

# Cleveland Heights Animal Hospital

## SUMMARY

Cleveland Heights Animal Hospital uses the VitusVet<sup>TM</sup> client engagement platform to make the practice run more efficiently. By streamlining their communications, the practice has been able to quickly disseminate new practice protocols to their clients.

**GOAL:** To effectively communicate new practice protocols while getting proactive support to ensure their large team could use technology without frustration.

## CHALLENGE

As the COVID-19 pandemic quickly evolved, veterinary practices across the country needed to quickly adapt to new guidelines put into place by the CDC. Cleveland Heights Animal Hospital was looking for a way to quickly communicate new policies to their clients in order to ensure that both patients and staff could safely use the practice. As consumers shift towards more modern forms of communication, with 89% saying they prefer to text businesses for inquiries, services, or appointments\*, Cleveland Heights Animal Hospital chose VitusVet to handle their communication needs.

“For the purpose of dealing with COVID-19, it certainly has been a blessing as we have had to adjust and change our normal workflows and patterns very quickly. We have seven phone lines and our phone lines were completely lit up constantly. People were leaving voicemails and then being upset if we didn’t get back to them, but we couldn’t answer them or listen to the voicemails because the phone lines kept ringing,” said Emily Shiver, CVPM and Practice Manager, Cleveland Heights Animal Hospital. “**Now with VitusVet Connect clients can text us. They let us know when they arrive. They can request refills, get access to forms, share pictures... it’s been very, very helpful for us.**”



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## SOLUTION

VitusVet Connect

## IMPACT

With VitusVet Connect, Cleveland Heights Animal Hospital has been able to streamline communication between pet owners and staff, resulting in a safer practice that keeps clients better informed.

**VitusVet Connect is perfect for busy animal hospitals with large teams. At Cleveland Heights Animal Hospital, reception, veterinary technicians, and veterinarians are using the platform to communicate directly with patients as well.**

“2-way texting works really well for doctors to communicate really quickly. You’d be surprised at the number of people that now want to be texted with test results. My doctors will text a whole bunch of clients in one sitting - it saves so much time for them to just pop on and say, ‘Hey, it looks like one of the liver values was elevated. Let’s rerun it in a couple of weeks.’”

Another element of VitusVet that Ms. Shiver found helpful was using the platform to reduce call volume. Implementing the platform has not only freed up more time for front desk staff but has also increased client satisfaction.

“100% without one doubt, pet owners are comfortable sending pictures and texts. It’s been so much easier for them to snap a picture and text it to us. They’re so much more responsive to us than phone calling and emailing. We’ve definitely had more open communication with clients using VitusVet.”