



Advisors for Veterinary Clinic Success, LLC (888) 500-6711
Helping Veterinary Clinic Owners Reach Their Financial and Business Management Goals



**Take Action to
Achieve Success!**

**Meet the AVCSuccess
Consulting Team**



Scott Anderson
Practice Operations Analyst

Kim Fish
Practice Operations Coach

Dr. Randy P. Carsch, DVM
President

July 2013

Dear Friend,

The value of preventative care for pet owners is one factor that veterinarians have control over. This is according to data from the Bayer Veterinary Care Usage Study which showed that "declining pet healthcare visits are recognized as a problem and are impacting the frequency of preventative care visits by pet owners."

Almost all survey respondents in the Bayer Study mentioned the economic downturn and the use of the internet as the primary reasons for the decline.

It is the belief of AVCSuccess that this can be reversed with an effective and fully functioning reminder system.

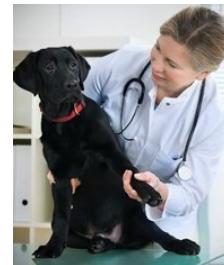
Communication issues and educating pet owners on the value of preventative care were also mentioned as important by 88% of those surveyed.

Client Education and Communication Plan

According to the Bayer study, one quarter of all pet owners do not understand the importance of wellness care for their pet and how it can help them live a longer and healthier life.

If you are like most veterinarians, you would agree that there is significant opportunity to better communicate the value and benefit of preventative care to your clients more effectively than you currently doing.

- Remind pet owners that by keeping their pet healthy with preventative care measures can boost the animal's immune system and help fight off harmful and infectious diseases.
- Waiting until a pet becomes ill or experiences



symptoms of sickness or disease is not proactive healthcare. The goal is to teach your clients about the value pet preventative care.

- Discuss how preventative care begins with regular veterinary visits. Dogs and cats should have a veterinary examination at least once a year although more frequent visits may be necessary and should be based on the individual needs of the animal.
- Establish a preventative care plan for your client that needs to be monitored and includes the following:
 - Diagnostic plan
 - Therapeutic plan
 - Prevention plan
 - Follow up plan
- The follow up plan should include thorough documentation of each pet visit and what the expectations are for future visits.

The AVCSuccess Approach

The number one way to increase acceptance of preventative care is to offer lab wellness testing. Too often clinics stress the need for a heart worm test, internal parasite exam yet fail to incorporate routine lab testing.

The Importance of Preventative Care

Health Evaluation

On the basis of history and physical examination findings, assessments are made for:

- Medical conditions
- Infectious diseases
- Parasite prevention
- Dental care
- Diet and nutrition
- Lifestyle
- Life stage
- Behavior



Preventative Care at Any Age

Puppies and Kittens

- Preventative care for puppies and kittens is especially important to ensure healthy growth and development.
- Encourage pet owners to schedule regular visits for their new pet.
- Puppies and kittens do not have the immune system strength of older dogs and cats and they also require more vaccinations than older pets.

Set Up the Next Appointment Before the Client Leaves

- The majority of reminder systems that AVCSuccess reviews are set up to remind puppy and kitten one month after their vaccine.
- By the time the client gets the reminder card, the pet will be behind schedule. Less than 65% of kittens and puppies get their vaccinations.
- Approximately 35% drop out resulting in lost income and lost clients. More importantly, the pets are not protected!

Senior Care

- Many veterinarians prefer to see older dogs and cats more frequently than once a year.
- Especially after the age of seven or eight, pet senior care becomes especially important because this is when arthritis and other joint problems can begin.
- Older pets may also begin to gain weight due to decreased activity levels and so it is important to communicate to pet owners that lab work, diet and nutrition are an important part of senior care.



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

Contact me at DrC@AVCSuccess.com to
learn how your practice can become a
success story!



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

Copyright © 2013 AVCSuccess. All Rights Reserved.