

**VETERINARY VOICE:
Tips of the Trade**

Practice Management- Top Ten Things To Do In An Exam Room

<p>Why is it important to have a written plan with your team?</p>	<p>The interaction with your client is too important to leave it to chance. If you and your team have a written plan for directing your interactions, you increase the chance of reaching your goal with each and every client and patient contact.</p>
<p>What are the top ten things you can do?</p>	<ol style="list-style-type: none"> 1. Introduce yourself—if this is a new client, otherwise greet the client. 2. Talk to and/or touch—the pet within the first minute of entering the room. 3. Do something—like a complete physical exam. 4. Say something—verbalize what you are doing. Let the client know what you are doing so they perceive more value. 5. Show something—let them look in the ears, show the tartar on the teeth, have a digital thermometer and let them see the temperature display, etc. 6. Give something— (other than the bill) client education material, copy of the physical exam report, free sample, etc. 7. Listen to them—ask them, "What questions do you have?" 8. Positively reinforce their decisions. 9. Compliment them—find some aspect to note. You always can. 10. Definitely end the visit—it helps clients when they are politely notified. Escort them out, thank them, tell them you will meet them up front with meds, etc.
<p>Why are they important?</p>	<p>Each interaction with a client has a structure based on social graces and adult learning. Use these conditioned parts of culture to help you increase compliance with your recommendations and help more pets. Put the client at ease by your greeting, bond with them through their pet, give them tangible things of value that cross the visual, auditory, and feeling/doing spectrums so they understand more, perceive more value, and feel better about what you provide to them and their pet. Use active listening skills and assume they will have questions. This minimizes any chances they feel “dumb” asking questions. Help clients feel good about their decisions, especially if it involves significant investment or time or money. Finally, bring clear closure to their visit and provide them with an action step that moves them and their pet closer to health and compliance with regular preventative care.</p>
<p>Questions? Practice Management Expert: Jan Woods, Hospital Administrator</p>	<p>Jan Woods’ health care career has spanned over thirty years in both human and veterinary medicine. She was previously the Vice President of Operations and Development for Care Net Health Systems based in Nashville, TN and Communicare/NBC HealthCare, based in Fort Lauderdale, FL. Jan is currently the Hospital Administrator, and one of six co-owners of Veterinary Specialty Center of Tucson. Jan is President of the Veterinary Specialty Practice Alliance, an organization that is comprised of veterinary specialty hospitals, nationwide. She is one of the cofounders and the current facilitator of The Southern Arizona Veterinary Managers Group.</p>