



Reminder Program Re-engages Inactive Clients and Delivers the Benefits of Preventive Healthcare

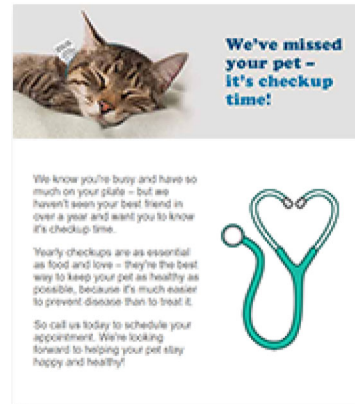
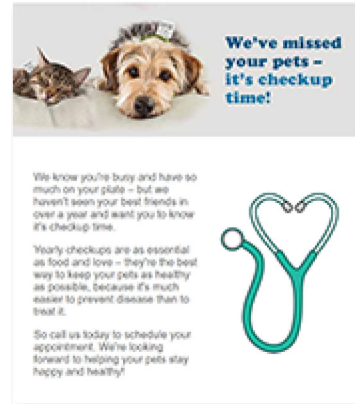
Partners for Healthy Pets reminder program is available to veterinary practices at no cost!

Study results from the Partners for Healthy Pets' (PHP) new inactive client reminder program has convincingly demonstrated the program's ability to re-engage inactive clients with their veterinary practices. It was shown that within six months of implementing the program, participating veterinary practices:

- Generated an average of 128 patient visits, from formerly inactive clients.
- Had an overall 8.5% inactive-client response rate (the percentage of clients who responded to the email and brought their pets in for an appointment), which is considered high by overall industry standards.
- Showed overall outstanding results with cat owners, owners of senior pets and long-term inactive owners.
- **AND MOST IMPORTANTLY, all of these pets are now receiving the preventive healthcare that is so crucial to their wellbeing.**

Driven by a mission to ensure pets receive the preventive healthcare they deserve through regular visits to a veterinarian, PHP designed a unique reminder program that addressed the need for bringing inactive clients back to veterinary practices since inactive clients are becoming increasingly common and their pets are not receiving essential healthcare.

"Most practices have many more inactive clients than they realize and that means many pets are not getting the preventive healthcare they need and deserve," said Dr. Michael Cavanaugh, former Chief Executive Officer of the American Animal Hospital Association (AAHA). "The program confirmed that a sizeable population of previously inactive patients could be reconnected to their practices to begin receiving important services needed for optimum health and wellbeing," he added. PHP has now released the materials from this program free of charge online. [Learn how you can start reconnecting with your lapsed clients today!](#)



Let us help YOU see more pets!

In the September newsletter, our focus is on the largest organ in the body...skin! You'll find Facebook posts, tweets and copy for your practice website or newsletter that target preventive healthcare and all things dermatology. Take them "word for word" and use them to educate your clients about the importance of a yearly checkup for their pets.



Which patients are due for their yearly checkup? Check your files then contact all of your clients you haven't seen in over a year. You want to remind them to schedule their pet's annual exam because a yearly checkup guarantees these pets are getting the highest quality of care.

Word for Word

Here are September's Facebook posts, tweets and copy for your practice website that you can copy "word for word." They focus on dermatology and are designed to encourage your clients to schedule their pet's yearly checkup with you.

Copy and paste this month's [Facebook posts](#) onto your own page.

Engage clients with this month's [tweets](#).

Use this month's [website copy](#) online or in your practice newsletter.

[Click here](#) for print ad templates, digital banner ads, our public service announcement video and other useful tools your practice can utilize to promote preventive care.

Success Stories

Get inspired! [Read about practices that have seen success using the Partners for Healthy Pets tools and resources.](#)

Partners for Healthy Pets is dedicated to ensuring that pets receive the preventive healthcare they deserve through regular visits to a veterinarian. We are committed to working with you to enhance the health of your patients and your practice. Learn more about all the tools available to your practice in the Partners for Healthy Pets Resource Toolbox at www.partnersforhealthypets.org.