How To Enhance Your Practice's "Perception of Value"

Make the Office Visit a Pleasurable Experience

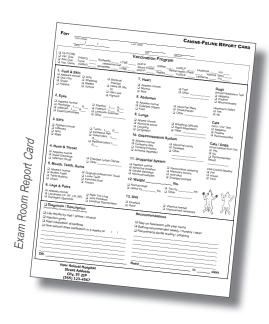
Warm and Professional Atmosphere

- Current reading material
- Client education
- Leash hooks attached to reception desk
- Coffee
- Kiddie Corner (Treasure chest of toys, coloring books)
- Pet carriers
- Personalized leashes
- Background music
- ID collars and tags
- Obtaining patient weight during each visit (microchip)
- Uniforms and name badges
- Being attentive to the client's needs
- Virtual tour of your practice





Exam Report Card



Presentation of Your Client Statement

- Overall aesthetics
- Knowledge of services provided
- Itemization
- Patient visit forms

Hospital Brochure or Hospital Folder

- Educate clients about your practice and the services you provide
- Photographic tour of your hospital
- Send to telephone shoppers

Web Sites

• How effective is your practice website?

INFORMATION OUR MISSION

Photo Mural

• Photographic review of your practice and its facilities

New Client Thank You Letter

Thank You For Referral Card or Letter

• Graduated thank you for referral program

Sympathy Letter or Card

• Donation to graduate school or charitable organization

Birthday Cards



Medical Recalls

- Out-Patient office visits
- Surgical and medical discharges

The Three R's

• Reminder, Recall, Re-Appointment

Client Questionnaire

Review Quality and Professionalism of:

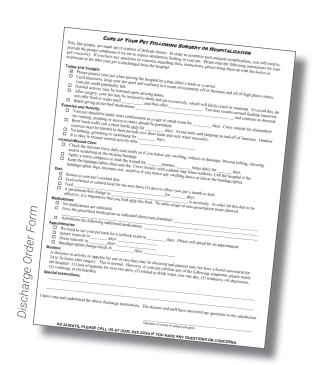
- Client Handouts
- Reminder Cards
- Letterhead & Logo
- Business Cards

Hospital Tours

Education of Staff

- Staff Meetings
- In-Service Meetings
- Knowledge of Products and Services

Enhance Your Practice's "Perception of Value" An Educated and Informed Client is a Bonded Client



Discharge Of Patients

- Review Condition of Patient
- Written Discharge Orders
- Discharge by Doctor
- Follow-Up (recall)
- Explanation of Condition

CANINE-FELINE REPORT CARD

For:		NAME						
FIRST NAME	LAST	NAME						
DATE		AGE	W	EIGHT				
	Va	accinati	on Program					
☐ Up to Date ☐ Vac. Due: PARVO Borde	etella LYME	DHP-P	Rabies	FURCP	Leukemia	FIV		
□ Vac. Due: PARVO Borde □ Also Due: Fecal H □ Vac. Given: PARVO Borde	leartworm test	Senior Pro	ofile Dent	tal Health Check	Vacci	ine Titers	_	
☐ Vac. Given: PARVO Borde	etella LYME	_ DHP-P	Rabies	FURCP	_ Leukemia	FIV		
1. Coat & Skin □ Appears normal □ Itchy □ Dull / Dry □ Shedding □ Scabs □ Matted □ Hotspot □ Tumors	□ Bacterial Infection □ Fleas (M, Mo, S) □ Hair Loss □ Pigment	7. Hea Appea Murm Slow 8. Abd	ars normal ur			Dogs Annual Hea □ Negative □ Positive □ Recomm	ended	
2. Eyes	2. Eyes		☐ Appears normal		□ Abnormal Mass□ Tense/Painful			
□ Appears normal □ Infection: L R □ Discharge: L R □ Cataract: L R			□ Enlarged Organs□ Fluid		☐ Other		□ No	
☐ Discharge: L R ☐ Cat☐ Inflamed: L R ☐ Len	taract: L R nticular Sclerosis	9. Lungs				Cats		
☐ Eyelid Deformities ☐ Oth	ner		ar normal	□ Breathing □	Difficulty.	FeLV / FIV ☐ Negative		
		☐ Abno	mal sound	□ Rapid Resp	oiration	Positive		
3. Ears		☐ Coug ☐ Cong		U Other		□ Recomm	nended	
	mor: L R cessive Hair	10. Gastrointestinal System				Cats / Dogs Annual Intestinal Worm Test		
☐ Itchy ☐ Yea	ast Infect: L	□ Appears normal		□ Abnormal Feces				
	 cterial Infect: L		ssive Gas ing Problem	□ Parasites□ Other		☐ Yes ☐ No		
R_			xia (appetite)			□ Recomm Result	nended	
4. Nose & Throat								
☐ Appears normal		11. Urogenital System			Flea Contro	l Needed		
☐ Nasal Discharge ☐ Enlarged Lymph Glands ☐ Inflamed Throat ☐ Other		□ Appears normal□ Abnormal urination□ Genital discharge		□ Recommend neutering□ Mammary tumors□ Anal sacs		☐ Pet		
						☐ House☐ Yard		
5. Mouth, Teeth, Gums	··· (1.0 T	□ Abnormal testicles □ Enla		☐ Enlarged pr	ged prostate			
	Gingivitis (Inflamed Gum Tissue) .oose Teeth	12. Weight lbs.		lbs.	_		_	
☐ Tartar Buildup ☐ Pyorrhea (pus) ☐ Ulcers ☐ Tumors		□ Normal range□ Heavy by lbs.		☐ Thin by lbs.			95/20	
	15	☐ Heav	/ by lbs.	☐ Other			4 7	
6. Legs & Paws] ;;}		
☐ Appears normal ☐ Nails Too Long☐ Lameness (LF, RF, LR, RR) ☐ Joint Problems		□ Excellent		☐ Vitamins ne	oodod	Sans)NR(
	Foot/Hair Discoloration	☐ Good		☐ Improveme		01/	OVO	
☐ Diagnosis / Description (Numbers below correspond to numbers above)			Recommendat	ions				
☐ Lab results by mail / phone / co	onsult		☐ Stay on heartw	orm pills year	round			
☐ Injection given	Bathing recommended weekly / monthly / other							
☐ Start medication at bedtime ☐ Give second dose medication in 2 weeks on / /			☐ Recommend d	ental scaling /	polishing			
u Give second dose medication i	in 2 weeks on / /	I						
								
DR			Need			in	days	

Your Animal Hospital Street Address City, ST ZIP (555) 123-4567

Wellness Testing

Good health is essential for a healthy, happy, long life. At the time of your pet's visit, we will perform a wellness screening.

You may be concerned about the stress of blood testing and radiographs but with all the modern advances available today, you pet's procedures can be performed safely and comfortably. One of our knowledgeable veterinary technicians will be happy to answer any questions your family may have about this process.

The wellness screening for your pet includes the following:

- ◆ Electrocardiogram (ECG)
- ◆ Red Blood Cell Analysis
- ♦ White Blood Cell Analysis
- ◆ Platelet Count
- ◆ Radiographs of the chest and abdomen ◆ Blood Chemistry Profile

After the ECG, radiographs, and laboratory testing, we will report the results of the screening and make any recommendations to you.

Vaccinations

Vaccinations are a way to prevent serious infections from harming our animal friends. Your pet is temporarily protected from the mother's immune system until 5-6 weeks of age if it is nursing, but then that protection is gone! YOUR PET IS AT RISK UNTIL THE INITIAL VACCINATION SERIES IS COMPLETED which requires at least 3 visits at 3 week intervals. Some vaccinations require yearly "boosters", so look for your reminders from us in the mail. Your pet's vaccination needs are determined by his/her lifestyle. We will recommend vaccinations based on your pet's environment and activities.

Dental Care

75-85% of pets over the age of 3 have dental disease! Maintaining the health of your pet's teeth is one of the most important things that you can do to increase the comfort and length of your pet's life. Dogs and cats are not supposed to have bad breath. They have bad breath because they do not brush their teeth. Advanced dental disease can be costly, not to mention painful to your pet. Your pet's teeth should be cleaned, scaled and polished to help assure he/she keeps his/her teeth as long as possible; to control breath odor; and to prevent liver, kidney, and heart disease from developing.

Dental care is important because:

Pets with gingivitis are physically uncomfortable.

Gum and tooth disease lead to endocarditis (heart valve infection); kidney and other organ infections.

You will enjoy your pet more when he/she doesn't have halitosis (bad breath).

Your pet's health care expense in later years is reduced by regular dental cleaning and preventive care.

Weight Control

Pets that are fed to their ideal body condition throughout their lives have a median life span greater than pets that are not. Where does your pet fit in? Limiting weight gain and early intervention are powerful tools to help decrease the development and severity of chronic health conditions. Pet owners should talk with us about an accurate body condition score. If we discover your pet is overweight, we will help you with a weight loss plan.

Senior Care

As our pets enter their senior years, we see the following changes:

Their metabolism slows down

They are more prone to skin problems

They are more prone to heart and kidney disorders and cancer

The most common ailments in older cats and dogs are:

Oral disease Thyroid dysfunction

Chronic kidney failure Cancer

Heart disease Diabetes mellitus

To insure the health of older animals, we have developed a wellness program. The senior pet program is designed to allow

For:			_	EQUINE	REPORT CARD
FIRST NAME	LAST NAME			•	
DATE	<u> </u>	HORSE		GE	
		Vaccination	n Program	1	
Up to Date	Tetanus EEE/WEE	Flu Rhino	PHF	Strangles	
☐ Vac. Due: ☐ Vac. Given:	Tetanus EEE/WEE Tetanus EEE/WEE	Flu Rhino Flu Rhino	PHF PHF	Strangles	
- vac. diven.	Tetanas EEE/ WEE				
1. Coat & Skin Appears normal oily	☐ Itchy	7. Heart		☐ Fast	Coggins Test Negative
□ Dull □ She □ Scaly □ Ma □ Dry □ Tur	tted 🚨 Other	☐ Appears ☐ Murmur ☐ Slow		☐ Other	Positive Recommended
a biy		8. Abdom	en		Fecal Test
2. Eyes		☐ Appears	normal	☐ Abnormal Mass	☐ Negative
☐ Appears normal ☐ Discharge: L R	☐ Infection: L R ☐ Cataract: L R	☐ Enlarged ☐ Fluid	Organs	☐ Tense/Painful☐ Other	Positive Recommended
☐ Inflamed: L R ☐ Eyelid Deformities	☐ Other	9. Lungs			
3. Ears		☐ Appear r ☐ Abnorma	al sound	Breathing DifficultyRapid Respiration	
☐ Appears normal	☐ Tumor: L R	CoughingCongesti	-	Other	
☐ Inflamed ☐ Itchy	Excessive HairOther	10. Gastro	ointestinal S	System	
☐ Mites		☐ Appears		☐ Abnormal Feces	A
4. Nose & Throat		☐ Palpation☐ Colic Hist	tory	☐ Parasites☐ Anorexia	
☐ Appears normal		☐ Sounds:	L R		
☐ Nasal Discharge ☐ Inflamed Throat	☐ Enlarged Lymph Glands☐ Other	-	nital Systen		
5. Mouth, Teeth, Gums		AppearsDischarg	e	Mammary tumorsOther	11/1
☐ Appears normal☐ Broken Teeth	☐ Inflamed Lips☐ Loose Teeth	☐ Abnorma	al testicles		4 2
☐ Sharp edges☐ Ulcers	☐ Pyorrhea Other	12. Central nervous System			<u>~</u>
☐ Tumors		□ Appears		☐ Depression.	
6. Legs & hooves		☐ Seizures		☐ Behavior Problems	
☐ Appears normal	☐ Hoof Problems	13. Diet			1/1-2/1
☐ Lameness (LF, RF, LR, RR) ☐ Damaged Ligaments	☐ Joint Problems☐ Other	□ Excellent		☐ Vitamins needed	
☐ Thrush		☐ Good		☐ Improvement necessary	00 81
☐ Diagnosis / Descript	ion	R	ecommend	ations	-
Ditab recults by mail / nb	iono / consult	Г) Pacamman	d Teeth Float	
☐ Lab results by mail / phone / consult☐ Injection given		_		d referral to a farrier	
☐ Start medication at			Recommen	d weight loss weight gain	_
Give second dose medi	cation on / /	_			
DR			leed	in	 days
- ···				''' -	

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Logo	

[Practice Name] Address Phone number Website address

COMPREHENSIVE AVIAN REPORT CARD

BIRD'S NAME		WNER'S NAME			DATE OF EXAMINATION
				-Years -Months	
PATIENT ID	SPECIES	SEX	AG	iE .	Tattoo/Band/Microchip No.
Origin of Bird:	caught 🔲 Hand-Fed	☐ Unknown ☐ C	aptive-Bre	d (Breeder name:)
Medical History			Diet		
1 Conoral Annoprance	Chin and Footbore		2.	Heart Circulation	
 General Appearance Appears Normal 	■ Abnormal		۷.	Heart - Circulation Appears Normal	☐ Abnormal
Notes	_ /			Notes	_ /
See Well Care Plan fo	r Recommendations			☐ See Well Care Plan fo	or Recommendations
3. Eyes and Ears			4.	Lungs - Respiratory	
Appears Normal	Abnormal			☐ Appears Normal	☐ Abnormal
Notes ☐ See Well Care Plan fo	r Pecommendations			Notes ☐ See Well Care Plan for	or Recommendations
	i Necommendations				or Neconinelidations
 Beak and Nostrils □ Appears Normal 	☐ Abnormal		6.	Vent/Cloaca ☐ Appears Normal	☐ Abnormal
Notes	— /\text{\tin\text{\texit{\text{\tetx{\text{\tetx{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\texi}\tinz{\text{\texi}\text{\texi}\text{\text{\text{\text{\text{\texi}\titt{\text{\texi}\text{\texitient{\texi}\text{\texit{\tetitx}\tint{\texitit{\text{\texi}\tint{\texititt{\texi}\tex{			Notes	_ //s//o////a/
☐ See Well Care Plan fo	r Recommendations			☐ See Well Care Plan fo	or Recommendations
7. Mouth, Pharynx/Cho	oana		8.	Urinary, Reproductive	e and Hormonal
* * *	■ Abnormal			Appears Normal	☐ Abnormal
Notes ☐ See Well Care Plan fo	r Pecommendations			Notes ☐ See Well Care Plan for	or Recommendations
	i Necommendations				
 Feet and Nails Appears Normal 	☐ Abnormal		10.	Nervous System and Appears Normal	
Notes	2 Abriotitiai			Notes	a Ashormar
☐ See Well Care Plan fo	r Recommendations			☐ See Well Care Plan fo	or Recommendations
11. Musculoskeletal			12.	Weight	
☐ Appears Normal	☐ Abnormal			□ Normal Range □	Underweight by
Notes ☐ See Well Care Plan fo	r Recommendations			☐ Overweight by	Other
	1 Necommendations				or recommendations
13. Digestive☐ Appears Normal	☐ Abnormal		14.	Diet and Nutrition Excellent Good	od 🗖 Poor
Notes	2 Abriotitiai			Notes	21001
Fecal Test 🔲 Recommo	ended 🔲 Yes 🔲 No)		☐ See Well Care Plan fo	or Recommendations
Results			15.	Other Tests	
☐ See Well Care Plan fo					
		Well C	are Plan		
Recommendations					Needs by (date)
1.					<u></u>
2.					
3.					
4.					
4.					
Next Appointment Date:		Dr			
2190 R2016NOV					[Practice Name]

DISCHARGE ORDER FORM

CARE OF YOUR PET FOLLOWING SURGERY OR HOSPITALIZATION

Pets, like people, are made up of systems of delicate tissues. In order to minimize post-surgical complications, you will need to provide the proper conditions if we are to expect satisfactory healing of your pet. Please read the following instructions for your pet's recovery. If you have any questions or concerns regarding these instructions, please bring them up with the doctor or technician at the time your pet is discharged from the hospital.

Today	y and Tonight:
	Please protect your pet when leaving the hospital by using either a leash or a carrier.
	Until tomorrow, keep your pet quiet and confined in a warm environment, off of furniture and off of high places where
_	your pet could potentially fall.
	Normal activity may be resumed upon arriving home.
Ш	After surgery, your pet may be inclined to drink and eat excessively, which will likely result in vomiting. To avoid this, do not offer food or water until, and then offer You may resume normal feeding tomorrow.
П	Begin giving prescribed medications, and continue as directed.
	cise and Activity:
	Your pet should be under strict confinement to a cage or small room for days. Carry outside for elimination.
_	No running, jumping or access to stairs should be permitted.
	exercise must be limited to short periods on a short leash and only when necessary.
	No bathing, grooming or swimming for days.
	It is okay to resume normal activity after
Incisi	ion/Wound Care:
	Check the incision twice daily and notify us if you notice any swelling, redness or drainage. Prevent licking, chewing, and/or scratching at the incision/bandage.
	Apply a warm compress or soak the wound for minutes, times daily for days.
	Keep the bandage/splint clean and dry. Cover loosely with a plastic bag when outdoors. Call the hospital if the
	bandage/splint slips, becomes wet, soiled or if you notice any swelling above or below the bandage/splint.
Diet:	
	Return to your pet's normal diet.
	Feed softened or canned food for the next three (3) days to allow your pet's mouth to heal.
	Feed for days. A permanent diet change to is necessary. In order for this diet to be
Ш	effective, it is imperative that you feed only this food. No table scraps or non-prescription treats allowed.
	· · · · · · · · · · · · · · · · · · ·
	cations: No medications are indicated.
	Give the prescribed medications as indicated (directions attached):
	Give the presented medications as mulcated (uncertons attached).
	Administer the following additional medications:
	intments:
	We need to see your pet back for a recheck exam in days. Please call ahead for an appointment.
	Suture removal in days:
	Drain removal in days:
	Drain removal indays: Bandage/splint change/check indays:
Monit	
Αd	decrease in activity or appetite for one or two days may be observed and patients may not have a bowel movement for
	to 36 hours after surgery. This is normal. However, if your pet exhibits any of the following symptoms, please notify
	hospital: (1) loss of appetite for over two days, (2) refusal to drink water over one day, (3) weakness, (4) depression,
(5)	vomiting, or (6) diarrhea.
Speci	al Instructions:
I horra	read and understand the above discharge instructions. The doctors and staff have answered my questions to my satisfaction.
1 mave	read and understand the above discharge instructions. The doctors and start have answered my questions to my satisfaction.
	Signature of owner or authorized agent
	Signature of owner of authorized agent