



THE OPPORTUNITY

An in-practice survey tool to help enhance preventive pet healthcare

**This is NOT
a client
satisfaction
survey!**

**Pet owners don't always hear what we think we tell them.
The good news: we can fix that.**

The Opportunity is an exclusive online practice survey tool from Partners for Healthy Pets that is designed to help you identify communication gaps between what your healthcare team says and what your clients hear during a preventive healthcare checkup.

If you don't pinpoint these "disconnects" in your staff-client dialog, your practice may be missing a great opportunity to educate pet owners on the important elements necessary for optimum health and wellbeing.

By participating in this program, you can check the consistency of your practice team's messages and recommendations and compare it to your clients' understanding. The result of your efforts will be *improved client satisfaction, enhanced practice strength and most importantly, healthier, happier pets!*



Big opportunity to improve preventive pet healthcare

As a veterinary professional, you are keenly aware of the importance of preventive pet healthcare and you consistently share this with pet owners. But are they responding to your advice and making routine checkups a priority?

Likely there's room for improvement, based on the study results from the American Animal Hospital Association-American Veterinary Medical Association white paper, *Pet owners don't always hear what we think we tell them (and how to fix that)*, available at www.partnersforhealthypets.org. By using The Opportunity survey tool, even the best practices identified communication gaps between their staff and clients, and were able to take action to close them. Join your peers and start today!

It's as easy as 1-2-3 to kick off The Opportunity in your practice

Follow a few simple steps and you'll have The Opportunity survey tool under way in your practice in no time!

STEP 1: REGISTER FOR THE OPPORTUNITY

STEP 2: INVITE YOUR TEAM TO TAKE THE PRACTICE SURVEY

STEP 3: DISTRIBUTE THE PET OWNER SURVEY INVITATIONS TO CLIENTS

Step 1: Register for The Opportunity

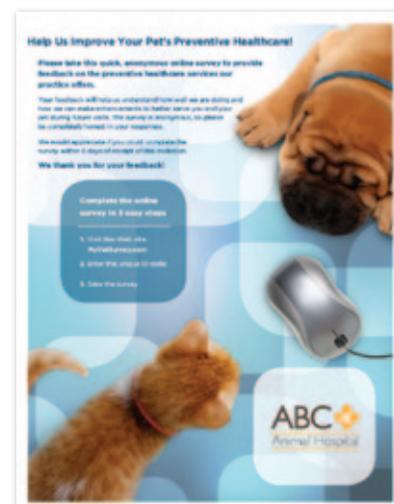
- Visit the Resources Toolbox at www.partnersforhealthypets.org to register for The Opportunity survey tool and receive a username and password
- Review background materials, including the Overview, Best Practices, and FAQs PDF documents

Step 2: Invite your team to take the practice survey

- Explain how the program works, the importance of your team's role in it, and the benefit to your practice
- A prewritten email will help you explain The Opportunity survey tool to your healthcare team and invite them to take the online survey
- The invitation email can be sent through the Partners for Healthy Pets website, or you can copy and paste its contents into your own email program and send it directly to your team's email addresses
- The email features a unique practice ID code that matches responses to your practice registration; all responses are anonymous

Step 3: Distribute the pet owner survey invitations to clients

- Customize a survey invitation for clients by clicking on Update Your Profile at www.partnersforhealthypets.org and uploading your practice logo
- Print out invitations and give one to each pet owner at the end of a preventive care visit
- Ask clients to go online (as directed in the invitation) to complete an anonymous survey about preventive pet healthcare



Custom survey invitation for clients

Getting results from The Opportunity

To see your practice's real-time results, log in to The Opportunity survey tool within the Resources Toolbox on the Partners for Healthy Pets website and click on "Survey Results". Results are continually updated as your clients and team complete surveys. These results will point you toward other tools offered by Partners for Healthy Pets to enhance the way you communicate with pet owners about preventive pet healthcare.

Keep The Opportunity working for your practice

Use the survey tool on an ongoing basis to consistently collect the opinions and perceptions of new and varying clients. The accumulating results will keep helping you to better understand client needs so you can further refine the way your team communicates with pet owners about preventive care.

Your efforts benefit pets and your practice

Our vision, like yours, is to improve the overall health of pets. Your time and participation in The Opportunity will help ensure that pets receive the preventive healthcare they deserve through increased pet owner understanding of the importance of regular visits.

For more information on Partners for Healthy Pets, please visit www.partnersforhealthypets.org.

For additional information about The Opportunity, how to implement it into your practice, and ways to get the most benefit from this survey tool, refer to the FAQs and Best Practices PDF documents included in the Resources Toolbox on the Partners for Healthy Pets website.