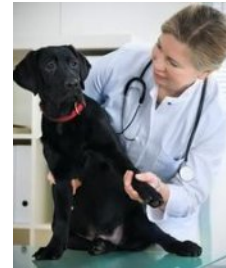


Greetings!

Do you experience revenue highs and lows, wavering monthly, weekly, or even daily with the number of patients seen and the income generated? The peaks and valleys of the revenue shuffle can be detrimental to forecasting staffing, inventory ordering, scheduling, and cash flow.

Key Points to Remember

- * You must have stability before you have growth.
- * Stability and growth are the goals and they are achievable.



Small Changes to Your Reminder System Can Make Significant Monetary Changes to Your Practice

The basic characteristics of reminders can be enhanced in small ways that significantly improve the bottom line.

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

When you change the character of reminders being sent to clients, it can help to improve client compliance.

- 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 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.

To effectively accomplish this, 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.

AVCSuccess November Webinars Back By Popular Demand

"Erratic Revenues May Be Harmful to Your Health"

If you missed the AVCSuccess webinars last month, click on one of the links below to register for November.

DVMAX Users - [Click here](#) to register for webinar on 11/11/14

AVIMARK Users - [Click here](#) to register for webinar on 11/12/14

All Other Software Users - [Click here](#)

Tell us what software you use and we can schedule a webinar.

With the winter season around the corner, attend the "Erratic Revenues" webinar and learn how to turn the revenue fluctuation chaos into a Happy Holiday Season.



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