VitusVet

Bay Cities Animal Hospital

CASE STUDY

SUMMARY

This veterinary practice, a member of the IAVMA network, utilized VitusVet's intelligent reminder system to reach more clients in an effort to modernize their practice and improve client communication using a system that both they and clients found easy to use.

CHALLENGE

Competition between Bay Cities Animal Hospital and other veterinary practices has been growing. With 15 other veterinary practices and hospitals within a 3-mile area, consumers have many choices when it comes to selecting a practice. Consumers are shifting towards more modern forms of communication, with 89% saying they prefer to text businesses for inquiries, services, or appointments.* To capitalize on this trend, Bay Cities Animal Hospital chose the VitusVet client communication platform.

> **GOAL: To streamline communications between clients and vet staff.**

SOLUTION

VitusVet's easy-to-use technology appealed to Bay Cities Animal Hospital, who was seeking to modernize the practice.

IMPACT

Since partnering with VitusVet, Bay Cities Animal Hospital has found that the relationship between clients and vet staff has improved and that staff has more time to devote to their practice since communication has gotten more efficient.

Doctor Dhawan believes that implementing VitusVet resulted in revenue gains for the practice.

VitusVet can automatically send reminders, which includes necessary pre-appointment information via text, email, or push notification. This not only streamlines communications, but also makes pet owners happier by communicating with them in the way that they prefer, without interrupting their day with a phone call.

> **"VitusVet just works – and clients love it. We don't have the time to make appointment reminder phone calls,"** said Dr. Cellu Dhawan, Bay Cities Animal Hospital. **"With VitusVet our clients can request and confirm appointments – it's making the process much easier."**

*www.textrequest.com/blog/how-many-texts-people-send-per-day/