the toolbox. It’s not only about the value I get as a vet from being able to monitor the horses; the measurements also form a basis for dialogue with clients.”

Henk Offereins, Equine Tendon

Example

## Telehealth

Inviting horse owners to record at home using a limited version of Sleip enables structured remote consultations. At Swedish clinic Evidensia, this proved a win-win for both practitioners and clients. Replacing shaky WhatsApp videos with high-quality data improves assessment accuracy while formalising the consultation process, making it clearer to clients and easier to charge for.

### Initial assessment

A series of recordings at the clinic, establishing a baseline and evaluating effects of interventions to inform treatment plans.

**55** usd

### Remote follow-up

Clients are invited to record at home through the practitioners account. For each recording there is a fee connected to the assessment.

**55** usd/video

### Analyses to cover Sleip

**4** analyses

“With Sleip, I can monitor my horse with my vet without taking time off work. As a teacher, I don't have vacation except during the summer holiday and the clinic is only opened late one evening per week. That makes travelling to the vet kind of a big project.”

Viktoria Karlfeldt, horse owner

Example

## Telehealth & subscription plans

Front Range Equine Performance & Rehabilitation is a specialist sports medicine and rehabilitation practice based in Colorado. Sleip is integrated throughout the the clinic's conditioning and rehabilitation programs, where the data provides valuable documentation of progress. The team also offer remote consultations and recently a subscription package was introduced.

### Remote consultations

For remote rehabilitation consultations: \$50/consult added  
For remote re-check and follow-up: \$35/recheck added

**50** usd/consult

### Annual subscription

4 video submssions/year  
\$10 per any additional videos  
10% off for a follow-up exam or telemedicine consultation

**100** usd/year

### Analyses to cover Sleip

**4** analyses

"We always send our rehabilitation patient's home with an intake and discharge comparison of the Sleip analyses. We also use it as a weekly patient monitoring system. This is a way that we can show progress to our clients, that our rehabilitation program is actually working."

Marianne Marshall-Gibson,  
Front Range Equine Performance & Rehabilitation

# Build your brand using Sleip

Clinics and solo practitioners alike are using Sleip as a tool to promote their services and showcase their expertise.

## Website & social media

Highlighting that they use advanced objective gait analysis technology and what it means for the horse and the horse owner. Sleip also provides access to images, videos, and marketing materials that can be freely adapted.

## Case studies & educational content

Many clinics download analysis videos from the Sleip app to share case studies, demonstrate expertise, and educate clients.

## Campaigns & special offers

Promotions are run both in-practice and online, offering horse owners access to Sleip for specific services (e.g., pre-purchase exams, seasonal soundness checks).

## Promotional material

Images, videos and promotional materials are available to download on [sleip.com](http://sleip.com).

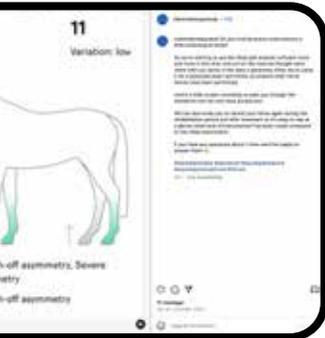
If you can't find what you're looking for, or want to discuss marketing opportunities, send an email to [hello@sleip.com](mailto:hello@sleip.com)





## MotionPro Subscription Packages

Diagnostic & Rehab Package	Monthly Routine Package	Once-Off Analysis
<b>£100</b> Monthly	<b>£35</b> Monthly	<b>£38</b> Once Off
<ul style="list-style-type: none"> <li>3 Videos Per Month</li> <li>1 Horse</li> <li>3 Reports Per Month</li> </ul>	<ul style="list-style-type: none"> <li>1 Video Per Month</li> <li>1 Horse</li> <li>1 Report Per Month</li> </ul>	<ul style="list-style-type: none"> <li>1 Video</li> <li>1 Horse</li> <li>1 Report</li> </ul>
<a href="#" style="background-color: #1a3d4d; color: white; padding: 5px;">Subscribe Now</a>	<a href="#" style="background-color: #1a3d4d; color: white; padding: 5px;">Subscribe Now</a>	<a href="#" style="background-color: #1a3d4d; color: white; padding: 5px;">Buy Now</a>
<p>Has your horse recently had an injury or do you need a diagnosis? Then this package is perfect for you as our team of vets can easily diagnose injuries and monitor progress of your horse's recovery and avoid any further injuries. It is also useful for before and after comparisons.</p>	<p>This package is ideal for routine monitoring of your horses' soundness. This package will allow you to potentially see an injury before it happens. Early lameness detection can prevent your horse getting a serious injury and save you money.</p>	<p>Not sure if your horse is lame and need a professional set of eyes to quickly examine your horse? This is a once off video option for individuals who suspect their horse might have a lameness issue. Our team will provide fast turn around feedback, giving you peace of mind.</p>
<p>If you require a custom package or have multiple horses please contact us at <a href="mailto:info@equinetendon.com">info@equinetendon.com</a>.</p>		



Visit [sleip.com](https://sleip.com) to get started

**Sleip** ➤

Capture every stride with AI motion analysis

**vettinthevalley • Follower**

vettinthevalley At Vet In The Valley we are passionate about ensuring we have state of the art equipment and treatment options for your beloved pets.

Another addition to our tool box is the Sleip AI Gait Analysis App. We have been getting a lot of use of this great little app.

The way the horse moves gives valuable clues as to its health and well-being. Sleip pioneers the translation of this narrative, with objective data to back up decisions and dialogue around horse health.

7 gilla-markeringer  
10 3 dagar sedan

4 498 kommentar...



FACHTHEMENABEND

"Fortschritte in der Gangbildanalyse und aktuelle Erkenntnisse zu Hufehe und Anästhesien"

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### Equine Gait Analysis

Gait Analysis using AI Powered Technology

Introducing the latest breakthrough in equine care of 2024 Equine our commitment to providing cutting-edge solutions for our valued clients. Sleip Equine now offers Gait Analysis powered by state-of-the-art AI technology. With the integration of the Sleip app, the industry's pioneering diagnostic application, we are at the forefront of equine healthcare. Sleip employs machine learning analysis, allowing us to identify lameness directly from video recordings.

This revolutionary technology empowers us to offer your horse precise and comprehensive assessments of your horse's gait, contributing to their overall well-being and performance at Sleip Equine, we are dedicated to embracing innovation, and our partnership with Sleip is a testament to our unwavering commitment to the health and vitality of your equine companions.





Example

## Bundled services

Tierklinik Lüsche is one of the largest equine clinics in Europe with approximately 140 employees. Apart from in Germany, they are also established in Shanghai, Sweden and Samorin. Co-owner Marc Koene and colleagues have developed the clinic into a global leader of gait analysis. The clinic integrates Sleip into their routine exams, charging \$90 for an initial assessment and \$45 for follow-ups.

Initial measurement

90<sub>usd</sub>

Follow-up measurements

45<sub>usd</sub>

# Clients to cover Sleip

2.2<sub>clients</sub>

"We have 12 licenses in the clinic, and everyone uses the tool as part of our clinical work. The value-add is very clear to our clients, they see the measurements we do, and we can discuss the results and share documentation."

Mark Koene, Tierklinik Lüsche