

From Thorns to Roses: Solutions for Growing Your BUDS



This handout is based on content from Dr. Mary Ann Vande Linde's presentation "From Thorns to Roses: Turning Curbside Care Lessons into 'New Normal' Practice Efficiencies" from the 2021 WVC Annual Conference.

We want better client communication, <i>but we spend too much time...</i>	Try this instead:	LifeLearn Solution(s)
Booking/rescheduling appointments	<ul style="list-style-type: none"> • Direct clients to a booking form on your website. • Send a templated auto-email with next steps. 	WebDVM ALLYDVM
Confirming appointments & sending reminders	<ul style="list-style-type: none"> • Auto-send a templated email/text. • Set templated and personalized reminder emails/texts for auto-send. 	ALLYDVM
Taking medication refill requests	<ul style="list-style-type: none"> • Send a link to a request form on your website. • Send a templated auto-email/text confirmation. • Send a templated email/text when ready for pick-up. 	WebDVM ALLYDVM
Collecting pre-appointment information (e.g., new patient, surgery)	<ul style="list-style-type: none"> • Send an email/text with links to online forms. • Provide relevant education handouts pre-appointment via online access. 	WebDVM ALLYDVM ClientEd
Updating outdated or missing client information	<ul style="list-style-type: none"> • Use a communication system that syncs to your PIMS and auto-alerts to missing information, so you can schedule upcoming/past-due services. 	ALLYDVM
Replying to common inquiries (e.g., hours)	<ul style="list-style-type: none"> • Make sure your website is user-friendly, search engine optimized for new and existing clients, and full of reliable, easy-to-access information. • Use templated and personalized communications where appropriate. 	WebDVM ALLYDVM ClientEd
Sending mass communications (e.g., food recall, clinic closure)	<ul style="list-style-type: none"> • Provide weblinks to useful sources of information like AVMA's webpage on food and product recalls. • Use a social management platform that targets multiple channels and ideally coordinates information with your website. • Use email/text templates that can be tailored to current situations and sent to all clients. 	WebDVM + Social ALLYDVM

We want strong relationships, <i>but we spend too much time...</i>	Try this instead:	LifeLearn Solution(s)
Following up 24-48h post-treatment (e.g., surgical patient)	<ul style="list-style-type: none"> • Schedule automatic remote monitoring follow-ups (eChecks). • Offer two-way text messaging for as-needed communication with the veterinary team. • Provide education handouts to help with patient recovery expectations. 	Petriage ALLYDVM ClientEd
Updating medical records after appointments and client conversations	<ul style="list-style-type: none"> • Use a telemedicine tool that syncs with your PIMS and auto-updates medical records, keeping the entire team in-the-know of what each pet needs. • Provide links to online forms pre-appointment to increase efficiency for the team in updating the medical record and saving time for everyone upon appointment arrival. 	Petriage WebDVM

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LifeLearn Solution(s)

Researching diagnoses/treatment information	<ul style="list-style-type: none"> • Provide online access to evidence-based medical resources that the entire team can access quickly. 	Sofie
Trying to educate clients while staying on schedule	<ul style="list-style-type: none"> • Provide education handouts that expand on your explanations and recommendations. • Integrate an education library with your PIMS to provide access for the entire team. • Share links to your website library of pet resources. • Post how-to videos on your website. • Schedule telehealth calls to follow-up after appointments if there are questions (e.g., diabetic coaching). 	ClientEd WebDVM Petriage
Delivering healthy test result findings	<ul style="list-style-type: none"> • Send a personalized templated email/text with a link to an education handout if needed. 	ALLYDVM ClientEd
Delivering concerning test result findings	<ul style="list-style-type: none"> • Schedule a telehealth video call to present the findings in person. • Email an education handout to support the findings and your recommendations. 	Petriage ClientEd
Helping our clients make pet triage decisions	<ul style="list-style-type: none"> • Provide an online symptom checker on your website to support clients' decision-making and their peace of mind. 	WebDVM Petriage

We want a better work-life balance,
BUT we spend too much time...

Try this instead:

LifeLearn Solution(s)

Providing after-hours triage support to our clients	<ul style="list-style-type: none"> • Outsource after-hours care to veterinary professionals who can guide appropriate pet owner decisions and maintain your hospital's relationship with them. • Communicate this service to new and/or existing clients on your website. 	PetNurse WebDVM
Listening to voicemails, returning after-hours calls, and scheduling appointments	<ul style="list-style-type: none"> • Have an after-hours service that takes appointment requests and provides full triage and case-note summaries after every call. 	PetNurse
Updating medical records following medical communications	<ul style="list-style-type: none"> • Use technology that syncs with your PIMS to minimize manual entry efforts. 	Petriage ALLYDVM
Reviewing patient files for overdue pet health services	<ul style="list-style-type: none"> • Use a system that syncs with your PIMS and provides daily reports on upcoming and overdue patient services, as well as opportunities to schedule appointments for pets living in the same household. 	ALLYDVM
Writing content to promote our hospital	<ul style="list-style-type: none"> • Subscribe to custom-written, license-free content for use on all your communication channels. 	VetScribe
Managing social media to engage our followers	<ul style="list-style-type: none"> • Use a social media management tool that provides content, schedules publication, and minimizes daily hands-on work. 	WebDVM +Social