

Key Barriers to Providing Care for a Lifetime

- ✗ Financial concerns
- ✗ Perceived stress on the pet
- ✗ Pet owner misinformation
- ✗ Lack of convenience
- ✗ Client communication
- ✗ Distance to hospital
- ✗ Referrals: Misconceptions and lack of trust
- ✗ Reactive approach

Breakthrough Practice Solutions



Proactively educate clients to be prepared to manage costs with payment options, such as those that can be transferred from GP to specialty hospitals



Stress-free handling techniques and client education



Consistent education and information across all communication channels on the importance of care at every stage of life



Extended hours, telemedicine, improve ease of making appointments



Ongoing training on client communication and engagement along with clear and consistent education for clients on value of lifelong veterinary care



Explore telehealth or patient pick up options



Purposefully develop relationships between pet families, GPs, and specialists; educate GP veterinarians on how revenue can increase with collaborative care



Shift the focus from responding in the moment to creating a lifelong plan for the patient's health

Internal Strategies to Advance CARE FOR A LIFETIME IN YOUR PRACTICE



Develop or update written preventive care protocols: communicate with clients and your team



Proactively help clients be financially prepared: pay-over-time (credit) options, pet insurance, or wellness plans



Create an excellent client experience: convenience of appointments, scheduling client communication, telehealth, and stress-free pet handling and environment



Share credible client education and resources: in the practice, on social media, on the practice's website, and in client communications



Build a collaborative care community: connect with local veterinary specialists and emergency clinicians



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