



**Take Action to
Achieve Success!**

**Dental Health Month
"30 Minute Quickinar"**

**Tuesday
January 15, 2013**

[Click Here to Register!](#)

January 2013

Dear Friend,

As veterinarians, we understand the importance of regular dental checkups for our pets. With National Pet Dental Health Month just a few weeks away, we encourage you to take advantage of this opportunity to help your clients get the dental care they need.

Studies show that once a pet turns three, approximately 80 percent of dogs and 70 percent of cats have dental disease.



With such high numbers of pets needing dental care, what is the best way to encourage your clients to schedule an appointment for their pet?

Keep reading for some great tips to help your practice get ready for National Pet Dental Health Month.

Make 2013 a Healthy Year for Your Patients!

How Do Your Dental Numbers Compare to the National Average?

Our practices earn 7% of their gross revenue in Dental Care. This is double the national average of 3%!



Tips to Prepare Your Practice for National Pet Dental Health Month

Here are some tips for your practice to promote February as "National Pet Dental Health Month."

- If it has been more than one year since a pet's checkup, remind your clients to schedule a dental care visit for their pet.
- Send out a reminder email, letter or postcard and offer a discount of \$25 off dental services. Use a set dollar amount of your choice in lieu of offering a "% off services."
- Plan the number of dental visits that can be done per day and set up your schedule to accommodate.
- Be sure all dental equipment is ready for use.
- Review your current dental protocol. How does your practice charge for dental services? Is it by weight, age, grade of teeth?
- Prepare educational handouts to display at the front counter discussing the importance of dental care for your clients' pets.
- Remind your clients to ask their doctor about personal care options for their pet's dental hygiene.

Tips to Promote Dental Hygiene Care To Your Clients All Year Long

While February is National Pet Dental Health Month, dental health should be a daily ritual for pet owners. Here are some tips to promote dental hygiene to your clients at every visit:

1. Remind pet owners that teeth and oral health are extremely important and should be evaluated annually.

2. Bad breath is a sign of oral infection. A dog bite through the skin is a serious health risk!

3. Educate pet owners about the dangers of dental disease and the serious risks which can lead to other health problems including systemic infection.

4. Teach your clients how to notice slight changes in their pet's dental health such as how they chew and digest their food

which is an important part of dental care.

5. Show your clients how to do a quick check for dental disease by gently lifting the lips to check for inflamed gums or missing teeth.

6. Promote oral health checkups as the best way to identify problems such as tartar and infected gums that could lead to other more dangerous health issues such as heart, kidney and joint problems.

What Does Success Mean to You?

I encourage you to participate in Dental Health Month and discover how your practice can become a success story!

Contact me if you have any questions.

Sincerely,

Dr. Randy P. Carsch, DVM
President AVC Success
Texas A & M University 1980
TVMA Economics Board 2004-2005



DrC@AVCSuccess.com



Offices in Texas - California - Florida
P.O. Box 864616 Plano, TX 75086
Phone: (888) 500-6711
www.AVCSuccess.com