



# Breed-specific reminders create better patient health

At Back Bay Veterinary Hospital in Newport Beach, California, practice manager Jeff Katcherian knew there had to be a more compelling way to ensure that new clients would return for a second visit.

In the past, Katcherian had tried the usual email and postcard reminders, as well as phone calls, to remind clients of regular wellness checks, preventatives, and immunizations. But they didn't seem to do the trick.

That's why Katcherian decided to try the new Market Hound solution from Patterson Veterinary. "I really like the breed-specific client communication aspect," he said. "If a client comes in for a first visit, we want to ensure he or she comes back again, especially within a year. About 37 percent of our clients are one-time visitors who do not return," he said. "For me, that's too high." Not seeing patients regularly can take its toll on patient health as well as the practice's bottom line.

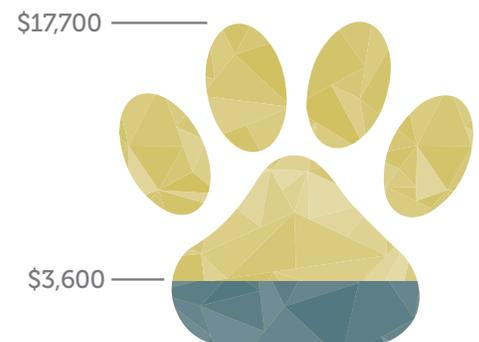
Market Hound is a platform that sends automated messages to clients throughout the life cycle of a patient on behalf of the veterinary practice. It's based on breed-specific science provided by the Breedology application, developed in partnership with Zoetis and other industry leaders, that provides customized healthcare for patients based on the unique attributes of their breed.

"Not many pet owners know about breed-specific conditions. Market Hound helps clients ask better questions, and it improves the overall quality of life for pets."

—Jeff Katcherian,  
Practice Manager

The average dog owner spends \$3,600 on his or her pet throughout the pet's life. But if that owner brought the pet in for the AAHA recommended number of visits, that average spend would be closer to \$17,700.

— Dr. Mike Dicks, Director, AAHA



# Breed-specific content makes the difference

"The individualized content educates our clients about any pre-existing, breed-specific conditions that they should be aware of," Katcherian continued. "For example, we see so many big dogs at our practice, and we know they will have hip problems in the future. Educating clients early about recommended joint therapy and medications boosts compliance and helps improve the quality of life for these animals."

With Market Hound, clients receive emails or text messages at key dates in their pet's development, alerting them to fun facts, milestones, trivia and potential health concerns along the way. Clients can then request appointments or screenings from their veterinarian to learn more, right from the message, which looks like it is coming from the veterinary practice.

"People now expect that email and text messages are individualized," Katcherian said. "I like the individualized content that Market Hound sends. It's specific to the breed of the patient and based on the patient's stage of life, and it contains breed-specific photos that capture attention effectively. I haven't seen any other service that offers this level of breed-specific, individualized content."

# Marketing that pays for itself

The average cost of a wellness check at Back Bay Veterinary Hospital is \$215, so just one additional appointment per month generated by Market Hound covers the cost and even provides a four-fold return. According to Katcherian, Market Hound generated 10 appointment requests during the first three months alone.

"Market Hound is a hands-off way to personalize the experience of our clients and stay in front of them," said Katcherian. "There are so many things we need to be doing with our clients – educating them, staying in front of them, reminding them – and this is a great way to do it. Ultimately, Market Hound will improve the health of our patients, no doubt."

# How Market Hound works

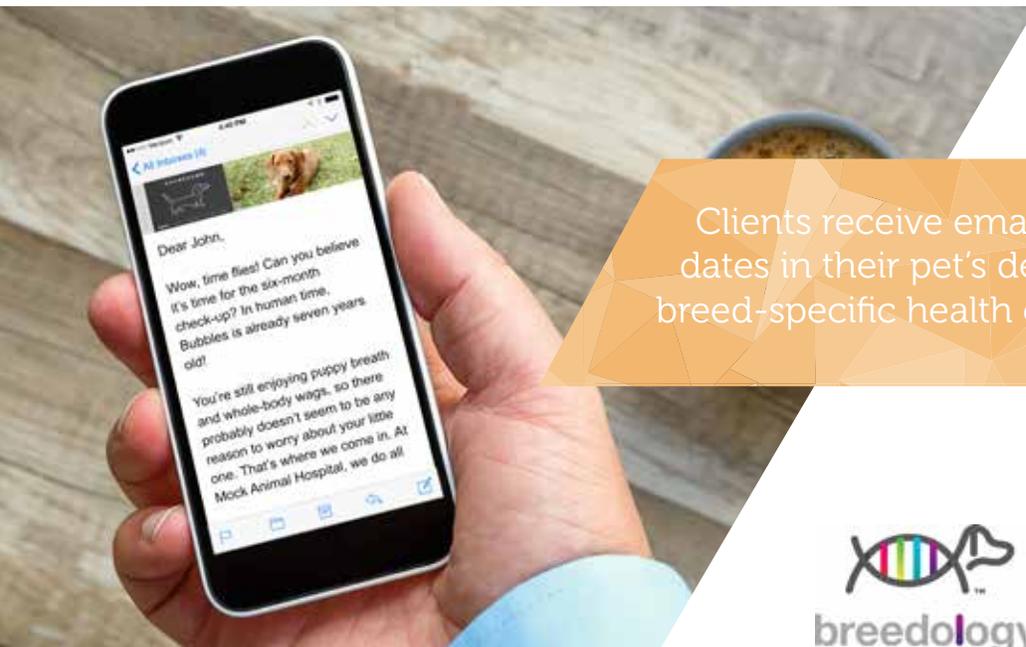
Typically, veterinarians don't send reminders or client communications about the potential for breed-specific conditions.

Yet breed-specific conditions are a threat to pet health. For example, 20% of German Shepherds will be diagnosed with hip dysplasia, and 20% of Dachshunds will suffer from IVDD.

Rather than waiting for pets to experience pain or lameness, educated clients can request early intervention.

This ensures healthier pets ... and a steadier stream of client activity.

Market Hound's breed-specific educational content is powered by Breedology, a nonprofit organization supported by VetThink, Zoetis, Patterson Veterinary, Trupanion, VCA Antech and Companion Animal Practices of North America.



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