



IDEXX

Pet Health Network® Pro

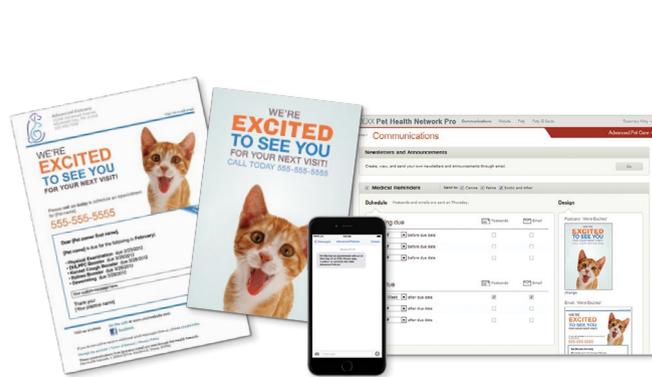
Client education and communication services

Healthy pets, happy clients, thriving practice

Some connections are easy to make, like the bond between your clients and their pets.

Now IDEXX Pet Health Network® Pro can help you strengthen the connection between your practice and your clients for improved patient health and so much more.

Convenient online tools and services for client communication and education enable you to position your practice as the hub of pet health information—**before, during, and after** every patient visit.



Before

Inform and prepare clients before they arrive

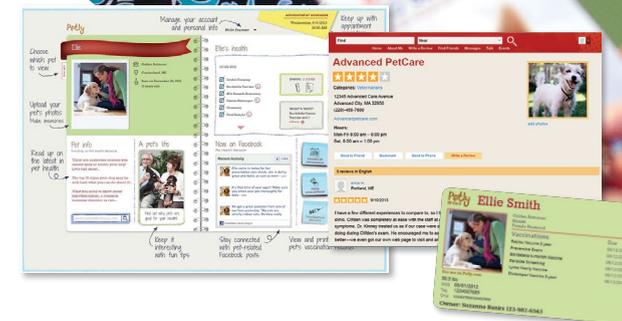
Personalized communications—email, postcards, and text messages ensure clients arrive prepared for every appointment.



During

Create a better experience during the visit

Easy-to-share information—deliver important pet health information to clients at the touch of a button and make the most of every visit.



After

Extend the connection after they go home

Engaging ways to stay in touch—convenient, easy-to-use online tools and services help you strengthen the bond with clients after their visit.



Inform and prepare clients **before** they arrive

It's true, engaging clients in their pets' health before they enter the clinic can have a remarkable impact. But how do you get them to be more engaged?

IDEXX Pet Health Network® Pro offers a range of customizable pre-visit communications materials just for pet owners to ensure they arrive prepared and ready to make the most of the experience. You can also choose how your clients receive important communication—by mail, online, email, text, and in-person hard copies.

Plus, there are new ways for you to increase visits and grow your practice using customer ratings and positive online reviews, as well as call-to-action buttons and client referrals.

Inform • Prepare • Engage

Personalized reminders

Friendly, professional, and customizable to ensure clients come to their pets' appointments informed and prepared.

Automated communication

Links seamlessly to your practice management software (PIMS) to give you complete control over content and quality before materials are sent out.

Mobile-responsive practice websites

Easily customizable to reflect your practice's unique personality, supporting you as the first and best source for pet health.

Online reviews

Improve your online ratings and grow your practice through online reviews that help prospective clients find you.

Make sure clients arrive prepared for every visit with reminders by postcard, email, text, online, and more.

Communicate practice services to pet owners with your own easy-to-edit, professional, and client-friendly website.

Create a better experience **during** the visit

Your most informed clients are usually your best clients. But how can your practice be sure that clients are getting the “right” information?

The Internet and its boundless information have changed how clients learn about pet health. IDEXX Pet Health Network® Pro gives you access to a full library of customizable, client-friendly content that can help your entire practice deliver a consistent experience during the patient visit.

And when clients understand more, they're more likely to act on your recommendations, which can improve patient outcomes.

Share • Educate • Inspire

Easy-to-share information

Share pets' diagnostic results and important health information to demonstrate the unique value provided by your staff and services.

Client education materials

Complete online library of client-friendly education materials and articles that can be emailed to pet owners from your exam room or office.

Staff training

Ensure your staff is prepared to make the most of every visit with online training and simple-to-implement training protocols and tools.

Pet Health Network® 3D

Educate pet owners in the exam room using vivid three-dimensional anatomical animations, radiographs, and instructional home-care videos.



Easy access to client-friendly diagnostic reports from your own client portal with IDEXX VetConnect® Plus.



Share educational information, including Pet Health Network 3D animations, at the touch of a button to maximize client experiences and reinforce the value of your services.

Extend the connection **after** they go home

What happens during the patient visit is driven by your high standards of care. But what can you do to ensure clients follow your recommendations after they go home?

With IDEXX Pet Health Network® Pro, you can help clients be better informed about the health of their pets even after they leave the practice.

And reinforcing your practices' unique value after the visit, including client education, can also improve adherence to doctors' recommendations, patient outcomes, and practice revenue.

Connect • Support • Sustain

Post-visit communication and surveys

Automatically send thank-you emails that include customizable online surveys to encourage feedback after the visit.

Petly®—Personalized pet pages

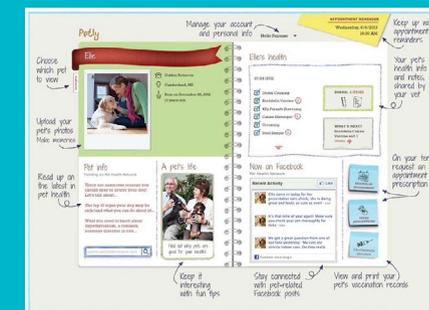
Individual online pet pages provide important updates and an engaging way for pet owners to view pet health information, request appointments, and refill prescriptions.

Performance and compliance reporting

Measure and improve practice performance and compliance with actionable reports that help drive a better client experience.

Online reviews

Use online review sites to promote your practice with positive feedback from happy clients and help prospective clients connect to your website.



Dynamic online pet pages for individual clients allow you to easily share pet health information, cute photographs, and fun articles.



Make the most of Facebook® and other popular social media platforms with tools, training, and ongoing support.



Expertise and support from
an industry leader you can trust

IDEXX Pet Health Network® Pro is committed to helping you strengthen the bond between your client relationships, your patients' health, and the health of your business.

A dedicated communications specialist will work with your practice to customize your marketing plan and ensure that you get the most out of your client communications. Our overall approach is different because, as a trusted provider to veterinarians worldwide, our success depends entirely on the strength of your relationships and the success of your practice.

Which is why with us, nothing ever gets between your practice, your clients, and their pets.

Learn more about how IDEXX
Pet Health Network® Pro can support
your healthy connections.

Contact your IDEXX sales representative to learn more, call **1-800-283-8386, option 5**, or go to **[idexx.com/pethealthnetworkpro](https://www.idexx.com/pethealthnetworkpro)** for more information.

Strengthen **the bonds.**[™]



idexx.com/pethealthnetworkpro

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