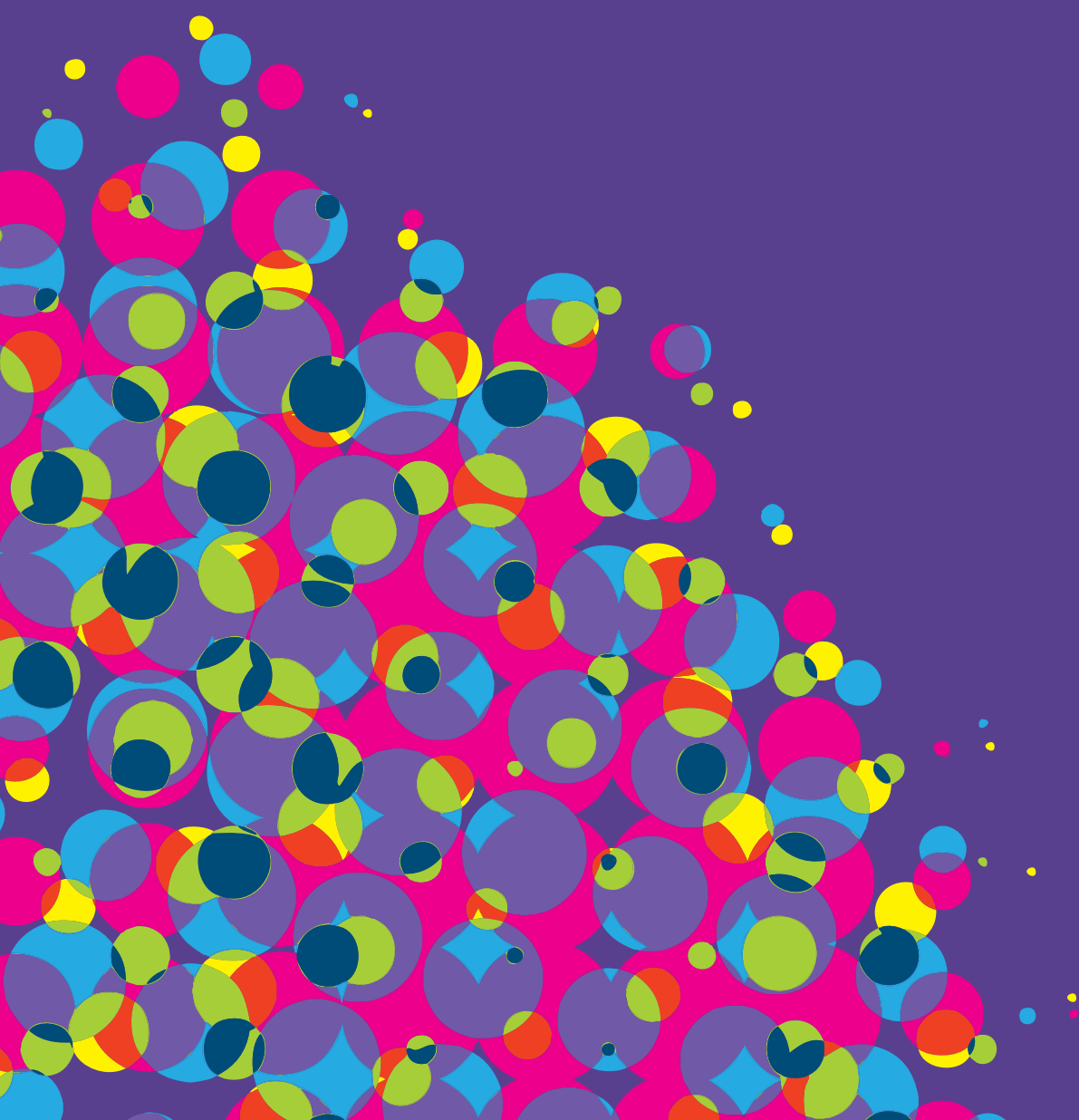


chameleon 
changing your practice



RESEARCH • PERFORMANCE • INTEGRITY

chameleon:

Intervet's new practice printing tool

Printed materials such as booster reminder cards, vaccination certificates, owner leaflets and practice newsletters are important tools for your practice to communicate with its clients. For many years, Intervet has distributed free booster reminder cards and vaccination certificates, overprinted with your personalised practice details. It's one of our most popular services, and more than 1,300 veterinary surgeries across the United Kingdom already enjoy its benefits.

Now **chameleon**, Intervet's new practice printing service, is about to revolutionise the way we print your materials – revitalising the service and giving you unprecedented control over your future customer communications.

Truly personalised print

No longer do you have to choose from a range of existing materials with fixed designs. Now, you'll be able to determine exactly how your booster reminder cards and vaccination certificates look – their design, text, logos, and even the pictures* that are used. This allows you to communicate the things that you find important for your practice at any given time, as well as the booster reminder message.

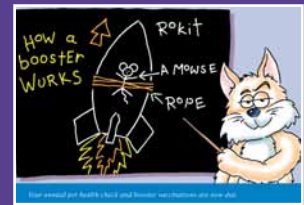
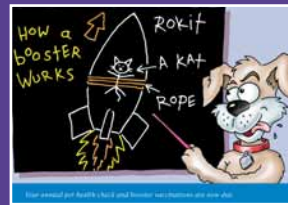
* Only users of both Nobivac dog and cat vaccines can select their own pictures. If a practice uses either Nobivac dog or Nobivac cat vaccines, but not both, then they can design their own card, but not use their own visuals.

Manage your print online, open 24 hours a day, every day

What's more, the printing process can be tied directly to an online management and customisation service. **chameleon** is available through our website www.vet-booster.co.uk. The site is secure and protected, with each practice allotted their own password. Control is entirely in your hands. Truly personalised print can be ordered 24/7 and delivered within 2 to 3 working days!

A user manual with clear instructions on how to use the site, how to load your own picture and how to edit the text fields is available.





Standard designs, or create your own?

A selection of 10 different visuals is available on line. If you don't like the standard alternatives we offer on the site, select your own visual or use one of the many alternative pictures available via your Intervet account manager.

Saving time with mail merge

chameleon enables practices to design their own booster reminder cards and vaccination certificates. This helps you take complete control of your practice communications, offering a true competitive advantage over practices which don't use Nobivac vaccines.

And we're already looking at other ways to increase the value of **chameleon** to you in the future. Later on in 2007, for example, we will add a mail merge facility. This will enable you to upload a file containing client details from your practice management system onto www.vet-booster.co.uk, to print booster reminder cards with individual client names and addresses, and mail them directly from the printer*. This

alone will save a huge number of man-hours in your practice which can then be used for other productive activities.

Sending out electronic reminders

Once you have client details saved in a file, you may wish to use it to send out electronic reminders as well as booster reminder cards. Simply upload the file to www.e-booster.co.uk, and an SMS text message and an e-mail reminder will be sent free of charge.

*In accordance with the Data Protection Act, Intervet will use these addresses for printing purposes only.

An example case study:

Meet Sarah

Sarah is the principal of a practice in the South-West of England called Midsummer Vets. The practice employs 3 vets, 2 receptionists, 2 veterinary nurses and a practice manager.

The practice is situated in an old victorian house in Causton High Street.



1

When Intervet launched **chameleon**, Sarah discussed the design of their booster reminder cards with her staff members, and they decided they wanted a group picture of the entire staff on the front of the reminder card. They didn't like the standard text on the front of the card, so they changed it to:

It's time to have your pet vaccinated!

They also changed the text on the back to:

Dear owner,

Your pet is due for its annual vaccination.

Please contact Midsummer Vets for an appointment on 01988-4567321.

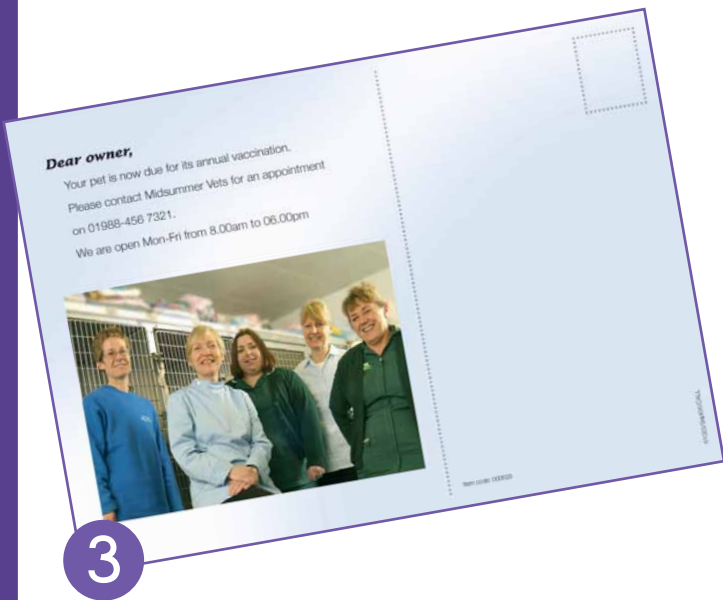


2

The old victorian house in the High Street was getting too small, so a few months later the practice moved to a new state-of-the-art building. The practice manager suggested that they now used a visual of the new practice building on the front of the card. At the same time they changed the text on the front:

Midsummer Vets have moved!

(and your pet is due for its annual vaccination)



3

Sadly, the practice manager hadn't communicated her intentions very well with all the staff members and some were rather disappointed that, now, they no longer appeared on the cards. So Sarah contacted her Intervet account manager, and together they decided to replace the practice details on the back with a photograph of the staff members.

4

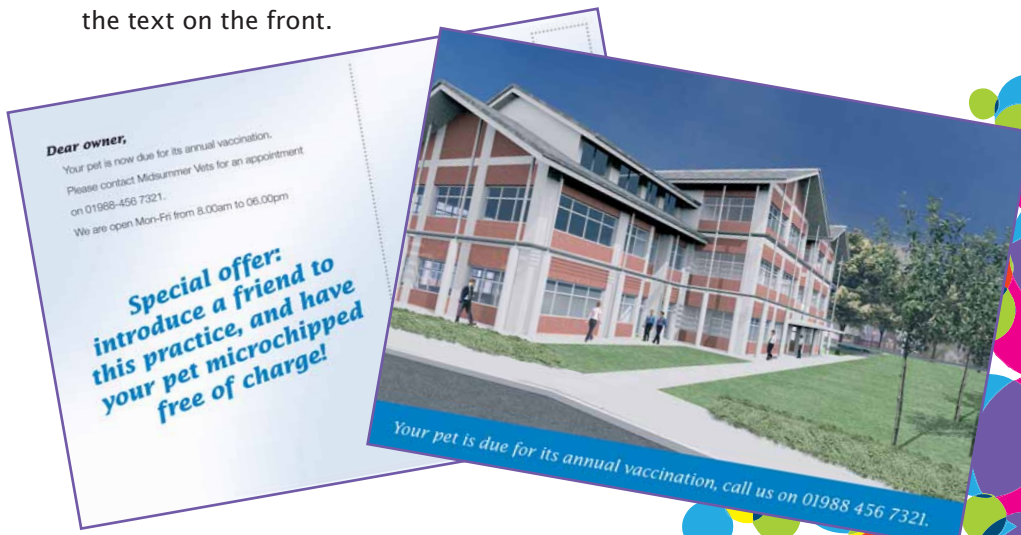
A few months later, another clinic opened a few hundred yards away from Midsummer Vets, and Sarah began to lose clients! She discussed the matter with her practice manager, and they decided to launch the **Introduce a friend** campaign. They removed the photograph from the back of the card – and this time, they did discuss it at length with staff members! – and replaced it with a voucher. They also adapted the text on the front.



5

Later that year Intervet launched the new mail merge service. This freed up one day a month for Mary, the veterinary nurse who usually sent out the reminders. Mary used this time to run at least two Puppy Parties a month.

Of course Sarah doesn't really exist, and as far as we know, Inspector Barnaby does not have a dog. However, we do hope Sarah has given you some interesting ideas on how to get maximum benefit from Intervet's new **chameleon** service.



What next?

- To register call the Veterinary Support Group on 01908 685 685 or email support.uk@intervet.com
- We will email you a User name and Password
- We will also send you the **chameleon** User Manual



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Walton Manor, Walton, Milton Keynes MK7 7AJ
Telephone: 01908 685 685 Fax: 01908 685 555
e-mail: support.uk@intervet.com
www.vet-booster.co.uk