



DRIVING COMPLIANCE BEFORE the Appointment

Pre-visit communication offers an opportunity to set client expectations. This educational touchpoint can be the difference between a client saying 'yes' to a cardiac screening or being open to a nutritional conversation, or saying 'no'.

When a client hears about bloodwork, nutrition changes, dental care, or additional diagnostics for the first time in the exam room, the recommendation can feel unexpected. Unexpected recommendations are easier to delay. They may feel optional, expensive, or disconnected from the original reason for the visit.

Proactive communication also gives pet owners a chance to do their own research, enroll in pet insurance if needed, and come to the appointment prepared for the discussions you want to have.

Use these tips to prepare clients to accept at-visit recommendations:



Use appointment reminders to educate and prepare pet owners.

Instead of sending "Bella has an appointment tomorrow at 10:00 AM." Try:

This type of reminder does more than reduce no-shows. It prepares the client for the clinical conversation.

"Bella has her senior wellness visit tomorrow at 10:00 AM. At this visit, we'll review her mobility, weight, nutrition, dental health, and preventive screening options so we can look for changes before they become more serious."



★ **Improve the specificity of appointment reminders.**
Generic reminders are easy to ignore. Patient-specific reminders feel more relevant.

Puppy or kitten visit:

"Tomorrow we'll review vaccines, parasite prevention, nutrition, socialization, and any questions you have about home care. Please remember to bring a stool sample!"

Adult wellness visit:

"We'll review vaccines, parasite prevention, weight, dental health, and any lifestyle changes that may affect your pet's care plan. Before your visit, give your pet a thorough pat down so we can discuss any lumps and bumps. We've got a new screening tool that can quickly evaluate them."

Chronic care visit:

"We'll review how the current treatment plan is working, whether refills are needed, and whether follow-up testing is due before continuing medication."

Senior pet visit:

"We'll review mobility, comfort, nutrition, dental health, and screening tests that help us detect changes earlier. For senior pets, we recommend a cardiac screening blood test. We can discuss more at your appointment."



These messages help the pet owner understand that the appointment is not just a transaction. It is part of a larger care plan.

★ **Use pre-visit digital forms to uncover obstacles and opportunities.**

Consider adding questions such as:

- ★ What food, treats, supplements, and table foods does your pet currently receive?
- ★ Are you having trouble giving any medications at home?
- ★ Are there any cost concerns you would like us to be aware of before we review recommendations?
- ★ Are you interested in learning about wellness plans, membership options, or payment options?
- ★ What is your biggest concern for today's visit?

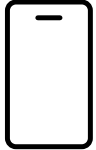
Pre-visit forms also make the appointment more efficient. The veterinarian and technician can spend less time uncovering basic information and more time addressing the highest-value parts of the visit.





Start nutrition conversations before the appointment.

Making nutrition part of a medical care conversation is crucial to changing at-home behaviors.



Examples: "Please send or bring a photo of your pet's food bag, treats, supplements, and feeding instructions to your appointment."

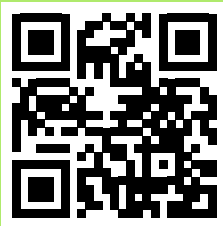
"For pets with kidney disease, nutrition is part of the medical plan. We'll review your cat's appetite, current diet, and transition options during the visit."

The goal is not to overwhelm the client before the visit. The goal is to signal that nutrition is clinical, not optional.



Educate and enroll in pet insurance early.

Especially for budget-conscious pet owners, make sure they understand the full benefits of insurance coverage. These benefits can have a significant impact on the cost of care for those with senior pets.



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