

The Do's & Don'ts of Client Communication

A quick-reference cheatsheet for modern vet clinics

Between full voicemails, packed schedules, and pets who don't read calendars, client communication is often the difference between a **kept appointment** and a **no-show**. This cheatsheet focuses on what clinics need *right now*: clarity, reassurance, and moments that build trust, not stress.

1. Appointment Reminders & Confirmations

DO

- 👍 Use **clear, plain language** ("Bella has an exam tomorrow at 2:30 PM")
- 👍 Send reminders across **text + email** (not everyone checks the same channel)
- 👍 Include **one clear action**: confirm, reschedule, or ask a question
- 👍 Send reminders early *and* close to the visit (ex: 3 days + day of)

DON'T

- 👎 Don't sound robotic or overly formal
- 👎 Don't bury the appointment details in long paragraphs
- 👎 Don't make clients call just to confirm (that's how no-shows happen)
- 👎 Don't send reminders that look like marketing emails

WHY IT MATTERS:

Fewer missed appointments, fewer awkward follow-up calls, steadier schedules.

2. Tone & Timing (the underrated revenue lever)

DO

- 👍 Write like a **helpful human**, not a system notification
- 👍 Acknowledge reality: "We know schedules get hectic, just checking in"
- 👍 Send messages during **reasonable hours** (early mornings and late nights feel intrusive)

DON'T

- 👎 Don't guilt clients ("You missed your appointment...")
- 👎 Don't stack multiple messages back-to-back
- 👎 Don't overload one message with reminders, forms, policies, and payment asks

WHY IT MATTERS

Clients who feel respected are more likely to rebook and recommend you.



3. Photos Sent During Appointments or Procedures

(High impact. High risk. Handle with care.)

Photos are powerful. They reassure pet parents and often get reused in **online reviews, social posts, and word-of-mouth texts**. That means every photo you send represents your clinic, long after the appointment.

DO Send photos that are

- 👍 Calm, clean, and reassuring
- 👍 Focused on the **pet's face or body language** (relaxed, resting, curious)
- 👍 Clearly taken **after care is underway** or when the pet is stable
- 👍 Well-lit, uncluttered, and respectful

DON'T Send photos that are

- 👎 Blood, incisions, exposed tissue, or surgical tools
- 👎 Pets restrained in a way that looks alarming (even if it's clinically necessary)
- 👎 Stress signals without context (wide eyes, panting, tension)
- 👎 Messy backgrounds that feel chaotic or unsafe

Examples That Work Well



A dog wrapped in a blanket, post-procedure



A cat peeking out of a kennel with a note like **"Doing great and waking up nicely"**



A tech gently holding a patient during an exam (no tools front-and-center)



Pro tip

If you hesitate for even half a second before sending the photo, don't send it. Choose a calmer moment or skip the photo entirely.

WHY IT MATTERS:

One unsettling image can undo years of trust, and can live forever in a review.

4. Post-Visit Follow-Ups

DO

- 👍 Send a short check-in ("How is Luna doing today?")
- 👍 Reinforce next steps clearly (meds, recheck, refill timing)
- 👍 Make it easy to reply with questions

DON'T

- 👎 Don't send long medical instructions via text alone
- 👎 Don't assume silence = understanding
- 👎 Don't delay follow-ups so long that clients forget the visit

WHY IT MATTERS

Follow-ups drive rechecks, refills, and long-term compliance.

5. Consistency Beats Perfection

DO

- 👍 Use templates that still sound human
- 👍 Keep communication consistent across the team
- 👍 Make sure messages are logged and visible internally

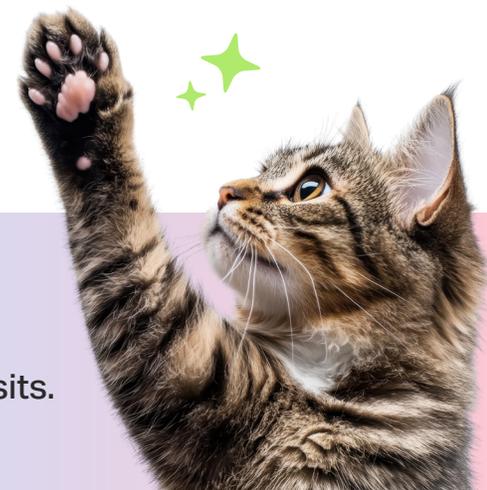
DON'T

- 👎 Don't let communication live only in someone's inbox or head
- 👎 Don't rely on memory for callbacks or confirmations
- 👎 Don't let clients get mixed messages from different staff members



WHY IT MATTERS:

Consistency builds confidence. Confidence drives return visits.



The Takeaway Clinics Can Act on Today

IF YOUR COMMUNICATION...

Makes it easy to confirm or reschedule

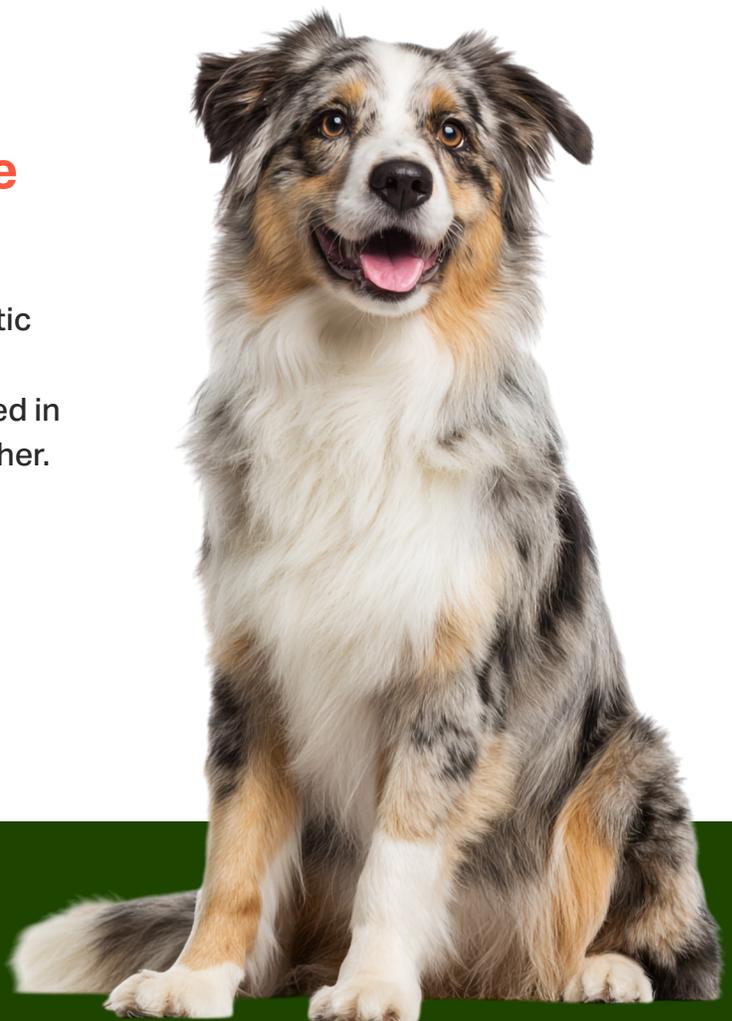
Reassures pet parents visually without shocking them

Sounds calm and human

...you'll see **higher show rates, better reviews, and more rebooked appointments**, without adding more work to already-full days.

Ready to turn better communication into more kept appointments?

Otto helps clinics send personal-not-robotic reminders, share updates clients actually appreciate, and keep every message logged in one place, without duct-taping tools together.



ottö