



## SUMMARY

Northland Mobile Veterinary Clinic uses the VitusVet™ complete engagement platform to make the practice run more efficiently. By streamlining their communications, the practice has been able to simplify and consolidate their record-keeping, improve practice efficiency, and add to their annual revenue by increasing the number of appointments booked year over year.

## CHALLENGE

For mobile veterinary practices to take off, practices need to not only function well but also prioritize the client experience. As a mobile practice, Northland Mobile Veterinary Clinic was looking for ways to manage their high volume of inbound client requests for vaccine records and their fast-growing mobile business. As consumers shift towards more modern forms of communication, with 89% saying they prefer to text businesses for inquiries, services, or appointments<sup>1</sup>, Northland Mobile Veterinary Clinic chose VitusVet to handle their communication needs.

## GOAL

To manage the high volume of inbound client requests for vaccine records and their fast-growing mobile business.

1. <https://www.textrequest.com/blog/how-many-texts-people-send-per-day/>

## SOLUTION

Complete engagement platform: intelligent reminders, 2-way text and picture messaging, app, and digital payment tools Beta client.

## IMPACT

With the VitusVet complete engagement platform, appointments have increased 133% year over year, while automating vaccine records has saved the practice 40+ hours each year. Additionally, due to significant efficiency gains from implementing 2-way text and picture messaging, the practice's owner, Larry Kovac, DVM, has updated his website to steer clients to text the doctor, replacing the burden of handling phone calls.

**Dr. Kovac also believes that implementing VitusVet's complete engagement platform has increased client loyalty.**

One element of VitusVet that Dr. Kovac found helpful was adopting VitusPay<sup>™</sup>, which allows pet owners to split up their vet bills into equal monthly payments using an existing credit card<sup>2</sup>, while practices get paid upfront. A 2019 survey<sup>3</sup> showed that 59% of pet owners worry about animal-related expenses, which can result in non-compliance when it comes to managing their pet's care. VitusPay lets owners breathe a sigh of relief by offering budget-friendly payments without the need for credit checks, applications, or complicated terms. Clients can choose to pay in full or select a payment plan that best fits their needs and allows checkout to occur from the privacy of the exam room with our convenient tablets.



As a one-person practice, I need to be on top of both my communications and my billing to ensure that my practice runs efficiently. VitusVet provides me the ability to handle both with ease," said Larry Kovac, DVM. "Now that I've added VitusPay, the process has become even more simplified and gives my clients options when it comes to paying for care."

2. Mastercard® and Visa® credit cards are currently supported. Debit cards are not currently supported.

3. <https://www.lendingtree.com/personal/pet-financing/average-pet-debt/>