

WHITE PAPER

# The Feasibility of Eye Serum in Veterinary Practice

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**Why a Pre-Packaged Eye Serum Is the Smarter,  
More Economical Choice for Veterinary Patients and Practices**

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*For veterinary professionals evaluating ocular serum therapy workflows.*

## Executive summary

Ocular surface disease often requires frequent topical therapy applications and clear at-home handling instructions. Many practices have historically prepared autologous serum eye drops in-clinic, but that workflow carries meaningful hidden costs: staff time, supplies, scheduling friction, and variability in preparation and storage. Pre-packaged (manufactured) eye serum products offer a simpler, more predictable alternative that can improve practice efficiency and the client experience while supporting consistent patient care.

### Key takeaways

- Autologous, in-clinic serum preparation consumes technician and veterinarian time that can be redirected to patient care.
- Pre-packaged eye serum creates a clear, predictable fee structure for clients and reduces appointment delays.
- Manufactured products can provide standardized preparation, labeling, storage guidance, and quality controls that reduce variability.
- A streamlined dispensing process can support better compliance, especially when instructions are simple and consistent.

## Background

Blood-derived serum therapy is used in veterinary ophthalmology to support corneal and ocular surface healing in selected cases. Practices considering serum therapy typically choose between two operational models:

- In-clinic preparation of patient-specific (autologous) serum, or
- Dispensing a pre-packaged, ready-to-use frozen serum product that is produced under standardized conditions.

Both approaches aim to deliver a biologic tear supplement, but they differ substantially in workflow burden, predictability, and total cost of care.

## The true cost of in-clinic serum preparation

### 1) Procedure and labor costs that are easy to underestimate

Autologous serum preparation involves multiple steps beyond a routine blood draw: sample handling, processing (often centrifugation), aliquoting into sterile containers, labeling, cold storage, and detailed client instructions. These steps require trained staff, dedicated equipment, and careful coordination in a busy day.

When these costs are captured accurately (labor minutes, consumables, packaging, refrigeration, and administrative follow-up), the total cost to the client can exceed initial expectations; even when the raw material is the patient’s own blood.

## 2) Scheduling friction and client experience

Preparing serum in-clinic can extend appointment length and create uncertainty about when the product will be ready. Clients may wait during processing or be asked to return later for pickup. In high-volume clinics, these delays can cascade into schedule overruns and reduce overall throughput.

## Why pre-packaged eye serum is often the practical choice

### 1) Time savings and operational simplicity

A pre-packaged product arrives ready to dispense. The staff workflow typically becomes: confirm indication, provide usage and storage instructions, dispense, and document. Eliminating in-clinic processing can reduce workload, improve team utilization, and support consistency across shifts and locations.

### 2) Predictable pricing and improved treatment acceptance

Clients are more likely to accept therapy when the cost is transparent and the process is straightforward. Pre-packaged products enable a predictable line-item fee and avoid add-on procedural charges tied to blood collection and preparation steps.

### 3) Consistency, safety, and reliability

Manufactured eye serum products can offer standardized preparation, packaging, and labeling. Standardization helps reduce variability from batch to batch and can simplify at-home handling instructions. Reliable storage guidance and consistent dosing containers can improve compliance.

## Side-by-side comparison

Consideration	In-clinic autologous serum	Pre-packaged eye serum
Staff time	Blood draw + processing + aliquoting + labeling	Dispense and document
Client time	May wait or return for pickup	Dispensed at end of visit
Cost structure	Variable; can include procedural add-ons	Predictable product fee
Consistency	Depends on preparation and handling	Standardized preparation and labeling
Scalability	Harder to scale across multiple locations	Easier to standardize across teams

Training burden

Higher; multiple steps and  
sterility protocols

Lower; consistent instructions

## Implementation checklist for practices

If your practice is evaluating a shift to pre-packaged eye serum, the following steps can help ensure smooth integration:

- Define which ocular conditions and case types will be eligible for serum therapy in your standard protocols.
- Create a one-page client instruction sheet covering dosing schedule, storage (refrigeration/freezing if applicable), and handling. (Or utilize manufacture provided resources when available)
- Train staff on consistent language for explaining benefits, expectations, and follow-up timelines.
- Update your treatment estimates so pricing is clear and consistent across providers.
- Standardize documentation templates in your medical record for dispensing and recheck scheduling.
- Track a small set of metrics for 60-90 days (time-to-dispense, recheck adherence, and client questions) and refine the workflow.

## Conclusion

When the full workflow is considered (direct costs, staff time, client wait time, and operational consistency) pre-packaged eye serum is often the more economical and practical option for modern veterinary practices. It reduces clinic burden, supports a smoother client experience, and helps deliver consistent care for patients that need ocular surface support.

## About the author

Dr. Nathan Hein is a veterinary clinician with an interest in practical, scalable approaches to ocular care. This white paper is intended to support practice decision-making by outlining workflow and economic considerations for serum therapy dispensing.

## Disclosure and medical disclaimer

This document provides general educational information for veterinary professionals and is not a substitute for individualized medical judgment. Product handling, sterility, storage, and dosing instructions should follow the specific manufacturer's labeling and your practice's clinical protocols.