



Advisors for Veterinary Clinic Success

July 2014

Dear Friend,

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 are currently doing.

Communication issues and educating pet owners on the value of preventative care were mentioned as "Important" by 88% of those surveyed in the Bayer Veterinary Care Usage Study.

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. The good news is this is one area that veterinarians have control over. It begins with developing a client education and communication plan.



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Tips to Improve Communication with Clients

The Value of Preventative Care

- Remind pet owners that by keeping their pet healthy with preventative care measures it can boost their immune system and help fight off harmful and infectious diseases.
- 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.
- Waiting until a pet becomes ill or has symptoms of sickness or disease is not proactive

healthcare. The goal is to teach your clients about the value of preventative care.

- 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

"AVCSuccess believes 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."

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.



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.

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