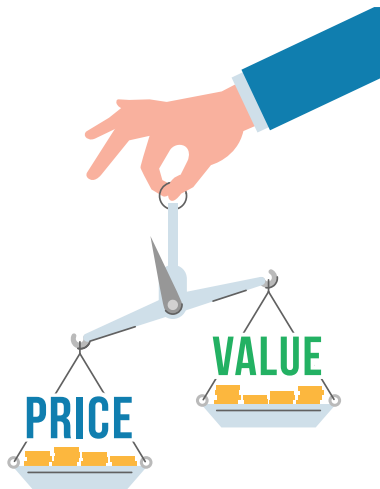


How to determine your practice's "Perception of value"

What Is "Perception of Value?"

**Price is only
an issue in the
absence of value!**



1. The "Three Minute Syndrome"
2. Internet Reviews Online - Is there a review posted about your practice?
3. The Power of Online Reviews
4. How is "Perception of Value" Measured?
5. What Effect Does It Have on Your Practice?
6. Protect Your Practice's Online Reputation
 - Pay attention to what clients are saying about you online
 - Invite satisfied clients to share online
 - Promote your reputation across the web
 - Respond quickly, personally and non-emotionally to ALL online reviews.

How Do Clients Determine a Practice's "Perception of Value?"

Let's Put Ourselves in our Clients' Shoes and Try to Determine our Practice's "Perception Of Value"

The Initial Contact

1. Improving Telephone Communication Skills
 - Call your practice as a client would do
 - Use a voice activated recorder
 - Message on hold systems
 - Voice Mail

2. In person

- a. How are your clients greeted?
- b. A truly awesome practice philosophy is:

"Love your clients so much, care for them and their pets so well that the client does not want to leave your practice _____ outside your doors!"

The Initial Impression

1. Signage
2. Outside Physical Environment
 - Building appearance
 - Your entrance-way
 - Parking lot
 - Landscaping



Your outside physical environment and signage is part of your initial impression.

3. Price is only an issue in the absence of value!!

Marriott versus Motel 6

$$\text{Value} = \frac{\text{Benefit}}{\text{Price}}$$

- List four concepts you learned today that would help to educate your clients about the quality and value of your services:

1. _____
2. _____
3. _____
4. _____

- Who offers discounts?

Lawyer _____
Dentist _____
Orthodontist _____
Chiropractor _____
Psychotherapist _____

Pharmacist _____
Accountant _____
Car Mechanic _____
Veterinarian _____

- Considering the following four hotel chains and their niche, where would you rate your practice in regards to it's niche in your community?

☐ Ritz Carlton

☐ Marriott

☐ Holiday Inn

☐ Motel 6

- The true key to success is to identify your practice niche, be true to that niche and then not only meet but exceed your clients' expectations.
- List four things that you are either doing now or plan to do after this seminar that will exceed your clients' expectations:

1. _____

2. _____

3. _____

4. _____

4. Understand your niche

Do You Value Your Professional Services?

40 lb Canine Hospitalization	Daily Doctor Professional Care	Comprehensive Physical Exam

5. Entering the Reception Area

- Appearance of reception room
- Cleanliness, odor control
- Comfort of seating
- Distractions - ease of managing one's pet
- Background music
- Condition and age of magazines and client education material
- Posters and informational wall hangings affixed to the wall

6. The Receptionist: The first and most important contact

- **How was the client greeted?**

- Smile; Use of pet's name; Knowledge of what services the client needs

- **How well do our receptionists present themselves?**

- Professional, Knowledgeable & Informative, Uniforms & Name Badges, Organized or Disorganized, Handling of stressful situations

- **I can't find the medical record!**

- Paper Files vs. Electronic Files
 - Writing Tablets

The Receptionist: The first and most important contact at your practice!

7. The Wait: constructive or destructive time?

- How long is too long? _____

- Communication with the client

- Appointments kept on schedule

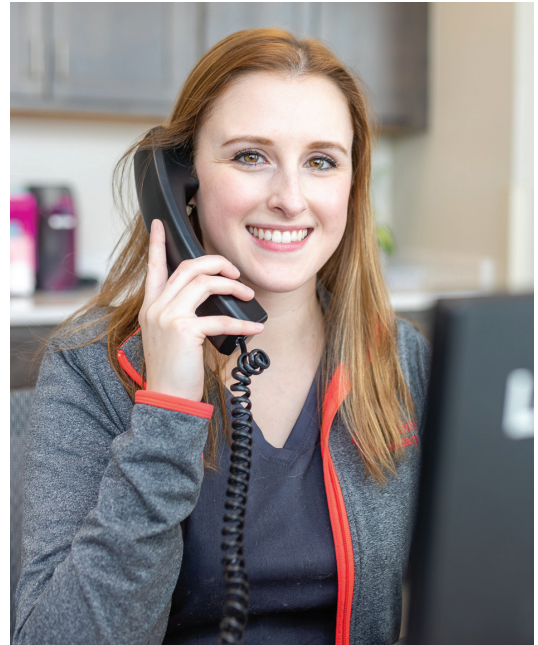
- Ten Minute Flex Scheduling
 - "E" Slots
 - Discharge Appointments

- Effectively utilizing this time

- Client handouts
 - Exam Room Technicians
 - To have a client wait in the exam room or reception area
 - Waiting time in a specialty or emergency practice

- Email or text reminders to clients

- Sending pictures via text or by email



Technician Appointments	10 Minute	20 Minute	30 Minute	40 Minute
Nail Trims	Recheck Appointments Seen Within Past 30 Days	Canine/Feline Annual Visits —Under 6 Years Old—	Canine/Feline Annual Visits —6 Years or Older—	New Puppy or Kitten Visit
Blood Draws Only	Nail Trims with Doctor	Check Paw, Minor Medical Problem, Etc.	New Pet Visit —1 Year or Older—	ALL Exotics Visits
SQ Fluids	Anal Gland Expression with Doctor	Health Certificate / Exam	Check Ears or Check Skin Allergies (Itching)	Skin Lesions, Ear & Skin Problems, Bad Allergies
Suture Removals	Microchipping Only with Doctor	Soft Paws Applications	Check Limping or Check Lump	International Health Certificate
Anal Gland Expression	2nd Bordetella Vaccination	6 Month Exam	ADR or Vomitting, Diarrhea, Not Eating, Etc.	
Microchipping Only	2nd Lyme Vaccination		Most Medical Problems	
			Animals Starting Allergens	

The Office Visit

- Escorted to the exam room
- Greeted by doctor or exam room technician
- Appearance of exam room
 - Distractions
- What are some things you could do to improve the perception of value of your exam rooms?
 - _____
 - _____
 - _____
 - _____
- Video evaluation of the exam room
 - Sign informing the client
 - Employee sign a release form
 - Should never be done covertly
 - Best concept to help doctors and exam room assistants improve upon their presentation and communication

6. Appearance of doctor and staff

7. The “ideal” out-patient office visit

- Greeting
- Overview of visit
- Special touches
- What else needs to be handled?
- Client needs communicated to doctor
- Physical exam
- Review & recommendations



Pre-Exam Checklist

DATE: _____

After reviewing your pet's history, record any health history information. Be prepared to take notes on today's visit.

1. Patient Information: Name, Age, Sex, Breed, Color, Weight, Height, Microchip, etc.

2. History: Current and past medical history, diet, behavior, etc.

3. Physical Exam: General appearance, head, neck, thorax, abdomen, etc.

4. Dental Exam: Oral cavity, teeth, gums, etc.

5. Radiographs: X-rays, etc.

6. Lab Tests: Bloodwork, etc.

7. Vaccinations: Current and past vaccinations.

8. Client Interview: Discuss concerns, etc.

9. Treatment Plan: Discuss options, etc.

10. Client Education: Provide information, etc.

11. Client Feedback: Ask for feedback, etc.

12. Client Follow-up: Schedule follow-up, etc.

13. Client Referral: Refer to specialist, etc.

14. Client Referral: Refer to specialist, etc.

15. Client Referral: Refer to specialist, etc.

16. Client Referral: Refer to specialist, etc.

17. Client Referral: Refer to specialist, etc.

18. Client Referral: Refer to specialist, etc.

19. Client Referral: Refer to specialist, etc.

20. Client Referral: Refer to specialist, etc.

Dental Report Card

DATE: _____

After reviewing your pet's history, record any health history information. Be prepared to take notes on today's visit.

1. Patient Information: Name, Age, Sex, Breed, Color, Weight, Height, Microchip, etc.

2. History: Current and past medical history, diet, behavior, etc.

3. Physical Exam: General appearance, head, neck, thorax, abdomen, etc.

4. Dental Exam: Oral cavity, teeth, gums, etc.

5. Radiographs: X-rays, etc.

6. Lab Tests: Bloodwork, etc.

7. Vaccinations: Current and past vaccinations.

8. Client Interview: Discuss concerns, etc.

9. Treatment Plan: Discuss options, etc.

10. Client Education: Provide information, etc.

11. Client Feedback: Ask for feedback, etc.

12. Client Follow-up: Schedule follow-up, etc.

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15. Client Referral: Refer to specialist, etc.

16. Client Referral: Refer to specialist, etc.

17. Client Referral: Refer to specialist, etc.

18. Client Referral: Refer to specialist, etc.

19. Client Referral: Refer to specialist, etc.

20. Client Referral: Refer to specialist, etc.

Medical Care Plan

DATE: _____

After reviewing your pet's history, record any health history information. Be prepared to take notes on today's visit.

1. Patient Information: Name, Age, Sex, Breed, Color, Weight, Height, Microchip, etc.

2. History: Current and past medical history, diet, behavior, etc.

3. Physical Exam: General appearance, head, neck, thorax, abdomen, etc.

4. Dental Exam: Oral cavity, teeth, gums, etc.

5. Radiographs: X-rays, etc.

6. Lab Tests: Bloodwork, etc.

7. Vaccinations: Current and past vaccinations.

8. Client Interview: Discuss concerns, etc.

9. Treatment Plan: Discuss options, etc.

10. Client Education: Provide information, etc.

11. Client Feedback: Ask for feedback, etc.

12. Client Follow-up: Schedule follow-up, etc.

13. Client Referral: Refer to specialist, etc.

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15. Client Referral: Refer to specialist, etc.

16. Client Referral: Refer to specialist, etc.

17. Client Referral: Refer to specialist, etc.

18. Client Referral: Refer to specialist, etc.

19. Client Referral: Refer to specialist, etc.

20. Client Referral: Refer to specialist, etc.

Exam Room Report Card

DATE: _____

After reviewing your pet's history, record any health history information. Be prepared to take notes on today's visit.

1. Patient Information: Name, Age, Sex, Breed, Color, Weight, Height, Microchip, etc.

2. History: Current and past medical history, diet, behavior, etc.

3. Physical Exam: General appearance, head, neck, thorax, abdomen, etc.

4. Dental Exam: Oral cavity, teeth, gums, etc.

5. Radiographs: X-rays, etc.

6. Lab Tests: Bloodwork, etc.

7. Vaccinations: Current and past vaccinations.

8. Client Interview: Discuss concerns, etc.

9. Treatment Plan: Discuss options, etc.

10. Client Education: Provide information, etc.

11. Client Feedback: Ask for feedback, etc.

12. Client Follow-up: Schedule follow-up, etc.

13. Client Referral: Refer to specialist, etc.

14. Client Referral: Refer to specialist, etc.

15. Client Referral: Refer to specialist, etc.

16. Client Referral: Refer to specialist, etc.

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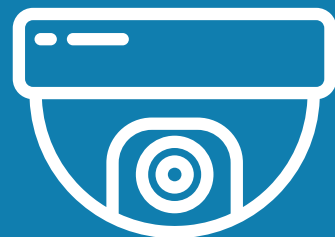
19. Client Referral: Refer to specialist, etc.

20. Client Referral: Refer to specialist, etc.

8. Doctor's “bed side manner”

- Body language
- Quality of time spent
- Handling of patient
- Communicative ability
- Treatment of patient
- Use of paraprofessional staff
- To treat or not treat in the exam room
- Concluding the visit

Have you considered video surveillance to ensure office visit consistency?



9. Eight steps to a successful exam room visit

- Introduction
- Talk to and touch the pet
- Do something
- Say something
- Show something
- Give them something
- Listen
- End on a positive note

The Exit

1. Processing paper work
2. Filling prescriptions
3. Handling of Payment
4. Answering questions

What do You Consider Your Practice's "Perception of Value" to be?



Talk to and touch the pets during your client introduction.

GIVE THEM SOMETHING: Give clients useful resources like a vaccination schedule brochure.

Understanding Parasites

Why is Intestinal Parasite Screening Important?
Annual fecal exams for your dog are the best way to ensure that your pet and your family are safe from intestinal parasites. Intestinal parasites make pets itchy, uncomfortable and may lead to more serious health issues. It's important to note that some intestinal parasites can be transmitted from pets to people.

Heartworms: Heartworm disease can cause lasting damage to your dog's heart, lungs, and arteries, affecting the overall health and quality of your dog's life - even after the parasite is gone. Keeping your dog on preventative year-round is the best option to keep your dog safe.

Flea & Tick: Fleas and ticks pose health risks for both pets and humans by transmitting diseases. Some of the diseases can transmit from animals to humans, including Anaplasmosis, Lyme disease, Ehrlichia, Rocky Mountain Spotted Fever, Bartonellosis, and others. Prevention is the best way to protect your pets, and family.

Roundworms: You can sometimes see roundworms in your dog's feces. They'll look a bit like spaghetti. Your dog may have a pot bellied look and may also feel lethargic.

Hookworms: Hookworms are 1/8 to 3/4 inch long and have a hook that attaches to the intestinal lining. Diarrhea and vomiting are common symptoms.

Whipworms: Whipworms are about 2 inches long and tapered at one end, like a whip. Symptoms include diarrhea, vomiting and weight loss.

Tapeworms: Whole tapeworms are flat and about 6 inches long. Usually you'll see the broken off segments, that look like grains of rice in your dog's feces.

Preventatives Tracking

YOUR DOG'S NAME (EX: SPOTS)
Fill out the date the preventive was administered.

HEARTWORM PREVENTATIVE		
JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER

FLEA & TICK PREVENTATIVE		
JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER

Understanding Vaccines & Parasites

Learn about vaccines and parasites while keeping track of your dog's treatments

VACCINATION SCHEDULE

YOUR DOG'S NAME (EX: SPOTS)

Core vaccines are vaccinations that are recommended for all pets. Non-core vaccines are vaccinations that are recommended by veterinarians based on your dog's unique medical history and lifestyle.

8 Weeks Old	DUE DATE	DATE COMPLETED
DAPP or DAP* (CORE)		
HW/FLEA & TICK		

12 Weeks Old	DUE DATE	DATE COMPLETED
DAPP or DAP* (CORE)		
HW/FLEA & TICK		

16 Weeks Old	DUE DATE	DATE COMPLETED
DAPP or DAP* (CORE)		
RABIES (1 YR) (CORE)		
BORDETELLA		

*DAPP or DAP - Your veterinarian will determine which option is appropriate.

20 Weeks Old	DUE DATE	DATE COMPLETED
LYME (1ST DOSE)		
LEPTO (1ST DOSE)		
4DX BLOODWORK		

22 Weeks Old	DUE DATE	DATE COMPLETED
LYME (2ND DOSE)		
LEPTO (2ND DOSE)		

6 Months - 18 Months Old	DUE DATE	DATE COMPLETED
SPRAY/NEUTER (ASK YOUR VET ABOUT APPROPRIATE TIME)		

16 Months Old	DUE DATE	DATE COMPLETED
DAPP or DAP* (CORE)		
RABIES (CORE)		
4DX BLOODWORK		
BORDETELLA		
LYME		
LEPTO		
FECAL		

Please make sure your puppy's fecal is tested within the first two appointments.



LEAVE US A REVIEW!

Are you happy with your pet's care? Use the QR code to rate us on Google!

FOLLOW US ON SOCIAL MEDIA!
@clinicprofiletag



We Appreciate Your Feedback

REVIEW US ON FaceBook
Just Visit

<https://www.facebook.com>

ABC Animal Clinic
123 Main Street
Anywhere, KS
www.abcaaks.com



PRE-EXAM CHECKLIST CANINE

Date: _____

Recommending Doctor: _____

After reviewing your pet's health record, we have found _____ is due for the following examinations / vaccinations / lab procedures to help maintain a healthy life.

<input type="checkbox"/> Physical Examination	Due Date:	Recommended:	Declined:
A comprehensive physical examination is suggested on an annual or semi-annual basis. Just as with people, a physical examination may be the most important component of an office visit, allowing the veterinarian to completely examine your pet and discuss any medical problems found. All pets will have a comprehensive physical examination prior to vaccination.			
<input type="checkbox"/> DHLPP + C	Due Date:	Recommended:	Declined:
A vaccination to protect your dog from four diseases — distemper, hepatitis, leptosporosis, parainfluenza and coronavirus. These diseases are debilitating and can cause death. Nearly every dog will be exposed during its lifetime, making vaccination a must. Parvo is an intestinal viral infection that results in bloody diarrhea, fever, vomiting and extreme depression. It is highly contagious and life threatening. Coronavirus is a disease similar to parvovirus, but less threatening.			
<input type="checkbox"/> Bordetella/Parainfluenza	Due Date:	Recommended:	Declined:
A vaccination given to dogs to prevent tracheobronchitis (Kennel Cough) which is caused by a highly contagious combination of a virus and bacteria, causing a dry hacking cough that can persist for six or more weeks. If your pet is kenneled, groomed, shown, or around other dogs, we recommend vaccinating <input type="checkbox"/> semi-annually <input type="checkbox"/> annually .			
<input type="checkbox"/> Lyme Disease	Due Date:	Recommended:	Declined:
A bacterial disease transmitted by the deer tick which affects both humans and animals. If your dog lives in an area where there are deer ticks, it should be vaccinated.			
<input type="checkbox"/> Rabies	Due Date:	Recommended:	Declined:
A vaccination that is required by the state government for both dogs and cats. Vaccinations help prevent this your dog from contracting this deadly disease.			
<input type="checkbox"/> Fecal/Stool Test	Due Date:	Recommended:	Declined:
A <input type="checkbox"/> quarterly <input type="checkbox"/> semi-annual <input type="checkbox"/> annual test to detect intestinal parasites that threaten your pet's health. Regular microscopic examination of your pet's stool should be done for early detection and treatment. It is possible for people to get roundworm and hookworm from infected pets.			
<input type="checkbox"/> Urinalysis	Due Date:	Recommended:	Declined:
Recommended <input type="checkbox"/> quarterly <input type="checkbox"/> semi-annually <input type="checkbox"/> annually to detect bladder infections, diabetes, bladder stones, kidney disease, cancer and other conditions.			
<input type="checkbox"/> Electrocardiogram	Due Date:	Recommended:	Declined:
Recommended by the veterinarian as needed to detect irregularities with the heart rate and rhythm for puppies, before surgery, and with consideration to breed. (Important for Dobermans, Boxers, Cocker, and large breed dogs.)			
<input type="checkbox"/> Blood Pressure	Due Date:	Recommended:	Declined:
Recommended yearly for senior pets. High blood pressure may lead to or be a symptom of disease.			
<input type="checkbox"/> Heartworm Test	Due Date:	Recommended:	Declined:
A simple blood test done within our hospital to detect an active infection or a reaction to an early infection. Heartworms are transmitted through mosquitoes and can be fatal if untreated. Preventive medication is available in oral or topical forms.			
<input type="checkbox"/> Geriatric Blood Profile	Due Date:	Recommended:	Declined:
A blood workup recommended yearly <input type="checkbox"/> quarterly <input type="checkbox"/> semi-annually <input type="checkbox"/> annually to help detect many of the problems caused by aging. Early detection of disease allows the doctor to begin treatment earlier and keep your pet healthier as it ages. A blood sample can be drawn during the office visit.			
<input type="checkbox"/> Dental Health Care	Due Date:	Recommended:	Declined:
Tartar accumulation and gum disease affect most pets. Periodontal disease can lead to infection in the liver, kidneys and heart. This can best be prevented with regular dental care. Dental care starts at home by brushing or cleansing your pet's teeth with animal toothpaste or cleansing products. Ultrasonic cleaning and polishing under anesthesia is recommended as needed.			
<input type="checkbox"/> Baseline X-rays	Due Date:	Recommended:	Declined:
Recommended yearly or as needed for seniors to detect heart and lung disease, cancer, and other abnormalities.			
<input type="checkbox"/> Intraocular Pressure	Due Date:	Recommended:	Declined:
Pressure within the eye will help us diagnose glaucoma before it becomes a serious problem or causes blindness. Certain breeds are more prone to glaucoma, such as Boston Terrier, Cocker Spaniel, Poodle, Shih Tzu, Great Dane, and more. All pets over 6-7 years should also be checked annually.			
<input type="checkbox"/> Flea and Tick Control	Due Date:	Recommended:	Declined:
Fleas can cause a number of severe problems, including allergic dermatitis due to flea bites (caused by the saliva of the flea) and tapeworm. Ticks also carry Lyme Disease, a debilitating illness.			

PRE-EXAM CHECKLIST

FELINE

Date: _____

Recommending Doctor: _____

After reviewing your pet's health record, we have found _____ is due for the following examinations / vaccinations / lab procedures to help maintain a healthy life.

<input type="checkbox"/> Physical Examination	Due Date:	Recommended:	Declined:
A comprehensive physical examination is suggested on a(n) <input type="checkbox"/> quarterly <input type="checkbox"/> semi-annual <input type="checkbox"/> annual basis. Just as with people, a physical examination is the most important component of an office visit, allowing the veterinarian to completely examine your pet and discuss any medical problems found. All pets will have a comprehensive physical examination prior to vaccination.			
<input type="checkbox"/> Feline Combination Vaccine	Due Date:	Recommended:	Declined:
A vaccination for cats that helps protect them from three diseases: Feline respiratory diseases (Rhinotracheitis and Calici virus) and Panleukopenia which is known as distemper. All are highly contagious viruses which are easily transmitted between cats and can be fatal. Vaccination is your pet's only protection.			
<input type="checkbox"/> Feline Leukemia (FeLV)	Due Date:	Recommended:	<input type="checkbox"/> Test <input type="checkbox"/> Vaccine Declined:
A vaccination for cats to aid in prevention of feline leukemia. Similar to AIDS virus, the FeLV virus severely depresses the immune system so the cat's body can't fight off diseases. The feline leukemia virus is a major cause of death in cats. There is no successful treatment, but there is a vaccine! Testing for feline leukemia should be done prior to vaccination as this disease can be transmitted from mother to newborn or can lay dormant in the cat for years before symptoms are present.			
<input type="checkbox"/> Chlamydia	Due Date:	Recommended:	Declined:
A feline upper respiratory disease that is highly contagious and widespread. It is usually not a deadly disease, but once a cat is exposed, it may have respiratory difficulties for years.			
<input type="checkbox"/> Feline Infectious Peritonitis	Due Date:	Recommended:	Declined:
A deadly viral disease that has no known cure. The disease has many varied symptoms and is spread by contact with other cats or exposure to feces or urine. It is slowly becoming more common in the feline population. If your cat goes outside, it may be a candidate for vaccination.			
<input type="checkbox"/> Rabies	Due Date:	Recommended:	Declined:
A vaccination that is required by the state government for both dogs and cats. Vaccinations help prevent your cat from contracting this deadly disease.			
<input type="checkbox"/> Fecal/Stool Test	Due Date:	Recommended:	Declined:
A(n) <input type="checkbox"/> quarterly <input type="checkbox"/> semi-annual <input type="checkbox"/> annual test to detect intestinal parasites that threaten your pet's health. Regular microscopic examination of your pet's stool should be done for early detection and treatment. It is possible for people to get roundworm and hookworm from infected pets.			
<input type="checkbox"/> Urinalysis	Due Date:	Recommended:	Declined:
Recommended <input type="checkbox"/> quarterly <input type="checkbox"/> semi-annually <input type="checkbox"/> annually to detect bladder infections, diabetes, bladder stones, kidney disease, cancer and other conditions before they can cause serious illness to your pet.			
<input type="checkbox"/> Electrocardiogram	Due Date:	Recommended:	Declined:
Recommended to detect irregularities with the heart rate and rhythm.			
<input type="checkbox"/> Blood Pressure	Due Date:	Recommended:	Declined:
Recommended by the veterinarian as needed to identify health risks such as strokes, eye and kidney disease.			
<input type="checkbox"/> Heartworm Test	Due Date:	Recommended:	Declined:
A simple annual blood test performed within our hospital to detect an active infection or a reaction to an early infection. Heartworms are transmitted through mosquitoes and can be fatal if untreated. Preventive medication is available in oral and topical forms.			
<input type="checkbox"/> Geriatric Blood Profile	Due Date:	Recommended:	Declined:
A blood workup recommended <input type="checkbox"/> quarterly <input type="checkbox"/> semi-annually <input type="checkbox"/> annually on pets eight years or older to help detect many of the problems caused by aging. Early detection of disease allows the veterinarian to begin treatment earlier and keep your pet healthier as it ages. A blood sample can be drawn during the office visit.			
<input type="checkbox"/> Dental Health Care	Due Date:	Recommended:	Declined:
Tartar accumulation and gum disease affect most pets. Periodontal disease can lead to infection in the liver, kidneys and heart. This can best be prevented with regular dental care. Dental care starts at home by brushing or cleansing your pet's teeth with animal toothpaste or cleansing products. Ultrasonic cleaning and polishing under anesthesia is recommended as needed.			
<input type="checkbox"/> Intraocular Pressure	Due Date:	Recommended:	Declined:
This test, along with others, helps evaluate the health of the eye and can diagnose diseases such as glaucoma.			
<input type="checkbox"/> Flea and Tick Control	Due Date:	Recommended:	Declined:
Fleas can cause a number of severe problems, including allergic dermatitis due to flea bites, caused by the saliva of the flea, as well as tapeworm.			

Your Animal Hospital

DENTAL REPORT CARD

Date: _____

Dr. _____

Patient: _____

Owner: _____

☐ **NICE JOB!**

No sign of plaque or tartar



Home dental care is needed to maintain these healthy teeth and gums. Brushing your pet's teeth regularly is ideal. There are also products available to help make home dental care easy and hassle free.

☐ **Grade I / Mild Gingivitis:**



Margin of attached gum is inflamed and swollen. Plaque covering the teeth. ***Home dental care needed. Dental cleaning to remove current plaque buildup within next year if no improvement.***

☐ **Grade II / Moderate Gingivitis**



Entire gum is inflamed and swollen. Mouth is painful and odor is noticed. ***Dental cleaning to remove tartar is needed within the next month. Addition of tartar control diet and home dental care needed afterward for prevention.***

☐ **Grade III / Severe Gingivitis**



Cherry red and bleeding gums. Gum is destroyed by infection and tartar. Sore mouth and bad breath. Odor is evident. ***Dental cleaning to remove tartar is needed immediately. Addition of tartar control diet and home dental care needed to prevent recurrence.***

☐ **Grade IV / Periodontal Disease:**



Chronic infection is destroying the gum, tooth and bone. Bacteria is spreading through the body via the bloodstream and may damage the kidneys, liver and heart. ***Dental cleaning to remove tartar is needed immediately. Some teeth may be loose and in need of extraction. Home dental care afterward is necessary for prevention.***

COMMENTS: _____

Medical Care Plan

Dermatology

ABSCESS

An abscess is a pocket of infection that contains pus. They often result from a bite where the skin is broken and hair and bacteria are trapped under the skin. The wound then seals and the abscess develops. This is usually quite painful and your pet could be less active and have a fever during this time. Surgical treatment is sometimes necessary to drain the abscess, then your pet will be placed on antibiotics. With severe infection, your pet will possibly need to be hospitalized following surgery.

COSTS FOR DRAINING ABSCESS

Comprehensive Physical Exam	\$ 0.00		
Draining and Flushing Abscess	0.00	-	0.00
Drain Tube	0.00	-	0.00
OR Usage and Materials	0.00		
Anesthesia	0.00	-	\$ 0.00
Patient Day Care/Hospitalization	0.00		
Antibiotic Injection	0.00		
Elizabethan Collar	0.00	-	0.00
Antibiotics to go Home	0.00	-	0.00
TOTAL	<u>\$ 0.00</u>	-	<u>\$ 0.00</u>

For severe or difficult to treat cases:

Hospitalization (per day)	\$ 0.00
Antibiotic Injection (each)	0.00
Daily Doctor Professional Care	0.00

Additional Treatments:

Recheck exam recommended 3-7 days after treatment/surgery	\$ 0.00
Suture and drain tube removal up to 7-10 days	Included

Signed _____ Date: _____
(owner)