



## Advisors for Veterinary Clinic Success

(214) 250-6605

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Greetings!

Do you know the comings, goings and whereabouts of your client base? Do you know what neighborhoods your clients come from geographically? Do you know the status of your new client and retention rates?

Being in the "know" geographically will help you to increase your client base and improve retention. Understanding the zip code where your clients are coming from provides significant information to help improve marketing efforts.



When you compare the number of clients by zip code from one year to the next, you can better target your marketing.

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## Target Your Marketing

### New Client Review

When you know where your new clients come from and study the referral sources and demographics of your new clients, it will provide you with a better understanding of how to acquire more clients.

- \* Know your referral sources and utilize them as part of your marketing.
- \* Performance Outcomes will demonstrate the impact of your target marketing.

### Client Retention Review

Once you get a new client, you need to keep them coming back to your practice. Analysis of client retention can help establish current client recapture as well as chronological trends in client revisits. Analysis of the correlation between lack of retention and related practice protocols should also be performed.

- \* Evaluate loss leaders, including exam-to-services conversion.
- \* Monitor recapture on series visits.
- \* Monitor recapture on other patient follow-up visits that have been recommended such as dentals and medical progress exams.

Attend the March AVCSuccess webinar series and see real client demographic studies and the impact of this level of information on practice performance outcomes.

## AVCSuccess March Webinars

### "Do You Know the Comings, Goings and Whereabouts of Your Client Base?"

In this webinar you will learn how to use your practice management software and reports to better understand how well you acquire and keep your clients.

Register for this free webinar today!

**DVMAX Users 3/24/15** - [Click here](#) to register

**AVImark Users 3/25/15** - [Click here](#) to register

Note: all other software users (Cornerstone, Infinity, Via, DVM Manager, etc) please contact [Team@AVCSuccess.com](mailto:Team@AVCSuccess.com) for future webinar dates and times.

## The Value of Customer Referrals

### Improve Your Customer Referral Program

Referral programs can be a great tool to add to your marketing mix. A referral program helps provide the most valuable kind of marketing you can get for your practice because it is from a satisfied client. People who come to your clinic for the first time because someone they know told them about you will have a higher level of trust than a new customer who found your practice another way.

"The reason referrals are so powerful is because they come from a credible third-party that has experienced first-hand the benefits of doing business with you."

### Advisors for Veterinary Clinic Success

AVCSuccess is making dramatic changes in veterinary practices across the country. Will your practice be one of them?



**Schedule an Exploratory Analysis for Your Practice**  
**(214) 250-6605** or [Team@AVCSuccess.com](mailto:Team@AVCSuccess.com)

AVCSuccess guarantees that our consulting program will pay for itself for a no-risk solution to solving your practice's performance needs.