



Build the importance of preventive healthcare with Partners for Healthy Pets power tools

People have a special relationship with their pets, and most recognize that visiting a veterinarian enhances that relationship. But you see it every day in practice – pet owners who have been bombarded with incorrect and incomplete information and are confused about what’s best for their pets. So much so that they may not follow your clinical advice, and may not bring their pets to critical preventive care appointments at all.

As a profession, we have a great opportunity to help pets and pet owners enjoy a longer and healthier life together

Veterinary professionals work hard to provide the best possible care to pets so that they and their owners can enjoy long and healthy lives together. **Partners for Healthy Pets** was founded to help you make the preventive healthcare you provide even more powerful. We’ve developed tools and resources – available at no charge - that can help you build better relationships with owners and help them understand the value of preventive healthcare so that more patients can benefit from what you do best.

Individual practice involvement is key

The **Partners for Healthy Pets Practice Resources Toolbox** was conceived to provide the profession with a sound mix of information and materials that collectively elevate the level of preventive care offered across the country. Each of the tools and resources provide dynamic ways to reinforce a practice-wide focus on preventive pet healthcare. Used collectively, they can help healthcare teams enhance communications with pet owners about the value of and need for routine care and take preventive pet healthcare to an optimum level within your own individual practice.

Make the decision to be a voice for vitality...of the veterinary profession, of your practice, and of our nation’s pets!

It’s easier than you might think

- Adopt and widely communicate Preventive Healthcare Guidelines to pet owners through your newsletters, website, and within each preventive care visit.
- Focus on communicating the value and benefit of preventive pet healthcare to pet owners at all points of contact, from receptionist to technician to veterinarian.
- Use the tools and resources available from Partners for Healthy Pets to help find communication gaps, train staff, and gather new ideas that will compliment current programs and plans.

Partners for Healthy Pets is dedicated to ensuring that pets received the preventive healthcare they deserve through regular visits to a veterinarian and is committed to working with you to enhance the health of your patients and your practice. Learn more about Partners for Healthy Pets and explore the Resources Toolbox at www.partnersforhealthypets.org.