

To all vets that didn't run an amnesty....



This time it is you we're after



What The Vaccination Amnesty can do for your Practice

Why should you run an amnesty?



Half the dogs in Britain, and an even greater number of cats, are more than four years behind with their vaccinations. Unless the situation is reversed, we could soon see the spread of fatal infectious diseases - as has already occurred on the Continent.

Dog Vaccinations			Cat Vaccinations		
0 - 1	1 - 2	Over 2	0 - 1	1 - 2	Over 2
83%	66%	55%	64%	54%	46%

MAI figures show that 1 out of 5 pets who receive a primary course of vaccinations do not return for their first annual booster. Uptake of subsequent boosters is even lower.

In recent years, Intervet has sought to allay public fears about over-vaccination through extensive work on duration of immunity. But that is only one reason why owners fail to keep up their pet's boosters. In many cases, it's simply a matter of money, or embarrassment about forgetting earlier reminders. A Vaccination Amnesty is a powerful means to draw these lapsed users back into the Practice.

How do you run an amnesty?

If you wish to participate, you should take the following steps:

Register your clinic for the amnesty

First, complete the registration form. Upon receipt of your registration form, we will send you all the materials you require, and contact you if necessary.

Indicate which promotional materials you need

The following materials are available. Your account manager will be able to show you samples of all items.



Amnesty letter to send to your clients

(also available from Intervet in electronic form)

Contains tried and tested messages that have been shown to work. Mail-merge them with your database to get results.

“The Vaccination Amnesty” branded letterheads & envelopes

Either use your own stationery, or, if you prefer, use our stationery specifically designed to convey the amnesty message.

Vaccination Amnesty Stickers

If you prefer your own stationery, these stickers can be used to add amnesty branding to the message.

Flyers *(two types: dog and cat)*

These contain general information about vaccination and specific information about the amnesty. They may be included with your letter to the pet owner.

Waiting room posters

Build a “buzz” about the campaign by using these posters in your waiting room - and remember, pet owners speak to other pet owners.

Template for local press advertisement

Intervet has produced a template advertisement that you can adapt to your local needs, and place in the local press.

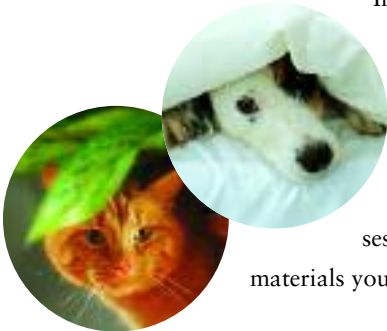
Once we have received the registration form, we will send the materials you require for your own amnesty program.



Make a plan for local PR and advertising

An amnesty is an excellent tool to raise the profile of your clinic within the local community, and to discuss pet health issues with the public. Intervet can support you with articles that can be placed in the local press or in Practice newsletters.

Organise training for all the practice staff



In order to run a successful amnesty, it is very important that all members of the Practice staff should understand exactly why the clinic is running an amnesty, what you are trying to achieve, and what you will offer owners who make an appointment. Messages regarding vaccine safety, duration of immunity and the threat of disease should be clear, accurate and honest. We therefore strongly suggest that you organise a training session. Your account manager will be able to offer you any training materials you may need.

List the owners who will be sent a letter

Only owners whose pets were vaccinated more than 18 months ago should receive an invitation to join the amnesty. Theoretically, all owners meeting this criterion should be included; however, experience suggests that only a few of those whose pets were vaccinated more than 36 months ago will respond. The ideal “window” is therefore 18-36 months since the last vaccination. Ensure your database is clean before sending out any letters.

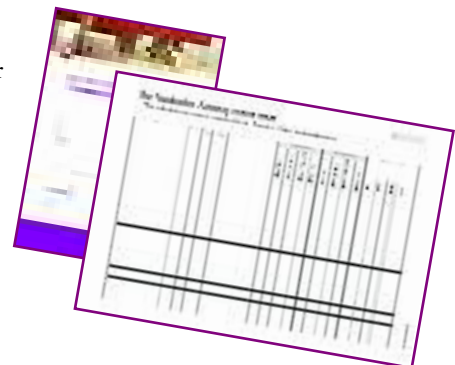
Decide when the amnesty will run

We suggest that you offer the amnesty during a period of 4-6 weeks after all the letters have been sent out. January and February - two months that are renowned for being quiet in practice - are ideal, but you can run your amnesty at any time.

Keep a record of all animals included in the amnesty

Use the form provided to register each pet's details, and the vaccinations given. We would also like you to indicate any other treatments that enrolled pets received during the amnesty.

At the end of the amnesty please return your completed form. Once we have received your form, we will reimburse you, as agreed with your account manager, with a cheque or a BACS payment.



“We had a good response to the amnesty, bringing many pets up-to-date with their vaccinations without the client having to bear the cost. Moreover, we picked up on many other pet ailments at the time of vaccination, including dental and heart problems, and one cat with hyperthyroidism. We also had the opportunity to advise on worming, flea control and diet, which clients found very helpful.

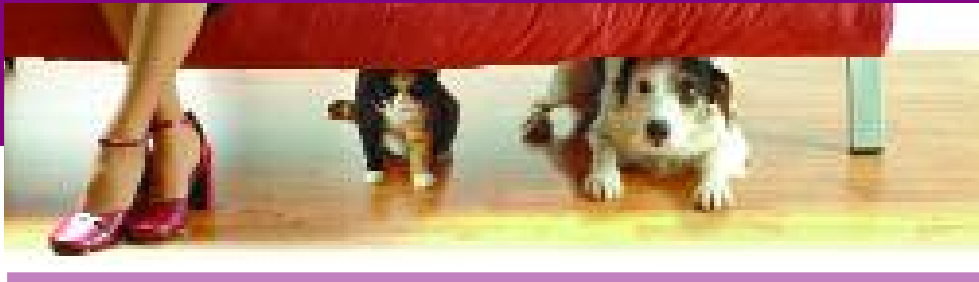
“Feedback was extremely positive and clients felt that they were getting something for nothing, plus a more healthy pet! For the practice, we regained many lapsed clients and boosted business with the additional treatments for ailments that would have otherwise gone undiagnosed. We’ll definitely be looking to run another amnesty in the future.”

Karen Pearce, Hillside Veterinary Centre

“This is the first time we’ve undertaken a targeted approach to encourage clients to bring their pets into the surgery for booster vaccinations. We got a great deal of support from Intervet, which saved us a lot of time so setting it up was quite straightforward!

“February is usually a quiet month for us but as a result of running our Vaccination Amnesty, we saw a lot more clients than we otherwise would have, who will now receive future booster reminders and hopefully maintain their pets’ vaccination schedules from now on. We also had the opportunity to discuss other health concerns and pick up on problems that would no doubt have gone untreated – about a quarter of clients who responded to the amnesty made use of additional services.”

Simon Daniel, Rainsbrook Veterinary Practice



How does an amnesty work?

The Vaccination Amnesty contains a direct financial incentive to get a pet’s vaccination status back up to date, by offering a complete primary course of vaccination for the price of a single booster.

If this offer is communicated in an informed and non-threatening way to those owners whose pet’s vaccinations have lapsed, a significant number will return to their vet and renew their relationship with the Practice.

What will an amnesty do for my clinic?

An amnesty will result in an increase in booster uptake. This not only protects the individual animal; the wider pet population also benefits through greater “herd immunity”.

And of course, when owners bring their pets in for the amnesty, you have an opportunity to discuss other health issues. Heart disease, diabetes and dental problems can often be picked up through a routine health check at the time of vaccination.

An amnesty will help you clean up your database, an invaluable exercise for all future marketing efforts.

And finally, an amnesty can raise the profile of a veterinary clinic within the local community, allowing you to discuss pet health issues with the wider public.

Achievable success rates

Previous experience has shown that on average 15% of the owners offered an amnesty accept the offer.

How to run an amnesty: checklist

- Register your clinic
- Indicate which promotional materials you need
- Make a plan for local PR and advertising
- Organise training for all the practice staff
- List the owners who will be sent a letter
- Decide when the amnesty will run
- Mail selected owners
- Record all animals included in the amnesty

Suggested vaccination schedule

Dog Vaccination

Initial vaccination: Nobivac DHPPi + Lepto 2

Second vaccination: Nobivac Pi + Lepto 2

Cat Vaccination

Initial vaccination: Nobivac Tricat or Nobivac Forcat

Second vaccination: Nobivac Tricat or Nobivac Forcat

or

Initial vaccination: Nobivac Tricat + Nobivac FeLV or Nobivac Forcat and Nobivac FeLV

Second vaccination: Nobivac Tricat + Nobivac FeLV or Nobivac Forcat and Nobivac FeLV

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