



## The power of breed-specific reminders

Wellness plans and reminders are great for encouraging regular screenings, vaccinations, and preventatives. But they aren't designed to uncover breed-specific conditions, such as tumors in Golden Retrievers, back problems in Dachshunds, and hip dysplasia in German Shepherds.

Across the industry, only 50% of these breed-specific conditions are treated today. Conditions that aren't treated early will worsen over time, creating health problems and a poor quality of life.

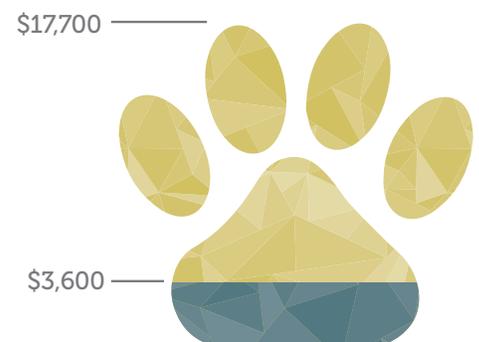
At Animal Hospital of Humble in Humble, TX, Practice Manager Cendra Parks says the biggest issue with breed-specific conditions is that they don't cause noticeable pain or problems until they develop more severely, so clients may not see need for preventative treatment.

That's one reason Parks was intrigued by the new Market Hound solution from Patterson Veterinary. Market Hound is a platform that sends automated breed-specific 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.

"Our practice management software only allows us to remind clients about services we've already provided, like vaccines. I love that Market Hound sends recommended preventive and screening services before problems arise."

—Cendra Parks, Practice Manager,  
Animal Hospital of Humble.

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

## Beyond Reminders

"Market Hound goes beyond regular reminders to empower clients with information about conditions that their particular breed may encounter later," she said. Clients can be on the lookout for warning signs and schedule appointments to discuss preventative treatment.

"My Great Dane is a perfect example," said Parks. "Knowing that Great Danes are prone to joint problems, I started him on joint supplements when he was three years old. Today, my 13-year-old, 140-pound Great Dane is still able to walk around comfortably. That's unusual for a dog of his size. Knowledge of the correct diet and supplements has helped this, I believe."

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

## Marketing that pays for itself

The average cost of a wellness check at Animal Hospital of Humble is \$150, so just one additional appointment per month generated by Market Hound covers the cost and even provides a three-fold return. According to Parks, Market Hound has generated 17 appointment requests during the first few months.

On top of that, there's the intrinsic marketing value of Market Hound. "We've received great response from clients so far," said Parks. "We hear things like, 'Hey, I didn't know that about my pet. That's good information.' Clients can contact us right from the text or email if they want to explore a condition further.

"The messages clients receive are effective because they are short, relevant, and timed appropriately depending on the patient's needs. Clients tell us that they count on us to remind them about important patient health information, so the more information we send, the more return we get."

# Improving Breed-Specific Care

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 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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