RING IN 2027
with a full schedule.



10 client communication moves every vet practice should make before Dec 31. Check them off before the NYE ball drops.

1 CHASE EVERY OVERDUE REMINDER
Lapsed vaccines and dentals are revenue sitting on the table. Text everyone 90+ days overdue this week.
Automate it with Otto Flow

2 FILL JANUARY NOW
January is notoriously slow. Let clients book 24/7 from your website and a text link, not just by phone.
Turn on direct booking

3 BROADCAST YOUR HOLIDAY HOURS
Closures, ER referral info and Rx refill cutoffs, texted to every client before the rush hits your phones.
See Otto Automations

4 SEND A HOLIDAY HAZARD ALERT
Chocolate, xylitol, lilies, tinsel. One proactive message prevents emergencies and proves you care.

5 STOP HOLIDAY NO-SHOWS
Require deposits on surgeries, dentals and peak-season slots. Empty slots in December cost the most.
Collect deposits with Otto Pay

6 AUDIT YOUR PROCESSING FEES
Pull your last three statements. Fees fell for 82% of clinics that switched to Otto Pay.*
Compare your rates

7 LAUNCH A MEMBERSHIP PLAN JAN 1
Turn one-off visits into recurring revenue. Members make 55% more visits and drive 2.17x the revenue.*
Build yours with Otto Care

8 MAKE IT EASY TO REACH YOU
Holiday call spikes mean missed calls and lost bookings. Let clients text you, and connect your phones so no one hits voicemail.
See Otto Phones

9 ASK HAPPY CLIENTS FOR REVIEWS
New pet owners shop online in January. A quick review request after great visits puts you at the top of their list.

10 AUDIT YOUR TECH STACK
List every tool, login and monthly fee. Spot overlaps, double data entry and contracts up for renewal. Streamlining saves money and hours.

Knock out 7 of these 10 FROM ONE PLATFORM.

Otto: the all-in-one client communications platform for veterinary teams. *Otto customer-reported results.

Book a demo
otto.vet

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