

TAKE YOUR PRACTICE TO THE NEXT LEVEL USING TECHNOLOGY

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There's no doubt that technology can be an asset to your personal and professional life especially when you are a busy veterinary practitioner. By implementing technologies into your daily routine, you can be more productive and less stressed with tools that help streamline and organize your life. Whether you are CEO of a household or a company (or both), we will look at how to leverage software to help manage everything from delivering post op updates to delivering a "wow" first impression to a brand new client.

Modern consumers want unscripted authentic personalized experiences with their brands and veterinary practices that deliver are building loyalty and engagement on a whole new level which strengthens the client base and valuation of the business. Practices are looking for tools to improve efficiency, client communication and patient care that enable them to get home for dinner on time. When you build strong communication systems in your practice, client retention stays high and team productivity soars. Here are a few ideas we will cover in our session that will help you start delivering a "knock your socks off" client experience by working smarter, not harder.

1. Practice Branded Mobile App

Now veterinarians can have their own app just like Starbucks! Since over 80% of Americans have a smartphone, progressive practices know this is the place to spend their advertising dollar. With average smartphone use between 4 to 6 hours per day, having your own branded app on the pet owner's device is just smart real estate. With an app, the practice and client can communicate without having to call in addition to many other features such as prescription refills, scheduling appointments, pet records, online pharmacy access and notifications alerting them about special promotions in the practice

2. Personalized Relevant Messaging (push notification, text)

The days of blanket generalized marketing like "Did you know 75% of all pets have dental disease" are over. The modern client wants relevant messaging based on their lifestyle and individual needs for Fido. Push notifications or text messages that target their breed of pet or situations that personally affect them are more desirable. Everyone wants to be unique in the crowd so personal messaging gets noticed.

3. Social Media Storytelling

Even Facebook recognized the importance of being connected. That's why in January 2018, they announced they will be cracking down on business marketing ads. Luckily for veterinarians our exam rooms are packed with great social media content and each cute furry little face has a heartwarming story. Some mobile apps capture selfies and their stories for easy posting to Facebook, Twitter and Instagram.

4. Video messaging (Bonjoros, FB Live)

Delivering your message by video is one way to break through the noise and get noticed. Belive.TV allows you to easily broadcast to FB Live from your computer or just go live in a

moment's notice using the FB app. Practices can give real time educational updates to their clients and followers for anything from influenza outbreaks to disaster preparedness. Bonjoro is one of the fastest growing apps that provides a platform to quickly send a video message to someone via email delivery. Using video messaging (that you can brand with your logo) can give that personal touch, convey information and cut down on veterinary team phone time for things like delivering normal bloodwork results or welcoming a new client.

5. Commercials for you Practice

With easy to use software platforms like Slide.ly and Biteable allow you to easily convert ideas into professional looking commercials for your website and social media channels. Other apps like Ripl convert photos into a video montage complete with background music. These are easy ways for practices to create content for your website and social media.

6. Digital Appointment Booking

Today's busy pet owner wants to do business without having to call and even after the practice is closed. Allowing clients to directly book or request an appointment from their smartphone is now becoming standard.