

Show you care



*Vaccination and booster
support materials
from Intervet*

The Intervet logo consists of the word "intervet" in a lowercase, sans-serif font. A white arc is positioned above the letters "i", "n", and "t", starting from the top of the "i" and ending at the top of the "t".

The importance of booster reminders

Regular client contact is critical to the success of any veterinary practice. It places the emphasis firmly on preventative medicine, and helps the vet to develop a loyal and supportive customer base.

One of the key means of maintaining contact with healthy animals is a booster reminder system. Simple as this might sound, there are in fact many different ways to run a reminder scheme – and some are more successful than others.

Intervet has recently surveyed a large number of UK vets to determine current best practice. The results of this survey – and the materials needed to implement such a scheme in your own surgery – are described below.



Survey results

Surprisingly, only 45% of vets actually monitor the success or otherwise of their booster reminder systems. And only half of those surveyed sent a second reminder – despite the fact that response rates to second reminders are typically as good as, if not better than, those to the first.

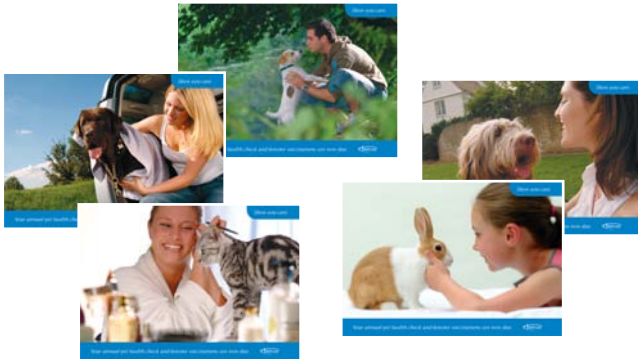
By looking at those surgeries that monitored their results, and achieved high levels of response, it has been possible to determine best practice advice.

Best practice for booster reminders

4 weeks prior to booster date	send reminder card (plus SMS or e-mail – see later)
1 week prior to booster date	send letter
1 week after booster date	follow-up telephone call

The tone and content of any letter or telephone call is absolutely critical; for example, no-one should accuse the client of neglecting their pet! To help you achieve just the right approach, sample telephone scripts and letter texts have been prepared. These are all available electronically from your Intervet Account Manager or the Intervet Veterinary Support Group.

To ensure that all of our customers are able to run the best possible reminder schemes, we have recently produced an entirely new range of materials for your client communications.



Booster reminder cards

In response to numerous requests, we can now supply a new, modern range of postcards specifically dedicated to dogs, cats and rabbits.

Owner leaflets

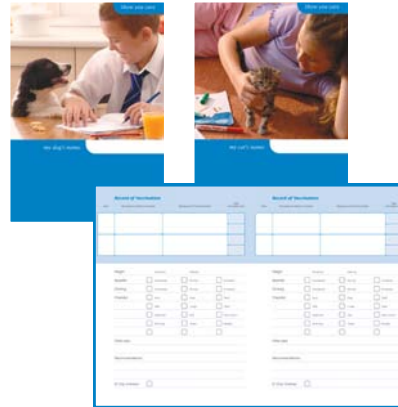
Our range of owner leaflets has been considerably simplified. The new leaflets provide clear and concise information regarding vaccination, and are available for dog, cat and rabbit owners.

Vaccination certificates

Our standard vaccination certificates have now been rationalised to take differing booster regimes into account. The veterinary surgeon can now enter the antigens that will be required at the next visit. Available for dogs, cats and rabbits.

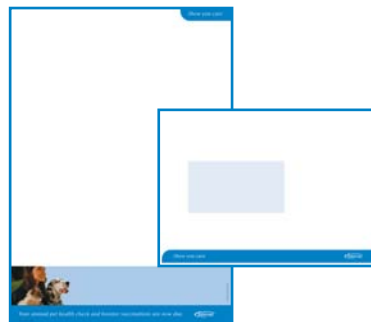
Health record books

As before, these alternatives to the traditional vaccination certificate offer comprehensive advice on vaccination and other aspects of healthcare, in a handy compact format. The booklets now cover the entire lifetime of the pet, with all health records carried on a single page for each year of life. Available for dogs and cats only.



Envelopes and letterheads

Branded stationery is available for booster reminder communications with clients.



NEW Booster reminder website

www.e-booster.co.uk

If your clients wish to receive e-mail or SMS (text message) reminders, alongside the traditional postcards and letters, then use this new website. All you have to do is enter your client's details at the time of vaccination and the site will automatically generate an email or SMS reminder at the appropriate time.



- A useful additional means to contact your clients
- Free to all practices (registration required)
- E-mail reminders contain a link to your practice website

- Good booster reminder schemes are vital to your success
- Intervet can help you with advice on best practice
- A complete new range of updated reminder materials is available free of charge
- NEW electronic booster reminder website: www.e-booster.co.uk

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Intervet UK Ltd, Walton Manor, Walton, Milton Keynes MK7 7AJ

Tel: Intervet Veterinary Support Group 01908 685685 or visit www.intervet.co.uk