



CASE STUDY

Green Oaks North Pet Hospital

SUMMARY

Green Oaks North Pet Hospital uses the VitusVet Communication Platform to make their practice run more efficiently. By streamlining their communications, the practice has been able to free up valuable staff time so that they can engage more with their client base in person.

CHALLENGE

Consumers have many options when it comes to choosing veterinary practices, particularly in markets like Arlington, Texas. As one of many veterinary practices within a 3-mile area, this AAHA accredited practice was looking for a way to distinguish themselves with a convenient communication platform that their clients could easily adopt. Consumers are continuing to shift towards more modern forms of communication, with the average consumer opening a text message within 90 seconds of receiving it, and 89% saying they prefer to text businesses for inquiries, services, or appointments.*

GOAL: To streamline communications between clients and practice staff in order to engage more with patients in person.

SOLUTION

VitusVet's Communication Platform

IMPACT

With the VitusVet platform, Green Oaks North Pet Hospital has modernized their communications, allowing for staff and pet owners to communicate more efficiently, resulting in better informed and happier clients.

Green Oaks North Pet Hospital's Practice Manager, Bethany Joyce-Patterson, believes that implementing VitusVet has kept her practice up to date with consumer trends.

One element of VitusVet that Bethany found helpful was implementing ViutsVet Connect, which converts practice landlines to a system capable of sending and receiving two-way text and picture messaging. This feature allows staff to send surgery instructions and inquire about the status of their patients via text rather than making phone calls, freeing up time for staff for more face-to-face interactions with their clients in the practice. Additionally, the text and picture messages can be automatically imported into the practice's PIMS, so that a patient's information is always up-to-date. This streamlines communications and saves staff precious time when transcribing notes on patient status.

"Many of our clients already prefer to text when communicating with everyone in their lives, and VitusVet Connect allows us to reach them in a way that they already prefer," said Bethany Joyce-Patterson, Practice Manager, Green Oaks North Pet Hospital. **"It's convenient for both staff and pet owners and frees up time for us to engage with clients when they come into the practice."**

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