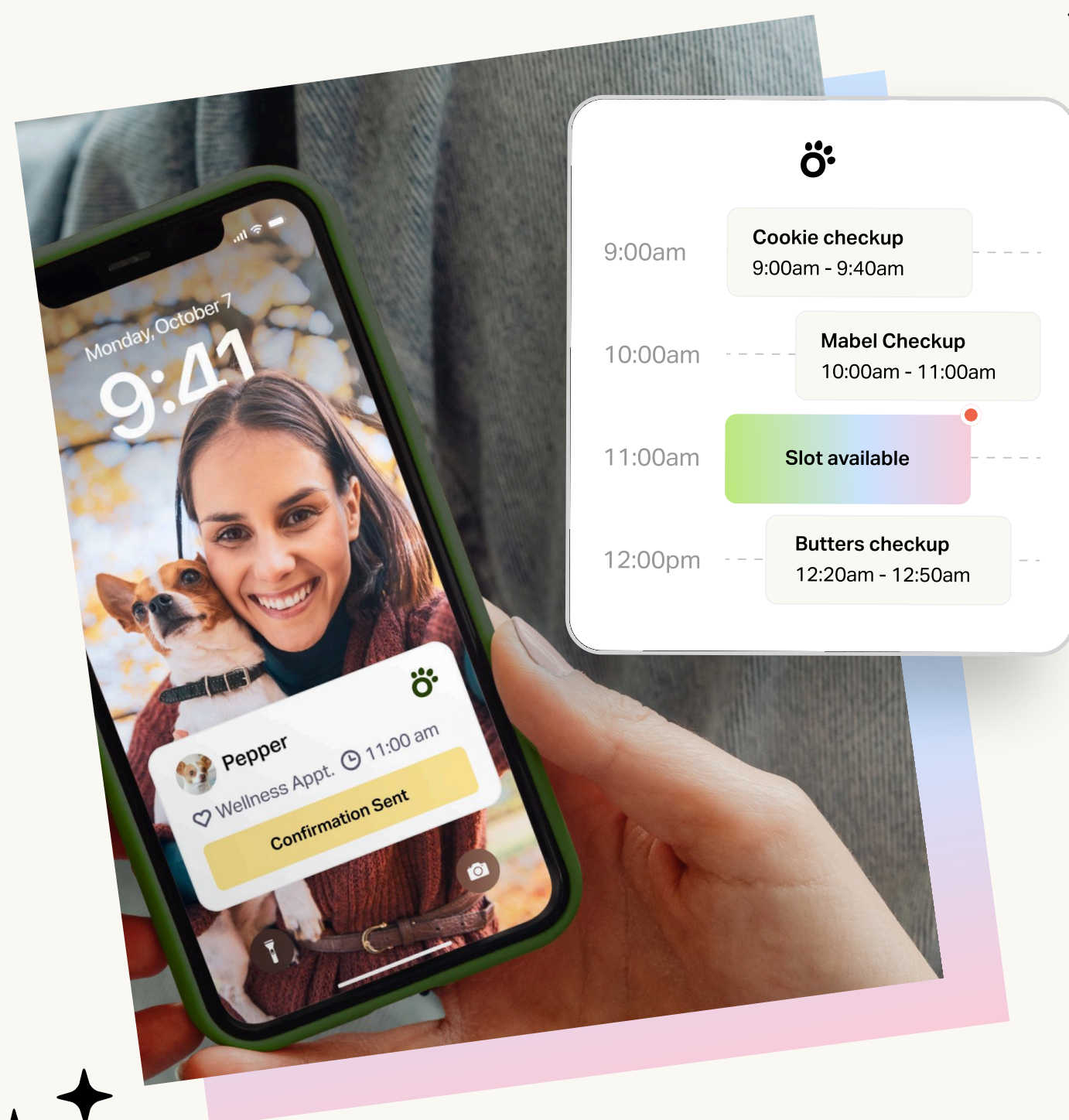


Staying Competitive In the Digital Age



*EMERGING COMMUNICATION BEST PRACTICES THAT
TIGHTEN THE CLIENT-CLINIC BOND.*



with contributions by

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IN THE RAPIDLY EVOLVING WORLD OF VETERINARY CARE, CLINICS FACE MORE CHALLENGES THAN EVER IN BUILDING STRONG RELATIONSHIPS WITH CLIENTS.

Pet owners are bombarded with options—from online resources like Dr. Google to competitor clinics offering convenience and price advantages.

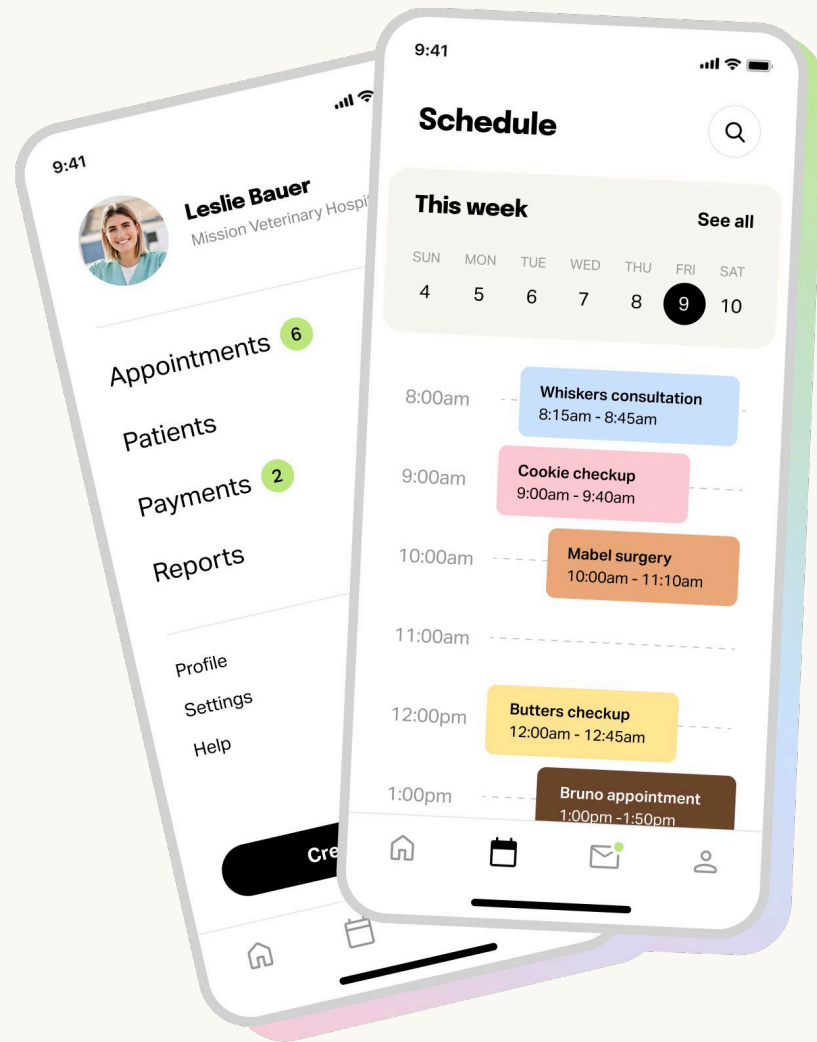
The stakes increase as veterinary practices struggle to capture and maintain client attention.

Clinic profitability and, more importantly, patient health are at risk.

This eBook offers essential strategies for clinics to adapt to pet owners' modern demands through effective communication, technology, and personalized care.

By implementing the tips and best practices outlined in this guide, your clinic will not only stay competitive but also **become a trusted partner in your clients' pet care journey.**





Chapter 1: The Changing Needs of Veterinary Clients

CHALLENGES AND OPPORTUNITIES

Veterinary clinics today face unprecedented competition for their clients' attention. Beyond traditional competitors, clinics are now up against massive online retailers, social media influencers, and the ease of internet searches.

Platforms like Google, TikTok, and YouTube offer fast answers, even though the accuracy of such information is often questionable.

Clients are also more discerning, expecting high-quality care and a seamless experience without sacrificing convenience.

These changes present both a challenge and an opportunity for veterinary clinics.

Practices that rely on outdated communication methods may see a decline in client engagement, jeopardizing patient health and long-term clinic profitability.

However, clinics that embrace modern, digital strategies have the chance to strengthen the client-clinic bond and stand out in a crowded market.

The Need for Modern Solutions

The key to staying competitive is simple: adapting to your clients' evolving needs. Clinics must find ways to offer personalized, timely communication while maintaining the high level of care that clients expect.

Automation, digital communication tools, and thoughtful engagement strategies can help clinics meet these expectations, keeping clients engaged and ensuring their pets receive the best care possible.

Chapter 2: Building Stronger Clinic-Client Bonds

PERSONALIZED AND AUTOMATED COMMUNICATION

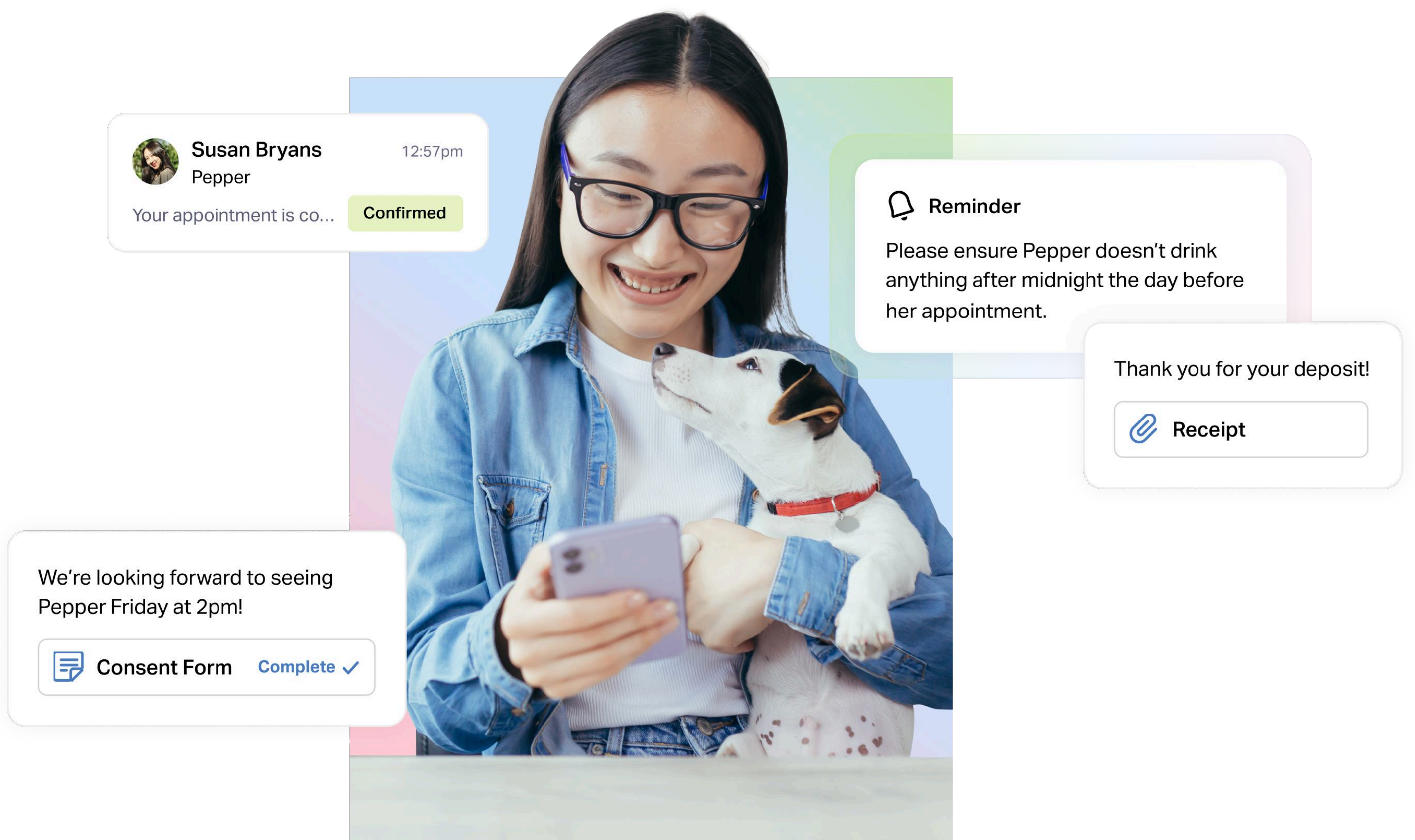
Today's pet owners expect personalized care in the clinic and every interaction they have with your practice.

Automated communication systems allow you to offer this personalized touch on a large scale.

Automation can handle the heavy lifting, from appointment reminders to prescription refill notifications, ensuring your clients receive timely, relevant messages.

Using data such as the client's name, pet's name, and appointment history, you can create personal and thoughtful communications.

Automated messaging also allows your clinic to stay in touch with clients between visits, offering advice on preventive care, wellness tips, and product recommendations tailored to each pet's needs.





Creating Consistent, Science-Backed Recommendations

In an age of rampant misinformation, providing clients with clear, science-backed advice is essential.

Veterinary clinics can strengthen client trust by consistently delivering evidence-based recommendations.

Whether it's sharing the latest research on pet nutrition or explaining the benefits of regular vaccinations, your clinic's role as a trusted advisor can help combat the appeal of unverified online information.

Convenience in Buying

The modern pet owner expects convenience at every turn. They want quick, easy access to products and services, and if your clinic doesn't offer that, they'll likely turn to other sources.

Making it easier for clients to purchase products like flea prevention or heartworm medication directly from your clinic can improve compliance and boost clinic revenue.

By offering online ordering, home delivery, and auto-shipping options, your clinic can ensure that clients choose you over less personalized alternatives like big-box retailers or online stores.

Chapter 3: Expert and Timely Digital Communication Strategies

INCREASING ENGAGEMENT

Texting and Personalization

Texting has emerged as a highly effective communication tool for millennial clients. 83% of millennials open a text message within 90 seconds of receiving it, and most prefer this method over phone calls, which they often find disruptive.

This immediacy and convenience make texting a powerful way to reach clients with appointment reminders, preventive care tips, and product promotions.

Personalization is another critical factor. Research shows that 71% of consumers expect personalized interactions, and 76% become frustrated when businesses fail to deliver them.

Incorporating personalization into your text messages, such as using the pet's name and appointment history, can significantly increase client engagement and satisfaction.



24/7 Access to Care

In a world where instant access is expected, veterinary clinics must offer 24/7 care options to stay competitive.

Telehealth services, for example, allow pet owners to consult with veterinary professionals at any time, ensuring they get the answers and advice they need when they need it.

Walmart+ has set an example in this space, offering 24/7 virtual access to veterinary professionals as part of its telehealth benefit. While your clinic may not have the resources to provide round-the-clock services, integrating some form of telehealth or after-hours care can significantly improve client satisfaction and loyalty.

Chapter 4: Optimizing Client Recall and Engagement

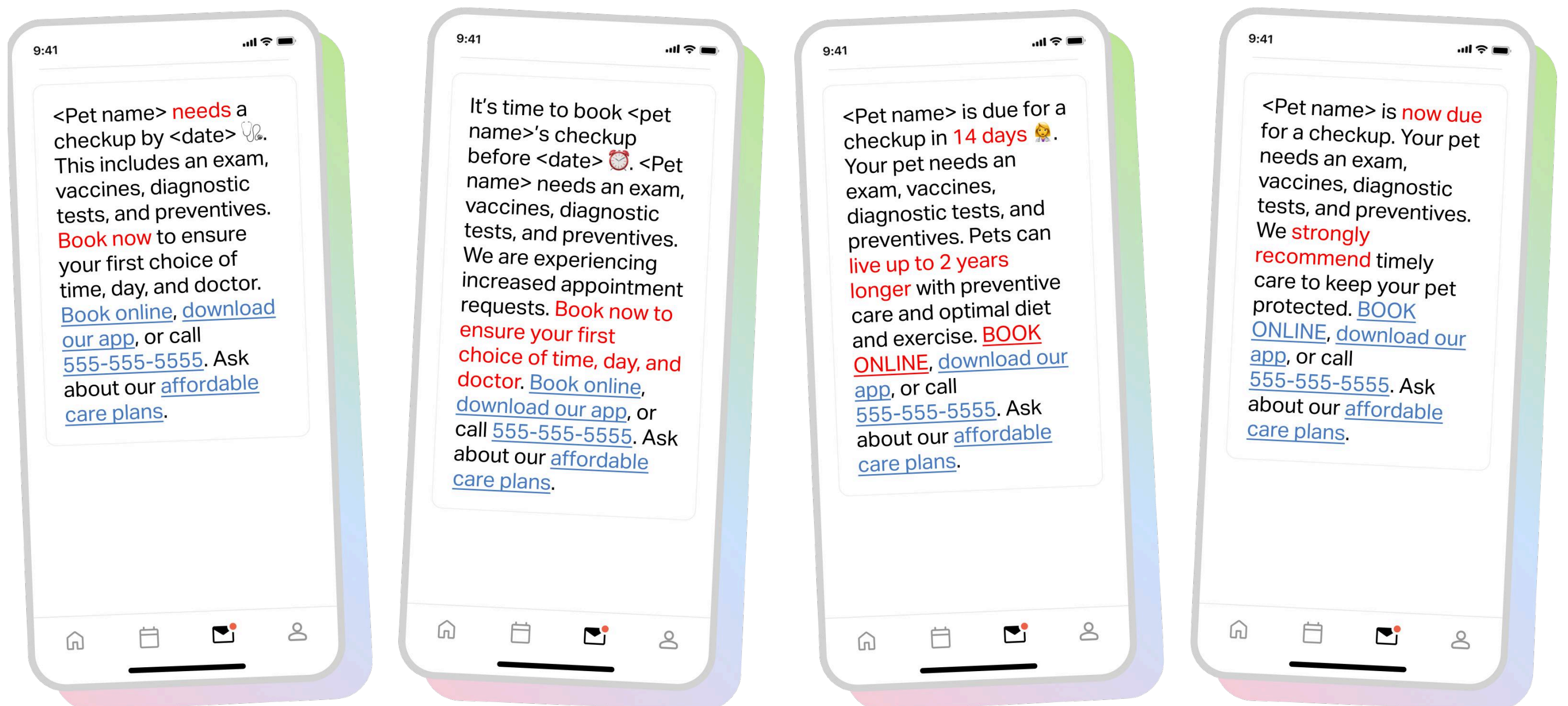
AUTOMATED RECALL NOTICES

One of the most effective ways to ensure client retention is through recall notices—automated messages reminding clients to book their pet's next appointment.

Setting up a series of recall notices at key intervals (such as 60, 30, and 14 days before an appointment is due) ensures that clients are reminded well in advance, reducing the likelihood of missed appointments and improving preventive care compliance.

Automated recall notices can be sent via email, text, or even phone calls, depending on your clients' preferences. These reminders help keep pets healthy and reduce the time staff spends manually tracking down appointments.

Example Recall Messages



1st Recall Message

2nd Recall Message

3rd Recall Message

4th Recall Message



These reminders should focus on urgency and preventive care benefits, encouraging clients to act promptly.

Chapter 5: Driving Preventive Care Compliance

EDUCATING CLIENTS ABOUT PREVENTIVE CARE

Preventive care is essential for keeping pets healthy and reducing long-term medical costs for owners.

However, clients often need a little push to prioritize these services.

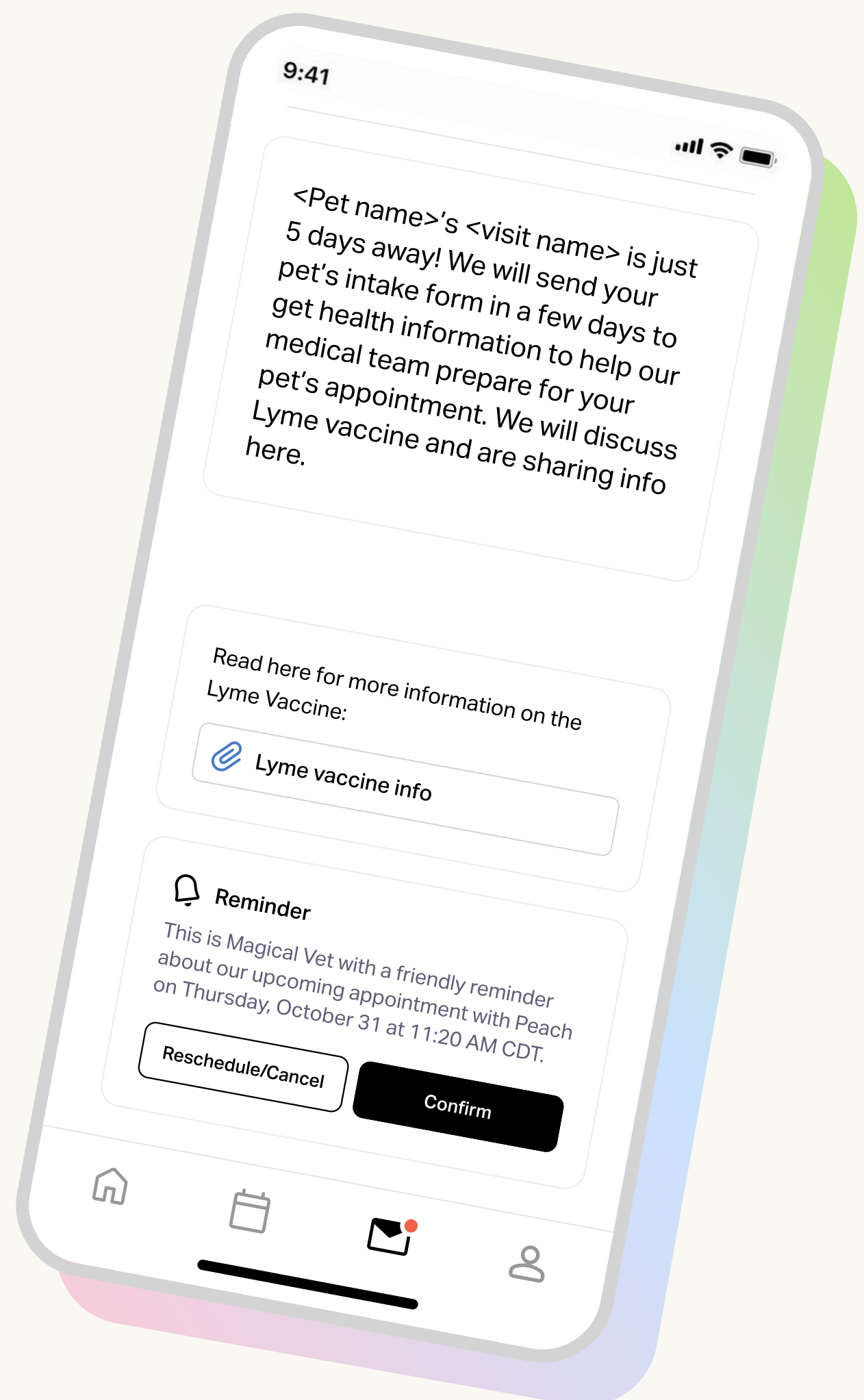
Clinics can use digital tools like newsletters, text messages, or social media posts to educate clients about the importance of preventive care.

You can also include educational content in appointment confirmations or recall messages.

Automating Preventive Care Reminders

Automation plays a significant role in helping clients stay on track with their pet's preventive care.

By setting up automated reminders for vaccinations, wellness checks, and prescription refills, your clinic can keep clients engaged and ensure pets receive timely care.



Chapter 6: Boosting Clinic Efficiency Through Automation

OTTO IN ACTION: CASE STUDIES

Automation benefits clients and streamlines clinic operations, reducing administrative burdens and freeing up time for staff to focus on patient care. In this section, we'll explore case studies that highlight how automation tools have improved clinic efficiency.



Rolling Hills Veterinary Services

Rolling Hills Veterinary Services implemented digital forms and automated reminders to reduce surgery check-in time.

Receptionist and Vet Assistant Abigail Fulton noted that they used to spend an hour every morning checking in pets for surgery.

After implementing Flow's automated forms and reminders, **they reduced that time by half.**

Additionally, the clinic struggled to confirm appointments late into the day.

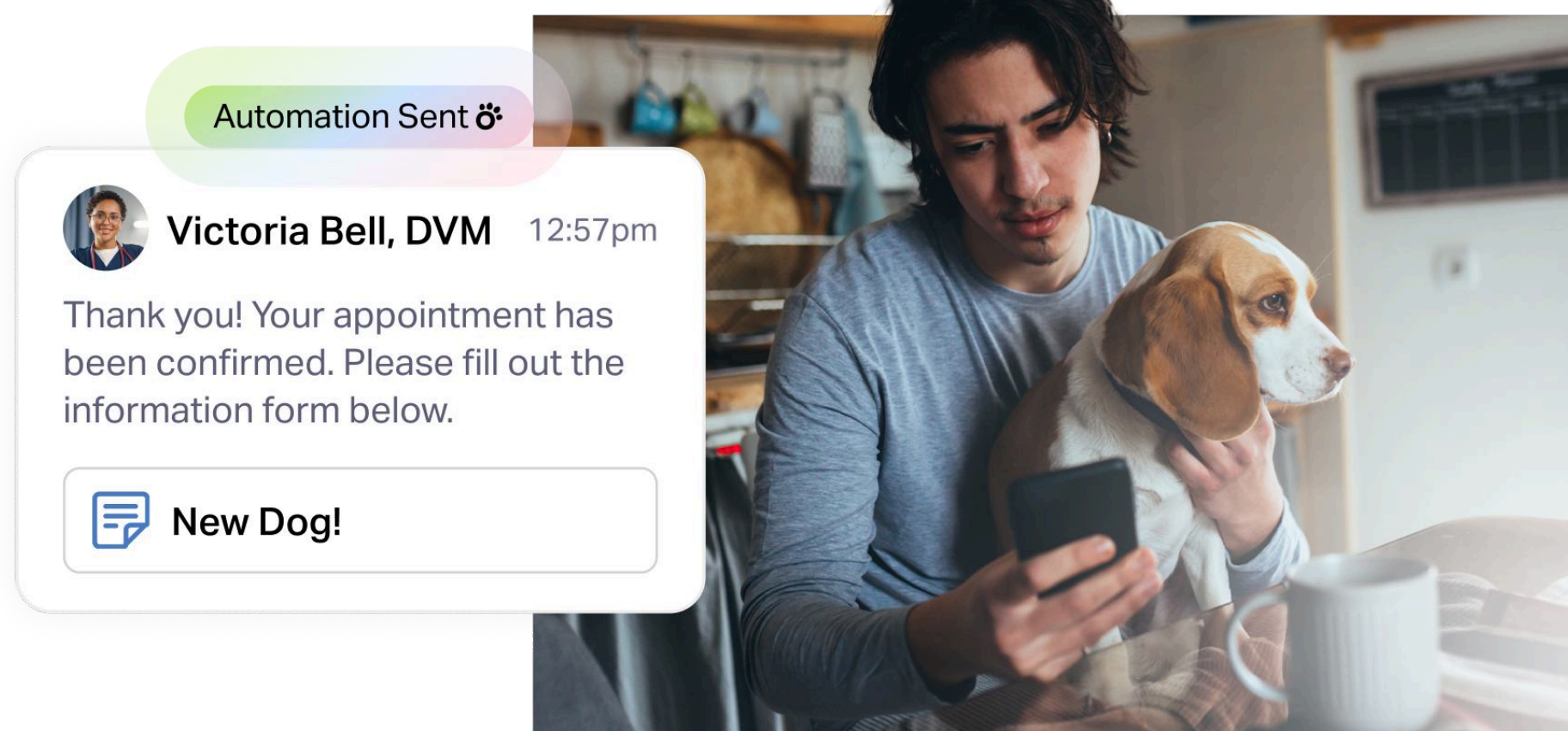
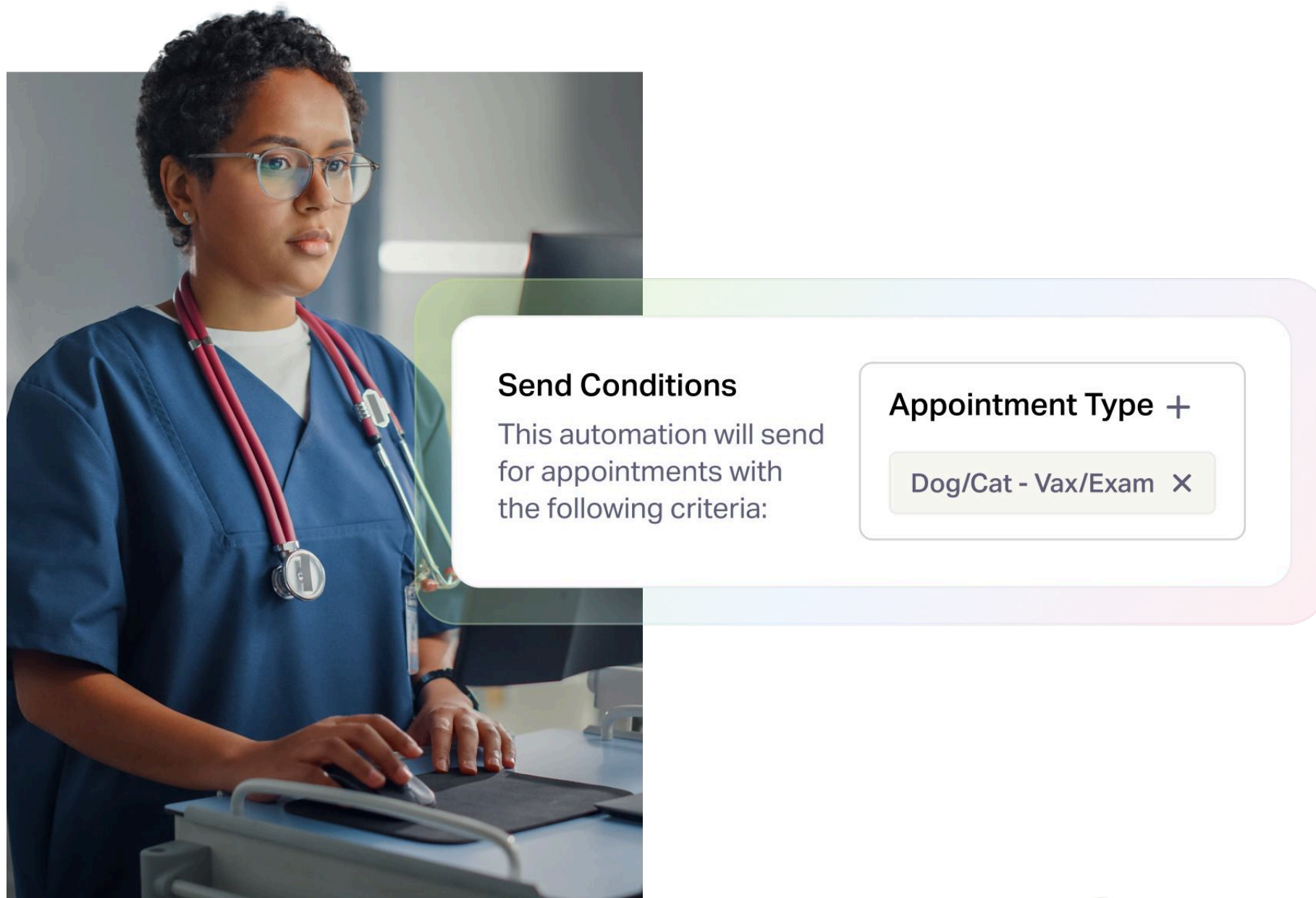
With automation, they've cut the number of calls in half, allowing staff to finish confirmations before lunchtime.

This has made the day-to-day operations much smoother and less stressful for the team.

“Otto has made our clinic more efficient. We can focus more of our time on face-to-face interactions with clients coming into the clinic instead of on the phone”



Abigail Fulton, Receptionist and Vet Assistant at Rolling Hills



Proactive Communication

Proactive communication is key to keeping clients engaged and ensuring pets receive the care they need. By sending reminders for upcoming appointments, procedures, and prescription refills, your clinic can ensure that clients are well-prepared and less likely to forget important health milestones for their pets.

Automation allows you to send messages specific to the type of appointment or procedure. For example, if a pet is scheduled for surgery, you could send a pre-surgery checklist or information about what to expect post-surgery.

Here's an example of proactive communication for a pre-surgery reminder:

"Hi <Pet Owner>, this is a friendly reminder about <Pet Name>'s upcoming surgery on <Date>. After surgery, pets often experience digestive issues. Our doctors recommend temporarily feeding Hill's Prescription Diet to speed recovery. We'll have it ready for you at your appointment!"

Chapter 7: Enhancing Sales with Convenience

MAKING IT EASY TO BUY FROM YOUR CLINIC

Convenience is a critical factor in driving sales and compliance in veterinary care. Pet owners today expect quick and easy access to products and services.

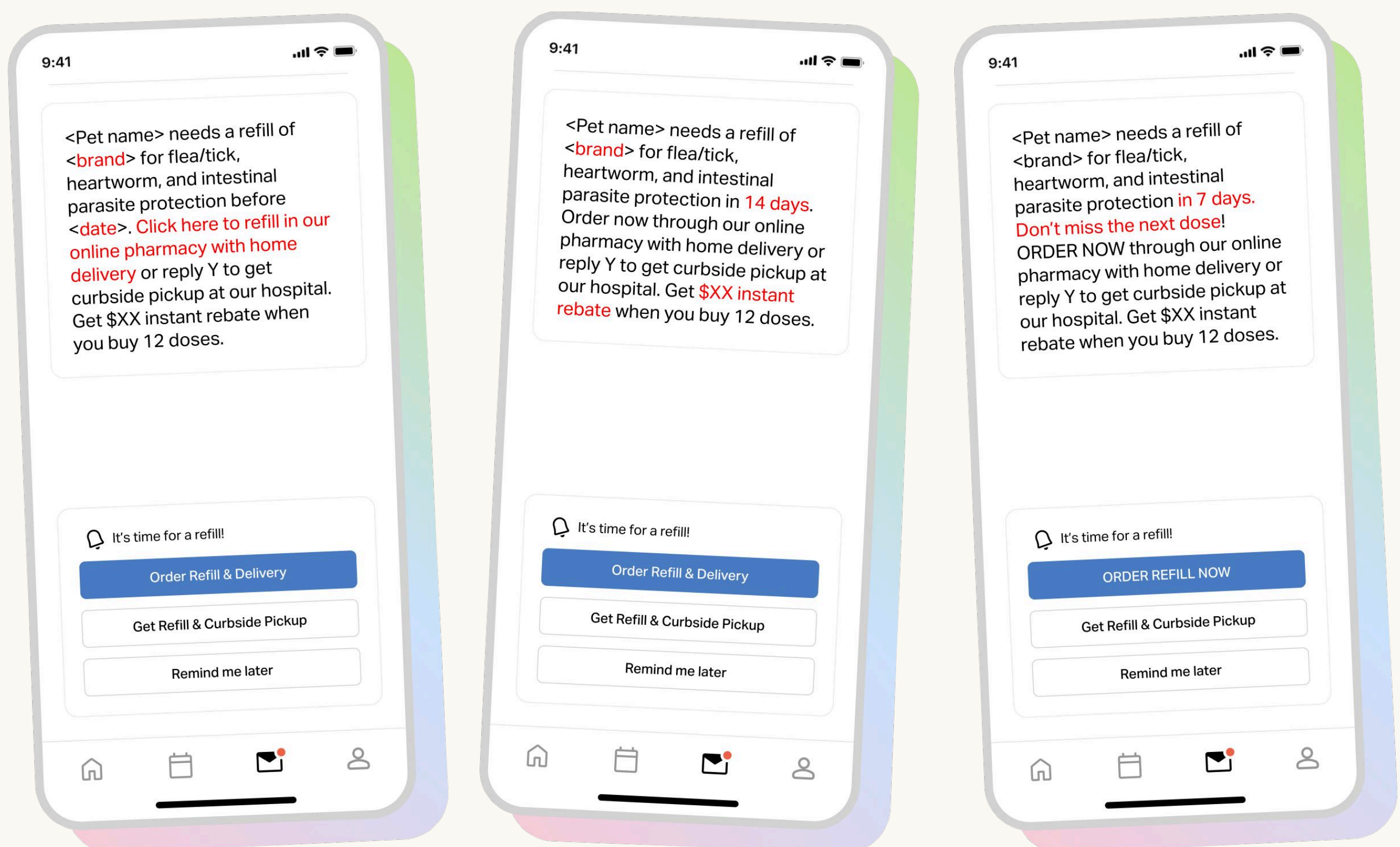
One of the most effective ways to meet this expectation is by offering online purchasing options for medications, food, and other pet care products.

Clinics that provide home delivery or auto-shipping for food and prescriptions see higher compliance rates for treatments like flea and tick preventatives.

When clients know they can easily access the products their pets need—whether through an online store, an app, or curbside pickup—**they're more likely to purchase from your clinic rather than a competitor.**

Setting up refill reminders and calls in an easy way to make sure your clients stay up to date on their pets needs.

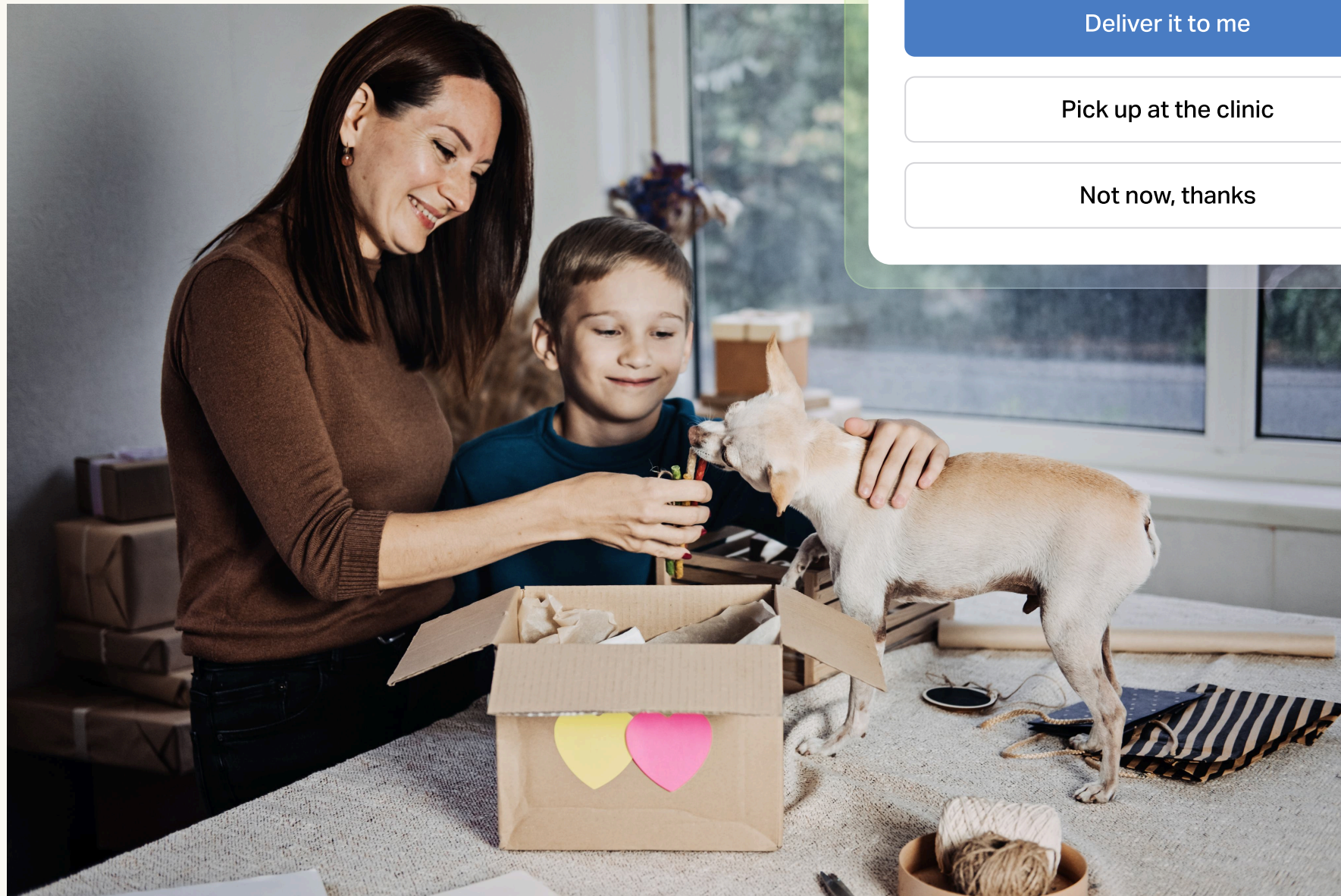
Example refill reminder messages:



1st Refill Reminder

2nd Refill Reminder

3rd Refill Reminder



Boosting Compliance and Sales

Offering online and automated purchasing options can significantly increase compliance with treatment plans.

Studies show that pet owners on auto-ship for a therapeutic diet buy ten bags of food per year, compared to just 1.8 bags for those who don't use auto-ship services.

Additionally, compliance for prescribed medications like NSAIDs jumps from an average of 56 days to 207 days when auto-ship is available.

By promoting your clinic's online pharmacy and making it easy for clients to sign up for auto-ship, **you can boost sales while consistently ensuring pets receive the necessary care.**

Although 60% of practices have an online pharmacy, only 16% of pet owners are aware of this service.

Highlighting these features can significantly impact client retention and revenue.

Chapter 8: The Power of Membership and Wellness Plans

CREATING EFFECTIVE MEMBERSHIP PROGRAMS

Membership and wellness plans are becoming increasingly popular ways for veterinary clinics to build long-term relationships with clients while ensuring pets receive comprehensive care.

These plans typically offer clients a set of services—such as annual exams, vaccinations, and preventive care—for a flat monthly fee, making it easier for them to budget for their pet's care.

Wellness plans not only increase compliance with preventive care but also create a steady stream of revenue for the clinic.

Clients enrolled in wellness programs tend to visit the clinic 55% more frequently, generate 2x the revenue, and spend 47% more on average.



Here's what your clients will love about membership plans:

- ✓ 24/7 Telehealth Access: Pet owners can consult with veterinary professionals any time they need advice.
- ✓ Instant Account Credits: Flexible credits allow clients to spend on any services or products at your clinic.
- ✓ Long-term Bonus Discounts: Offering discounts on future services helps clients manage unexpected costs while encouraging them to stay with your clinic.





Sunrise Veterinary Services

Before implementing Otto Care Memberships, Sunrise Veterinary Services faced challenges from clients who viewed them as "The Expensive Vet."

High costs for diagnostics and procedures often led to clients declining necessary care.

The results were immediate after introducing a wellness membership program with monthly payments.

Clients found the monthly payments more manageable, **leading to higher approval rates for recommended treatments.**

Additionally, the instant account credit feature allowed clients to access services as soon as they signed up, **reducing financial barriers and increasing compliance with care plans.**



Chapter 9: Navigating Financial Barriers for Clients

OFFERING AFFORDABLE CARE

The cost of veterinary care is a growing concern for many pet owners.

Research shows that 23% forgo preventive care due to financial constraints, with 80% citing affordability as the primary reason.

To address this challenge, clinics must develop thoughtful wellness plans, membership programs, and flexible payment options that allow clients to provide the best care for their pets without feeling overwhelmed by the cost.



Using Instant Account Credits

One way to ease clients' financial burden is to offer instant account credits as part of your membership or wellness programs.

Clients can use these credits to pay for any services or products at the clinic, **giving them the flexibility to prioritize their pet's care while staying within their budget.**

For example, if a client signs up for a membership program that includes an annual wellness exam, they could use their account credits to cover the cost of flea prevention or other medications.

This flexibility reduces the financial strain on clients and increases their likelihood of following through with recommended care.

The Future of Veterinary Care and Communication

The veterinary industry is changing rapidly, and clinics must adapt to stay competitive.

By leveraging modern communication tools, automation, and personalized care strategies, your clinic can build stronger relationships with clients and provide better care for their pets.

This eBook has outlined several ways your clinic can enhance client engagement, streamline operations, and boost revenue—all while improving patient health.

Whether through automated reminders, wellness plans, or proactive communication, the key to success lies in understanding and meeting the evolving needs of today's pet owners.

By embracing these strategies, your clinic will stay competitive and become indispensable to your client's pet care journey.



A person with their hair in a bun is seen from behind, carrying a dog on their back. The dog is a tan and white breed, possibly a Corgi, and is resting its head on the person's shoulder. The person is wearing a black backpack with a rolled-up purple yoga mat visible. The background is a misty, mountainous landscape. The text is overlaid on the image in white.

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