

## Medical Reminders that Drive Visits

### Repetition of the message gets results

Sending reminders using multiple methods – postcard and email – can increase response rate and overall compliance. Pet Health Network Pro supports reminder compliance with:

- **Automated** reminders that link seamlessly with your software
- **Personalized** communications with your practice logo and contact information
- **Consistent** imagery, messages and designs on postcards and emails
- **Species-specific communications** with the option to add multiple pets to a reminder
- **Professional**, laminated, full color, double-sided postcards
- **Strong** calls to action; the ability to add past due indicators to communications

In a society that has shifted more towards email, your client's inboxes may have become a source of cluttered messaging. However, this trend has reduced the clutter in their postal mailbox.

### Reminder schedule for success!

Automated, weekly reminders keep the number of reminders going out manageable for incoming calls and appointment scheduling; keeping a consistent revenue flow for your practice throughout the month. Wendy Myers, president of Communication Solutions for Veterinarians, recommends the following schedule:

✦ **Coming Due:**

1<sup>st</sup> reminder: Postcard and email sent 3 weeks before due date

✦ **Past Due:**

2<sup>nd</sup> reminder: Postcard and email sent 2 weeks after due date

3<sup>rd</sup> reminder: Phone call placed and email sent 3 weeks after due date



### Monitor your remaining opportunities

Pet Health Network Pro reporting allows you to monitor monthly medical reminder compliance. Every practice is unique, so Pet Health Network Pro provides you with the flexibility to easily update your reminder schedule to help you reach your goals. Simply log into your Pet Health Network Pro account and update your weekly communication schedule as needed.

Don't miss remaining opportunities – simply add an 8 week past due email and postcard reminder in Pet Health Network Pro to capture those important past due clients.



For additional tips on client reminder best practices visit [csvets.com](http://csvets.com) or call your IDEXX Communications Specialist at 855-627-6570.