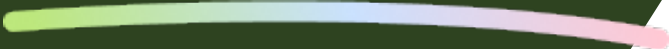


Appointment Reminder *CHEATSHEET*



ottö

Preventing missed appointments

Just like with medicine, the best care is preventive.

Use these tips to reduce no-shows and cancellations:

Appointment reminders:

- 🐾 Yes, booking confirmations are great.
- 🐾 Yes, day-of reminders are awesome.
- 🐾 Yes, email reminders rock.

But they are not enough. To maximize communication and reduce the chances of forgotten appointments, follow a communication cadence that looks like this:

first COMMUNICATION



Timing
Immediately after
the appointment
is scheduled.



Deliver via
Email and
text

Communication Content

Thank you for your booking. Include the date, time, pet name, and details about what the pet is visiting for. Outline your intake process to manage expectations.



second COMMUNICATION



Timing

Two weeks before the appointment.



Deliver via

Email and text

Communication Content

Remind them about their appointment and your cancellation/reschedule policy. Include a button that allows them to reschedule if the time/date no longer works.



third COMMUNICATION



Timing

Five days before the appointment



Deliver via:

Email and text

Communication Content

Let them know it's their last call if they need to cancel or reschedule and that you'll be sending them their digital intake information in a few days via text message.



fourth COMMUNICATION



Timing

Five days before
the appointment



Deliver via

Email and
text

SEND THEM THE DIGITAL INTAKE INFORMATION

so you can collect
everything you
need from the
pet owner. This
ensures they're
invested in the
visit and reduces
the chance they
go elsewhere.



Communication Content

Please fill out our digital intake information
prior to your visit. We look forward to
seeing you. Thank you!



fifth COMMUNICATION



Timing

Day of the
appointment



Deliver via

Email and
text

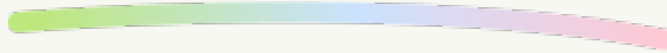


Communication Content

Send them any day-of instructions,
such as "don't forget to bring a fecal
sample" or "make sure your pet arrives
with a full bladder," etc.



ABOUT OTTO



Flow by Otto is the only all-in-one platform that streamlines your scheduling, communication, and payments, so your team can stay focused on doing the job that matters most — caring for animals.

What does workflow efficiency mean to Otto...

- Communicate with clients how you want, when you want, from any location.
- Fulfill pet parent requests without picking up the phone.
- Enhance the client experience and reduce front desk phone calls by up to 70%.
- Stay connected with your practice management system.
- Keep it simple with everything in one place.

Otto also offers a robust payment solution. Otto Payments enables:

- Faster checkouts
- Digital invoicing and prepayments
- Lower processing fees
- PIMS integrations



To learn more,
schedule a demonstration.

THANK YOU for Reading!



Otto.vet

ottö