



Keeping Up with Today's Technology and Social Media

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Today's Technology: Client Communication & Education Tools

A wide variety of client communication and education tools that allow practices to easily improve their relationships with clients are available in the veterinary market. As mentioned in the article:

1. Pick a strategy that fits your practice culture and appeals to the team.
2. Focus on doing one thing well before moving on to the next challenge.

Some of the tools available include:

Client handouts available in the practice or on the practice's website; customizable handouts are ideal

Website content geared toward pet owner education and designed to encourage owners to visit the practice to maintain pet wellness

Preventive and wellness care reminders sent via postcards, text messages, or email

Practice newsletters that provide pet health alerts and targeted marketing messages

Online store front that offers prescription medication and foods, recommended health products, and other pet-related items

Online appointment scheduling

Owner access to pet health records

Client surveys offered at the practice or on its website

Pet birthday cards