

# Roaring Brook Veterinary Hospital

## SUMMARY

Roaring Brook Veterinary Hospital uses the VitusVet Communication Platform to provide top-notch quality care and services. By making it easier for clients to schedule appointments and request prescription refills, their staff has had more time to devote to customer service, allowing for more face-to-face interactions with clients when they visit the practice.

**GOAL: To streamline communications between clients and practice staff in order to devote more attention to patients in person.**

## CHALLENGE

Roaring Brook Veterinary Hospital was looking to streamline their communications. As one of six practices within a 3-mile area, the practice aims to set itself apart from the competition by offering high-quality care and medicine. The practice prides itself on playing an active role in their community by offering extended hours as well as being open 7 days a week. Offering this type of service puts a heavy burden on front desk staff to manage communications to its client base. As consumers shift towards more modern forms of communication, with 89% saying they prefer to text businesses for inquiries, services, or appointments\*, Roaring Brook Veterinary Hospital chose VitusVet to handle their communication needs.

## SOLUTION

VitusVet's Communication Platform

## IMPACT

Using VitusVet's Smart Reminder system, Roaring Brook Veterinary Hospital has saved \$1,300 per month on postcard mailers.

**Roaring Brook Veterinary Hospital's Hospital Administrator, Timothy Burns, believes that implementing VitusVet has increased client satisfaction.**

One element of VitusVet that Timothy found useful was VitusVet's [Smart Reminder system](#), which allows practices to set up automated reminders to send to pet owners via text, email, in-app push notifications, or postcards. This feature allows staff to streamline redundant processes and make pet owners happier by communicating with them via their preferred method of contact. Practices that utilize this function can expect to see an average of a 17% increase in appointments, a 23% lift in refills, and a decrease in the amount they spend on postcards by 50%.

**"Switching to Smart Reminders has saved our practice over \$1,300 a month in postcard expenses,"** said Tim Burns, Co-Owner, Hospital Administrator, Roaring Brook Veterinary Hospital. **"By keeping all of our communications in one spot, whether it's text, email, push notifications, or postcard, VitusVet lets us keep track of our client communications so we're not over-communicating or overspending."**