



VETPORT

VETERINARY MEDICINE AT THE SPEED OF LIGHT

Case Study

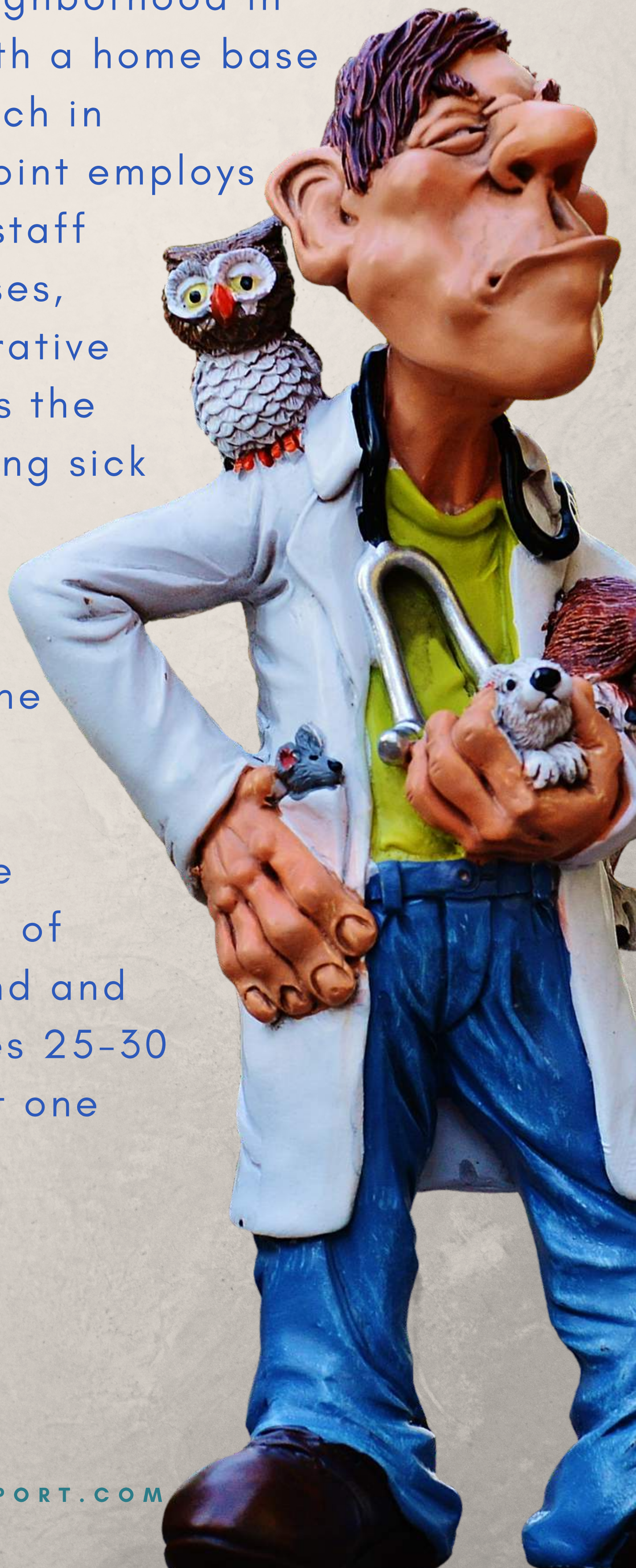
JOURNEY OF TRANSFORMATION OF A VETERINARY CLINIC



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BACKGROUND

With more than 40 years of experience in caring for pets, Animal Point Clinic is a trusted name in the neighborhood in veterinary practice. With a home base in Maryland and a branch in Pennsylvania, Animal Point employs 7 veterinarians and 18 staff members including nurses, receptionists, administrative staff, and others across the two clinics. From treating sick pets to conducting, surgeries or vaccinations, Animal Point Clinic caters to the basic and moderately advanced needs of the veterinary practice. The regular footfall in each of these clinics in Maryland and Pennsylvania constitutes 25-30 in number, plus at least one referral per day.



CHALLENGES

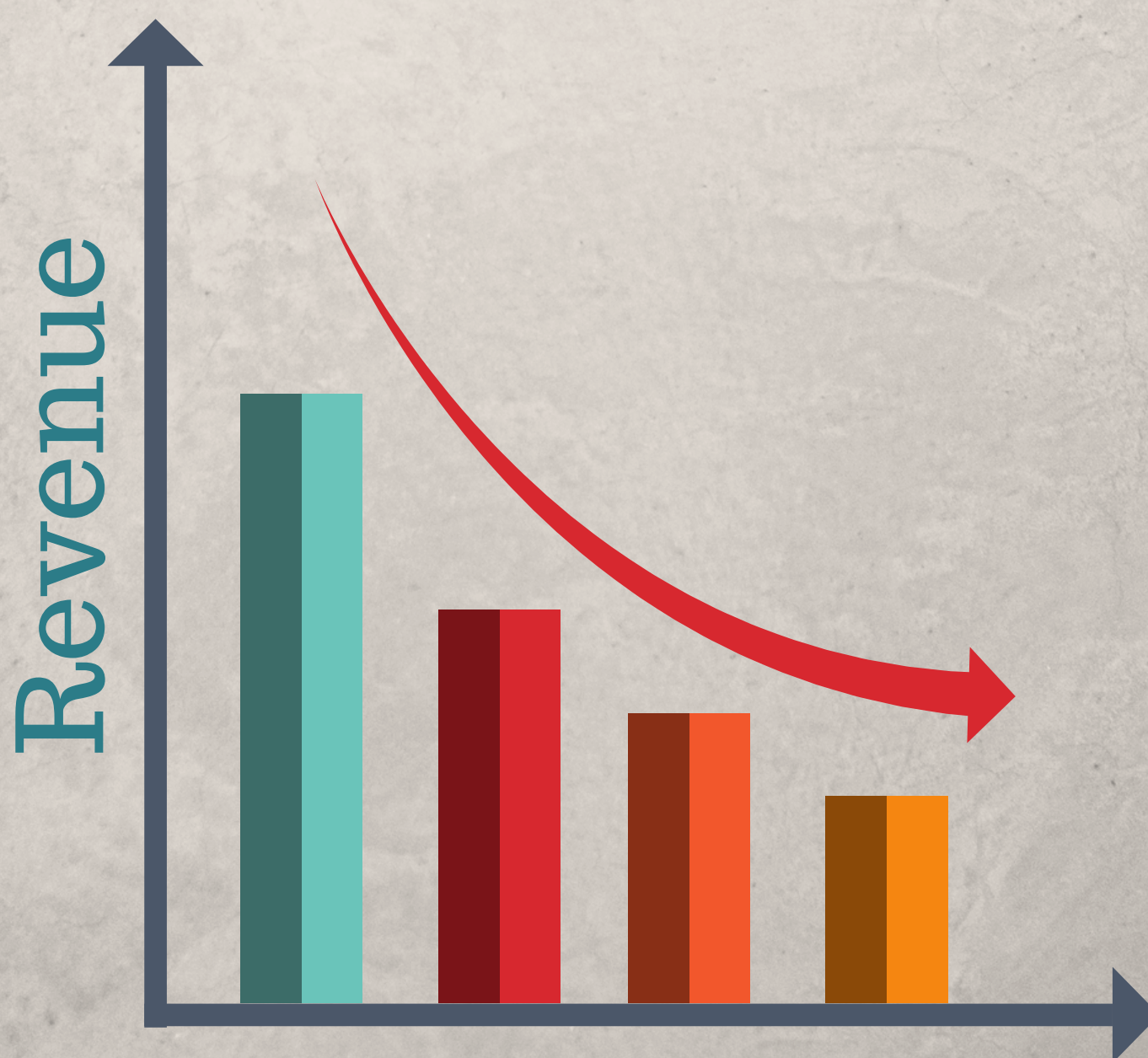
Animal Point has managed to stay abreast of changing technologies in veterinary medicine by employing them in diagnosis and treatment. However, the practice remained a laggard in adopting such solutions in its functioning. As with many other practices in the area, the clinic relied on locally-developed software to manage and run its everyday operations. The solution, however, did not encompass all aspects of the veterinary practice, which led the clinic to invest in multiple smaller software for storage of medical records, accounting, billing, and so on. None of the applications were talking to each other and the clinic was spending at least \$5,000 every month to manage & maintain this complex setup.



CHALLENGES CONTD...

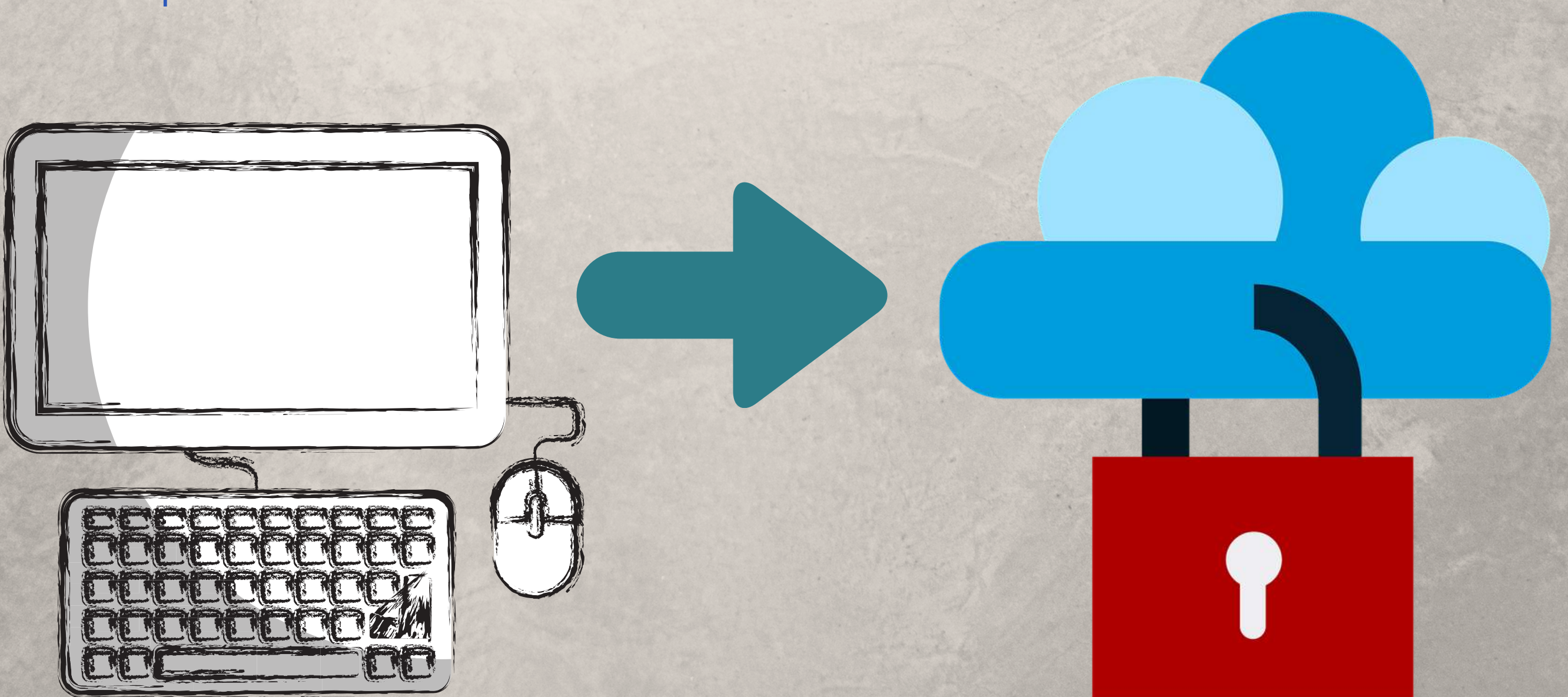
Appointment scheduling was predominantly being carried out by the staff using Microsoft Excel. The troubles spilled over to appointment reminders and routine check-up schedules, which when handled manually led to client dissatisfaction, and in turn inadequate client retention.

Yet another challenge the clinic was facing was their inability to measure the performance of their practice. Also, there existed no concrete means to collect, evaluate, or use data in critical decision-making functions. Put together, Animal Point Clinic was slowly waking up to the reality of decreasing revenues with an extremely bleak prospect of future growth.



SOLUTION

VETport helped breathe a new lease of life into the Clinic by facilitating the switch from their traditional server-based veterinary practice software to a modern and extensive cloud-based platform. The new software equipped the veterinarians and staff with an easy to use, easy to access, and affordable solution that met their needs end to end. Patient history, diagnosis, lab records and other details that constituted the crux of the practice could now be created, saved, modified, and transmitted with ease through Electronic Medical Records. Coupled with secure data backup, the application enabled veterinarians to access records from any internet-enabled device with ease - which meant that consultations outside the clinic, treatment at an on-site location, or emergency cases could be dealt in a better and more proactive manner. Also, in-built integrations with diagnostic laboratories allowed veterinarians to read reports directly from the software, saving valuable treatment time that could otherwise be lost waiting for such reports.



SOLUTION CONTD...

The appointment scheduling system improved with the use of Online Appointment Booking feature and built-in Calendar. Enabling pet owners and clients to book their preferred slot online using a smartphone or laptop translated into better use of time for the clinic staff, who could now use it to attend to more important and productive work. Display of synchronized information on available time slots for checkups to all stakeholders involved also brought down instances of mixed-up schedules.

The trouble of no-shows and the resultant loss in revenue was tackled with ease through Automated Reminders through emails, SMS-es, and so on. A dedicated module on communication also enabled the veterinarians and staff to stay better connected with pet owners, leading to improved patient satisfaction and retention.



SOLUTION CONTD...

The biggest blessing to Animal Point Clinic came from Reports, Statistics & Analytics, which shed light on multiple aspects of the clinic's functioning, as well as on its performance. By delving deep into statistics such as footfall on daily/weekly/monthly bases, top paying procedures etc., the clinic was able to chart out a clear course of action for its growth in the coming years. An added benefit was the predictive analytics nature of VETport, which allowed veterinarians to document diseases, measure their occurrence, and stay aptly prepared for future events. The insights generated from VETport Analytics gave a scope of new learning to the veterinarians & knowledge sharing between the staff.



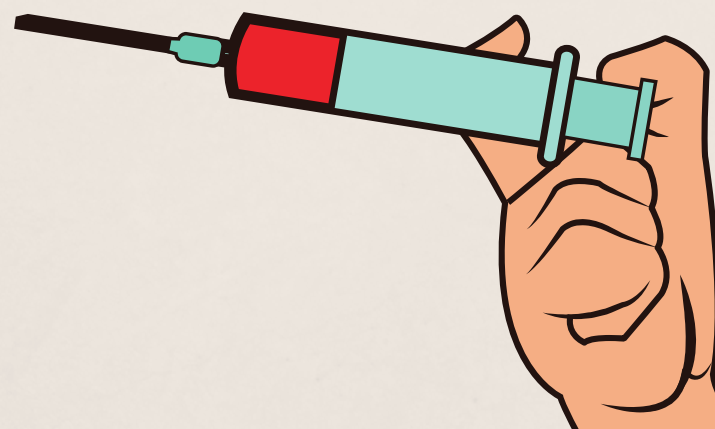
RESULTS

- Switching to VETport helped the Clinic scale up its annual revenue, from \$3 millions to \$4.2 millions within a span of 1 year.
- The daily average footfalls to the clinic increased by 71% with the help of Marketing features of VETport.
- Through reports for top management, the clinic was able to determine its top-paying procedures and educate the fellow veterinarians on leveraging the same.
- The clinic was also able to use productivity reports to cut down on unproductive resources and leverage predictive analytics to forecast the revenue for upcoming months.



FEW WORDS FROM THE OWNER

Dr. Steve who is the Owner and Chief Practitioner says, "The switch to VETport's practice management software has given us phenomenal benefits. Our vets are able to spend at 35% more time on their patients, thanks to the flexibility offered. I'm able to forecast our revenues for the next year with greater confidence."



ABOUT VETPORT

VETport is an easy to use, affordable, cloud-based Veterinary Practice Management Software that enables veterinarians to run their practice smoothly. The platform caters to practices large and small - single clinics, mobile clinics, specialty referrals, multispecialty hospitals, and even those with a presence across the country or globe - equipping them with a set of tools designed to manage, streamline, and transform their practice every single day.

For more than a decade, the platform has empowered veterinarians with innovative technology and partnered with them to build solutions tailor-made for their needs. 5,500+ veterinarians worldwide have metamorphosed their veterinary practice using VETport. The platform has helped them care for over 16.6 million pets.

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