



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**



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Dear Friend,

Do you know what your reminder response is? Is it 50%? Or is it 60% or higher? What does the difference of 5% more clients walking through the door mean to your practice?

Small changes to your reminder system can result in significant monetary changes for your practice. The goal is to maximize the overall response rate of your reminders in order to increase revenue for your practice.

Some improvements can be realized by including generic messages on the reminder, but studies have shown that reminder effectiveness is largely dependent on the items listed – the number and the quantity - as being due for an animal.

So, how can you change the character of reminders being sent to your clients to improve client compliance?

Review Your Reminder List Before Processing

Every practice management system allows its users to produce a list of patients that are due for reminders in selected periods.



Too often, such a list is not produced and reviewed prior to reminders being processed. This is especially true when using a third party service in order to review what is going to be sent out before they pull the data.

This is an important step that cannot be skipped.

AVCSuccess advocates producing this list well before actual reminder processing so that distributed reminder dates can be consolidated and action can be taken to improve the quality of the reminders that contain only one or two items.

Creating An Effective Reminder List

AVCSuccess recommends producing a reminder list that covers a three month period in the future, prior to the actual processing of reminders.

For instance, in March, when reminder processing for April has already begun, the list would be run for May through July. Reminders for patients that might have remindables spread into May, June, and/or July are then consolidated into one of the months.

For patients with only one item due in the period, action is then taken to "enhance" those reminders. It is up to medical management in the practice to determine the latitude that staff has in enhancing reminders.

How to Enhance Single Item Reminders

The following are examples of how to enhance a reminder for patients with only one item due in the period.

1. Only a Rabies vaccination due in the period - add a physical exam, parasite test, or heartworm test. The due date of the addition would be the same as the Rabies due date.
2. Only a Physical Exam due in the period - add any vaccinations, services, or tests missing or overdue in the patient's record.
3. Single laboratory tests or reminders for products - add any vaccinations, services, or tests missing or overdue in a patient's record.

Of course, there are situations when a single item is left alone on a reminder. Such cases would be for series shots or possibly semi-annual vaccinations. Again, it is up to medical management in the practice to give staff guidance on reminder enhancements.

When enhancing reminders, do not include more than three things, since too many items on a reminder can actually reduce its effectiveness.

The Consolidation and Enhancement Process

The consolidation and enhancement process can appear to be rather daunting for practice personnel. A list run for a three month period might include a significant number of pages of client/patient records to be reviewed.

It is not imperative that 100% of the list be reviewed for consolidation and enhancement, but it is important to work through as much of the list as possible.



Ideally, the three month list will be produced well before each reminder cycle. Obviously, such a list run in April for June, July, and August will include records that were already reviewed in March for May, June, and July.

Even though this is the case, the process of reviewing the reminders will accelerate because part of that list has already been consolidated and enhanced.

The purpose of the June-July-August list is to find the orphan reminder that might be lingering out in August, which is the new month added to the new list.

Improving Reminder Response

Of course, we all hope that any reminder response that helps bring a client into the practice will satisfy the purpose of the reminder, and, with doctor/staff diligence, result in the addition of other services that the patient needs.

In the best of situations, this will be the case. However, the following is often true:

- * A reminder with an item of low perceived significance will often not result in a client visit;
- * The client does visit the practice in response to the reminder, but may be unwilling, or irritated, by the attempt to add other services not specified by the reminder; or
- * Doctors/Staff do not expand on the reminder topic to add other needed services, or set up future reminders.

More Reminder Tips

In addition to reminders for wellness and vaccinations, you can also send reminders to increase product sales, prevent disease due to owner lapses, and improve compliance with your medical recommendations.

More reminder suggestions:

- Dental exams or cleanings.
- Grooming services.
- Recheck testing.
- Pet birthdays.
- Time to re-order medication.
- Time to pick up heartworm or flea medication.

Appointment Reminder Phone Call

Another important reminder is the phone call you make the day before an appointment to confirm with the client.

This simple phone call helps prevent no-shows which can be extremely costly for the practice.



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success story!



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