

Vetech View

March 2004
Volume 14, Issue 03

Marketing With Reminders

Vetech Software Services, Inc. (800) 677-8832

Make the Most of Your Reminders

By Matthew Sanregret

For most clinics the reminder system is one of their primary marketing and communication tools with their clients. Most clinics are familiar with the basic reminder functions Advantage has to offer. Reminders can be created manually from the client or patient window. Reminders can also be created automatically by setting up a treatment or inventory item to create a reminder for itself or another item when that item is included on an invoice.

Clinics will typically print out reminder cards or letters once per month for all patients due for services the following month. This is a good procedure and may be yielding the results you are expecting from automating your reminders. If this is not giving you the results you are looking for, you may consider making some adjustments. Here are some ideas.

Printing 2nd and 3rd reminder notices for patients that did not respond to the 1st notice: Sending another card out is an easy and inexpensive way to reach the clients that did not respond to their initial notice. You can also change the look of these notices with different cards and a different reminder message on the cards.

If you normally print reminders the last week of the month for due dates the following month, you don't need to change this procedure. But after this first print run, load a 2nd batch of reminder cards, select the previous month for your due dates (for instance if you just printed cards for 3/1/04 through 3/31/04 due dates, select 2/1 through 2/29) and print a 2nd batch of cards. You can also use this same strategy to mail a 3rd card out, perhaps with another message. Keep in mind it takes a very small response percentage to pay for the cost of these mailings. Most likely just one or two new appointments will easily cover the cost of these extra print runs.

Printing an overdue reminder list and following up with phone calls: If you don't feel that 2nd or 3rd cards are making a difference, you can try actual phone calls. Advantage makes printing an overdue reminder list very easy. From the standard reminder report menu, select the List option from the list of output choices on the left side. Set your "From Date" at least two months in the past and set the "To Date" to the beginning of the current month. This will give you a report of clients, patients, items due, due date, and phone number.

Target patients due for a particular item or only target a specific species: The reminder print menu also offers options for filtering your reminder notices by items or species. So it is very easy to print reminders only for your Dogs due for heartworm preventative. For large or mixed animal practices, you may target your equine patients during a certain part of the year for their services due. As with any reminder card report,

Thought for the day: If you must choose between two evils, chose the one that you've never tried before.

Inside:

- Reminders
- Humor



Vetech Software
Services, Inc


150 N. Wiget Lane
Suite 211
Walnut Creek, CA
94598

PHONE:
(800) 677-8832
(925) 932-5044

FAX:
(925) 932-5597

E-MAIL:
info@vet-software.com

We're on the Web!
See us at:
www.vet-software.com



you can custom tailor the message for this specific mailing. You can then supplement this specific mailing with a more generic mailing.

Email Reminders: Looking to save on postage and card costs? Email is a great way to either replace or supplement your current reminder system. First you need to collect e-mail addresses for your clients, and also check the reminder card preference box on the "Client+" window. You will also need to enter the email setup information into your Setup Practice menu. To send email reminders, choose the Email selection on the left side of the reminder report menu. You will get a summary report of the who cards were sent to and the total number of notices sent.

Change your reminder cards: Have you been using the same reminder cards for the past 10 years? Perhaps a change would do you good. VETECH is offering a new reminder card service that customizes reminder cards to feature your practice name. So in addition to a nice picture on the card, it actually says the name of your clinic. Please call our office for some samples of cards we have already done for other clinics.

Healthy Pet export: If you would like to send a little more than just a reminder card to your clients, this may be an option. Healthy Pet is a company that offers to send your reminder notices for you along with a four color magazine targeting pet owners called "Healthy Pet". You export a list containing your reminder information to a specially formatted file. Then you send this file to Healthy Pet either by email or regular mail on a CD or floppy disk.

Where Dogs Come From

A lost chapter in the Book of Genesis:

Adam was walking in the garden and cried out to God, "You used to walk with me every day. Now I do not see you anymore. I am lonely here, and it is difficult for me to remember how much you love me."

And God said, "I will create a companion for you that will be with you forever and who will be a reflection of my love for you, so that you will love me even when you cannot see me. Regardless of how selfish or childish or unlovable you may be, this new companion will accept you as you are and will love you as I do, in spite of yourself." And God created a new animal to be a companion for Adam. And it was a good animal. And God was pleased. And the new animal was pleased to be with Adam and it wagged its tail.

And Adam said, "Lord, I have already named all the animals in the kingdom and I cannot think of a name for this new animal."

And God said, "Because I have created this new animal to be a reflection of my love for you, his name will be a reflection of my own name, and you will call him DOG."

And Dog lived with Adam and was a companion to him and loved him. And Adam was comforted. And God was pleased. And Dog was content and wagged his tail.

After a while, it came to pass that Adam's guardian angel came to the Lord and said, "Lord, Adam has become filled with pride. He struts and preens like a peacock and he believes he is worthy of adoration. Dog has indeed taught him that he is loved, but perhaps too well."

And the Lord said, "I will create for him a companion who will be with him forever and who will see him as he is. The companion will remind him of his limitations, so he will know that he is not always worthy of adoration." And God created CAT to be a companion to Adam. And Cat would not obey Adam.

And when Adam gazed into Cat's eyes, he was reminded that he was not the supreme being. And Adam learned humility. And God was pleased. And Adam was greatly improved. And Dog was happy.

... And Cat couldn't care less one way or the other.