

Veterinary Practice

Maximizing Efficiency and Consistency

Emily Kane
Healthcare Studies

INTRODUCTION

- Banfield Pet Hospital provides preventative health care with a full-service medical facility.
- Services include routine vaccines, microchipping, dental cleanings, spay/neuter procedures, and more (Banfield Pet Hospital, 2021).
- Banfield offers Optimum Wellness Plans (OWPs), which are monthly payment methods that include unlimited office visits, vaccines, routine bloodwork, dental cleanings, and more (Banfield Pet Hospital, 2021).
- The Salem, MA location associates include a practice manager, two veterinarians, seven veterinary assistants, and two receptionists.



OBJECTIVE

- To create educational materials and promote ancillary services by conducting a survey on every client visiting this facility.

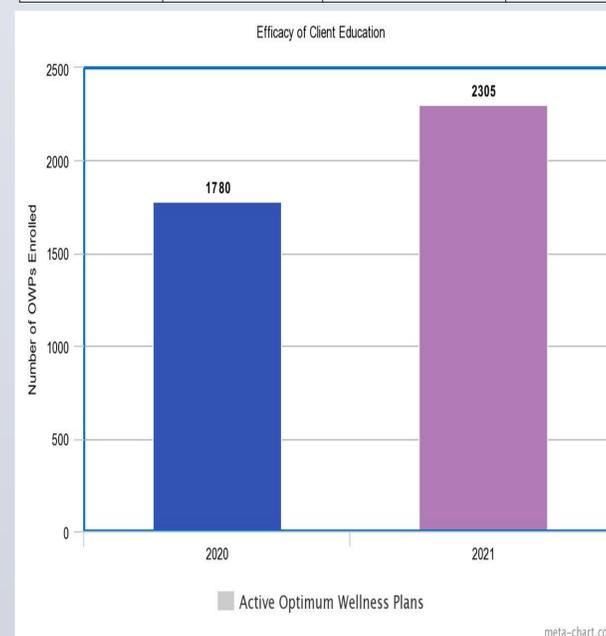
MATERIALS and METHODS

- Created folders for clients to receive at their first visit. These folders include information on OWPs, microchipping, emergency hospitals in the area, and more. These folders ensure that clients are well educated and prepared to take care of their new pet.
- The folders include the difference between OWPs and insurance.
- Created a cart for euthanasia services. This cart includes a variety of treats for both cats and dogs, waters, tissues, etc. It also includes information about the Remembrance company we use and the services they offer.
- Conducted an online satisfaction survey to receive feedback from clients to improve quality of animal care.
- The survey respondents could choose to remain anonymous.
- The survey asks if they were given information about the OWPs and whether these materials influenced their decision to sign up on plan.
- A survey was distributed at the end of each patient visit.
- Collected and analyzed data.
- Constructed a bar graph to demonstrate growth.
- Created a chart to draw conclusions.

RESULTS

- Out of the 40 survey participants, 25 clients received information and materials about OWPs and decided to sign up.
- Eleven clients received information and materials but chose not to sign up.
- Four clients did not receive any information or materials on OWPs and did not sign up.

	Received Materials	Did Not Receive Materials	Total
Signed Up on a Plan	25	0	25
Did Not Sign Up on a Plan	11	4	15
Total	36	4	40



LIMITATIONS

- Small sample size
- Baseline data were not attainable

RELATED LITERATURE

- “By giving clearly written and easily understood material to take home, clients can sit down and digest the information, and they can always call and ask further questions at a later time” (Cheprasov, 2021, para. 7).
- “Ultimately the more informed our clients are, the better healthcare they can provide for their pets – and, in the long term, they are more likely to return to the clinic if they feel they can ask questions and ascertain information” (Jefferies, 2021, para. 2).
- “Vet techs can take their professional education and knowledge of disease processes, treatments, procedures, and medications and combine that with learned or possessed interpersonal skills and really educate clients about their pets” (Jondle, 2019, para. 4).

CONCLUSION

- Educational materials provide relevant information and maximize veterinary patient care.
- Based on the survey results, there is a strong correlation between the information that clients receive and their decision to sign up on an OWP.

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REFERENCES

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