

## Lucky dog: productivity up 600%

Vorum helps OrthoPets unlock growth potential in the toughest O&P setting

### At a Glance

#### OrthoPets

Denver-based Veterinary O&P pioneer

Central fabricator for veterinarians in dozens of countries

[www.orthopets.com](http://www.orthopets.com)

- Full proficiency within four weeks
- 600% productivity boost
- 50% fewer returns for fit adjustment
- Better collaboration with global customers



**“Using traditional plaster-casting methods, we couldn’t keep pace with demand for our custom veterinary orthotics and prosthetics. With Vorum’s digital O&P solution, we quickly unlocked our growth potential: our existing staff produce six times more positive molds daily, and we receive 50% fewer returns for fit adjustment. Very impressive!”**

*Martin Kaufmann, Founder of OrthoPets*

Following a successful career in human O&P, Martin Kaufmann founded OrthoPets in 2007 as the world’s first dedicated provider of custom orthotics and prosthetics for animals. OrthoPets was successful, but the tricky, failure-prone plaster method of casting kept their growth potential under lock.

#### **“Plaster room headaches and bottlenecks held us back”**

“Veterinary O&P is extremely challenging because we work on a small scale,” explains Kaufmann. “A large dog’s lower leg is smaller than that of a human baby, yet the dog’s upper leg flares out





Martin Kaufmann, Founder of OrthoPets



8765 Ash Street, Suite 6  
Vancouver, British Columbia  
Canada V6P 6T3

Canada/USA Locations: (800) 461-4353  
Other Global Locations: +1 (604) 321-7277

[info@vorum.com](mailto:info@vorum.com)  
[www.vorum.com](http://www.vorum.com)

to be very wide by comparison. It's difficult to completely fill those types of casts with plaster and prevent them from distorting as the plaster sets, and slender plaster molds often crumble during removal. We had to scrap 39% of our plaster molds, and the original fiberglass casts were destroyed in the process. That was extremely frustrating for us and our customers."

The six highly skilled O&P professionals at OrthoPets were only able to successfully complete four plaster molds per day, and 21% of their devices were returned by customers for adjustments because the inaccurate plaster modeling process created a poor fit.

"We had a huge opportunity to grow our business but plaster room headaches and bottlenecks held us back. The process was extremely inefficient and adding staff wasn't a viable option: not only are skilled O&P professionals expensive, they're very difficult to find."

#### **"A 600% boost in productivity and better fitting devices"**

"I had to do something and I wondered if computer-assisted design and manufacturing (CAD/CAM) could be applied to veterinary applications. We quickly learned that Vorum was the best choice. Their products are easy to learn, accurate, and adaptable, and they provide superior training and support. Vorum was the only company truly committed to our success."

"The Vorum digital O&P solution eliminates all plasterwork. We optically scan fiberglass casts and quickly modify the limb shapes on the computer in 3D, and then positive molds are automatically carved in foam. The same staff of six now completes up to 25 cases per day – six times what the plaster

method yielded."

"The 600% boost in productivity is huge, but what really excites me is that we now make orthotics and prosthetics that fit better – we receive 50% fewer returns for fit adjustment. 3D optical scans are more accurate than plaster, and Vorum's computer-based design tools enable us to make shape modifications that are more anatomically correct: we can rotate, align, and twist in ways that we just cannot do in plaster. We can also use anchor landmarks and overlay radiography and photo images to guide us."

"My bottleneck has shifted from the plaster room to the vacuum-forming shop, where I can more easily hire and train semi-skilled staff to scale our operation. Nothing is holding us back now."

#### **"Vorum's level of commitment to our success is refreshing"**

"It takes a change in mindset to successfully migrate from plaster to a virtual 3D world on a computer. Vorum guided us through that transition very quickly. Within four weeks we were efficiently using the new system for all of our orders."

#### **"A smarter way to collaborate"**

"The Vorum solution also allows us to communicate with customers in new ways. The original fiberglass cast is always preserved as a handy troubleshooting reference, and the 3D scans and computerized mold designs can be emailed to distant veterinarians to quickly clarify design plans and solve problems. That's just a smarter way to collaborate," concluded Kaufmann.