



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!**

**Attend our "30 Minute
Quickinar" 6/11/13**

"Tracking the Results of
Your Reminder System"

[Click Here to Register](#)

**Dr. Randy Carsch
Speaking Engagements**



Dr. Randy Carsch presented the CE course "Success Is Neither Magical Nor Mystical: It is a Step By Step Process" to veterinarians in Houston Texas on May 7, 2013.

June 2013

Dear Friend,

Veterinary clinics that take the time to measure the results of their reminder system protocols will generate more business from existing clients and retain new clients, which mean increased patient compliance.

Using your Practice Management software to create an efficient reminder system and establish protocols that improve response rates is CRITICAL for veterinary practice success.



How else will you know the results of your marketing efforts if you don't track the response rate?

Do You Know Your Reminder Response Rate?

Do you know what your reminder response rate is? Is it 55%? Or is it 60%? What does the difference of 5% more clients walking through the door mean to your practice?

You already spent the marketing dollars and staff time completing the paperwork on new clients but what about the follow up to get them to return to the practice?

What are the protocols for clients you have not seen in one year? Do you even have a protocol? AVCSuccess studies show that 32% of clients walk in the practice due for something and walk out due for the same thing.

Tracking the Results of Your Reminder System

An easy way to track the reminder percentage rate is with a spreadsheet. Create a column heading for the first, second and third reminder then record how many notices were sent and

how many clients responded.

* If you outsource your reminders using a third party system do you check the percentage of returning clients?

* Do you know the definition of what they call a returning client?

* Different systems calculate the percentages differently.

* With some third party systems, if a client comes in to the practice for anything, it is a success.

* Or if a client comes in for everything on the reminder system then it is a success.

* The percentages they report to you may lead to a false sense of success.

* Clinics that don't know how to set up a reminder system and call tech support to help track results are not properly using their reminder system.

* Tech support can solve technical issues but they cannot improve the overall effectiveness of your system to help stabilize practice revenue and grow the business.

Additional Tips

In addition to sending out reminders for wellness visits and vaccinations, you can also send general reminders to reorder food or medication which is a great way to increase product sales and increase compliance with your medical recommendations.

Reminder Suggestions:

- Dental exams or cleanings.
- Recheck testing for side effects from medications.
- Reminder to take medications.
- Grooming services.
- Pet birthdays.
- Reminder to pick up heartworm or flea medication.
- Appointment confirmations.

A reminder phone call the day before an appointment helps to prevent no-shows which can be extremely costly for the practice.

Contact me today to request a Free 30 Minute Consultation.
The AVCSuccess consulting team can help your practice achieve
greater efficiency, stronger growth and increased profitability.



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!



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