



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



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Dear Friend,

Is your phone ringing as often as you want it to? Does your clinic have more down time? Are you concerned about getting more appointments scheduled and making sure your employees are efficient?

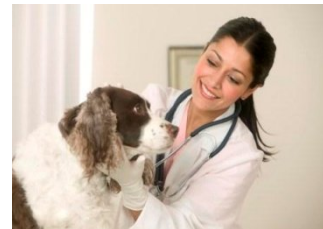
If you recognize deficiencies in your appointment scheduling or staff compliance, then you may want to take a closer look at your practice management system (PMS), a system to increase client and patient visits resulting in increased revenue.

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

### "It's Not the Low Hanging Fruit, it's the Fruit on the Ground"

Protocols set the standard of care for the practice and should address the pet's individual needs based on their age and overall health. Protocols also get the staff on the same page to form a productive team.

While it is nearly impossible to anticipate when non-healthy animals will need veterinary care, it is with a good deal of certainty that a practice can anticipate when wellness services are due.



Having an effective reminder system for wellness exams and vaccinations will result in more clients walking through the door since wellness visits are the primary reason clients bring their pet in to see the doctor.

Veterinary practices with an effective reminder system will generate more business from existing clients which means increased patient compliance.

The same is true, even in tough economic times, when pet owners are cautious about spending money and postpone vaccinations and checkups.

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"An effective reminder system creates a more predictable revenue stream for the practice which provides the foundation for future stability and growth."

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### Six Sensible Tips to Improve Your Reminder Response Rate

The reminder letter and postcard will remain an important marketing tool to let clients know that their pet is due for a visit. Here are a few tips to help improve the response rate of your marketing efforts.

1. State clearly in your letter what you are asking the client to do. If you want the client to call and schedule a wellness visit for their pet, say that.

2. Avoid using medical abbreviations the client may not understand such as DHPP or FVRCP.

3. Use a professional mailing piece with the same colors, fonts and graphics that correspond with the practice's "brand image".

4. Make your clients feel that their pets are special by sending a personalized note saying "We are looking forward to seeing Duke!"

5. Show that you care if their pet is overdue for their service by saying "Duke is overdue for his rabies vaccination. Since we have not heard from you, we hope everything is okay. Please call our office and let us know."

6. In addition to reminders for wellness visits and vaccinations, you can also set up reminders for dental cleanings, grooming services, etc.



Contact me today to find out how your practice can become  
a success story.



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Contact me at [DrC@AVCSuccess.com](mailto:DrC@AVCSuccess.com) to  
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