

Innovation Prevails When Faced with Change in the Veterinary Community



VetPawer



When faced with the challenges of COVID, Veterinarians had to make huge changes to ensure their patients received the right veterinary care, while having to implement new ways of protecting their own team members and clients.

Technology along with the dedication of veterinary professionals has resulted in better care and better results for clients and patients. It's been quite a journey but also an evolution of care and innovation. But with this new normal, veterinary practices are struggling with the extremely demanding work environment.

As curbside services become the norm, appointments can involve up to ten phone calls—three times more than before. On top of that, there are fewer team members to field and make those phone calls.

More calls + less staff=client dissatisfaction, staff burnout, loss of appointments, lack of patient care.



Practices are **losing many appointments** each day due to long hold times.



Average hold time=**56 seconds**



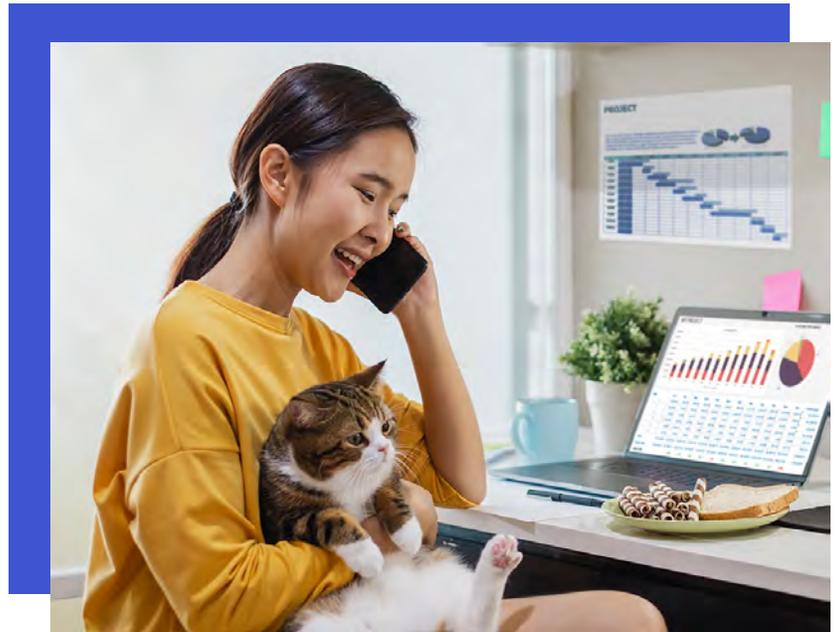
15% of callers hang up at around 40 seconds.



Veterinary practices have the **longest hold times** at 1 minute and 47 seconds.

COVID-19 IMPACT ON VETERINARY PRACTICES

- ✓ Almost every responding veterinary practice (98%) was limiting client contact due to COVID-19.
- ✓ The most common operational change used by practices was curbside care—asking clients to wait in their vehicle during animal exam and treatment.
- ✓ Over 30% of practices were using telemedicine, and close to 20% were seeing only emergency-related cases.
- ✓ Nearly every practice reported a decline in revenue accompanied by a shortfall in the cash/income necessary to accommodate practice operation.



HOW CAN A PRACTICE ANSWER A HIGH VOLUME OF CALLS IN A TIMELY, EFFECTIVE MANNER?

VetPawer®, developer of the leading software Rapport®, identified this major problem. To help veterinary practices and their staff, VetPawer® created AVA®, the first ever Automated Virtual Assistant designed specifically for veterinary practices. AVA™ is a revolutionary new phone-to-software service using artificial intelligence and advanced voice recognition to schedule appointments with a 5-star customer experience. Clients can make appointments by phone whenever it is most convenient for them, 24 hours a day, 7 days a week.

CASE STUDY

Knapp Veterinary Hospital
Columbus, OH



ABOUT KNAPP VETERINARY HOSPITAL

Knapp Veterinary Hospital is a Columbus, Ohio, veterinary/animal hospital dedicated to delivering the best in pet health care. They offer comprehensive veterinary care services ranging from preventive care, surgical and dentistry services, emergency vet services, radiology, and more. Founded in 1945, Knapp Veterinary Hospital has 7 veterinarians and 9 front office staff members.

5,033
of Active Clients

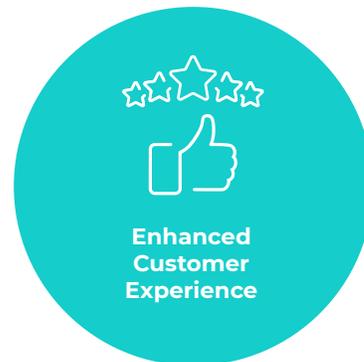
8,192
of Active Patients

CHALLENGE

As the practice transitioned to curbside appointments due to COVID, the phone time has increased dramatically. Every client interaction is performed by phone, including check in, obtaining the history, communicating exam findings and treatment plan, client education and check out and payment. And, these calls funnel through the Client Service Representatives working the front desk. This is in addition to other calls to schedule appointments, medication refills, follow-up reports etc.

SOLUTION

After a significant increase in phone volume, clients being put on hold for long periods of time and the frustration of staff and clients building, Knapp Veterinary Hospital introduced a new technology, VetPawer's AVA™. The automated virtual assistant provided the opportunity to manage the phone volume, make appointments, and ensure staff can meet the needs of clients, rather than being on the phone for hours.



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The AVA™ technology allows my staff to focus on the client that is present while still meeting the needs of those calling us. And, AVA™ connects directly to our practice's phone system and software, so the integration is seamless. Our clients have also shared positive feedback. They appreciate the convenience of not being on hold and being able to make an appointment at any time of the day or night, including weekends.

—DR. KNAPP, OWNER, KNAPP VETERINARY HOSPITAL





ABOUT VETPAWER®

With over 15-years' experience in the Animal Health industry, VetPawer® delivers the most cutting-edge technology for veterinarians to communicate and connect with their pet families. Through innovations including smart reminders systems, 2-click scheduling and predictive online booking, VetPawer® is dedicated to driving better service and better results for veterinary practices and their clients.

For more information, visit vetpawer.com or contact info@vetpawer.com, 877-399-1354.