

Pet Protector

Marketing tips for
your practice...



Pet Protector In-Practice

There are a variety of ways that you can make the Pet Protector Program work for your practice. Whether you decide to sell the program to your clients or gift it to them is a decision for you and your management team. There are a few considerations when making this decision. Firstly, that people generally put more value on something that they have paid for rather than been given for free. If they make a small financial investment it may mean they are more likely to complete the program. That said, if you use the Pet Protector Program to add value to something they are already paying for, and promote the benefits to them it will probably have the same effect.

Puppy Program

If you are already running a puppy program the Pet Protector course will complement it and add more depth and detail to your existing program. You may choose to have the client complete one module per week at home while attending the puppy program. The modules are organised in such a way that they would dovetail well with a 4 week puppy program.

Week 1 / Module 1 - The history of dogs, their body language and how they communicate

Week 2 / Module 2 - Nutrition, dental health, the importance of socialisation and early training

Week 3 / Module 3 - Preventative healthcare, vaccination, desexing, and parasite control

Week 4 / Module 4 - Emergencies and First Aid

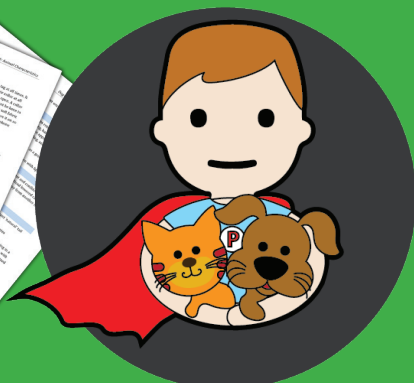
Alternatively the program could be used on completion of your puppy program as a means of extending or cementing the client's knowledge.

Find out more today!

P: 07 3621 6005

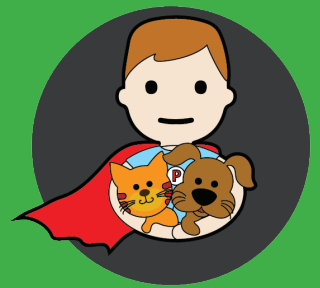
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Pet Protector

An online course for your clients Great for your clients. Great for your practice.



For those practices giving consideration to setting up a puppy program, using the Pet Protector course as a framework, with clients completing modules as homework will aid in the organisation and remove the necessity for the team to develop comprehensive take home notes for participants.

Clients often want to involve their children in caring for their new puppy, and as vets and nurses it can be difficult to know how to facilitate this safely and effectively in a puppy program environment. Pet Protector has activities specifically designed for children to complete at home, and downloadable resources such as reward charts to encourage children to continue their role as a responsible junior pet owner.

For cat friendly practices that are currently running, or considering setting up a kitten program, Pet Protector is a great way of continuing your clients education following a kitten program meeting. Most kitten programs offer a single meeting as there is not the socialisation aspect like there is with puppy programs. A weekly follow up phone call from a team member to discuss each module after completion would be a fantastic way of keeping in touch with new kitten owners and bonding them to your practice team.

Healthcare Programs

The Pet Protector Modules are an excellent way of adding value for clients signing up to a Healthcare Program. In addition to receiving the peace of mind that goes with knowing they have budgeted for their best friends vaccination, health examinations and parasite control- participating in Pet Protector will help clients better understand why these things are important for their pets health and wellbeing. More and more practices are offering healthcare programs. Pet Protector could help make yours stand out from the crowd.

In consult/at vaccination

As Veterinarians and Veterinary Support Staff, time is always something that is in short supply. Many practices have recognised the importance of booking longer appointment times for new pet owners, but often it is still a struggle to find the time to discuss everything that a new owner needs to know to properly care for their pet. Add to this the fact that we know many clients only retain a small percentage of the information we give them, and the end result is that our clients are not always as well educated as we would like them to be, or as well educated as their pet needs them to be. Better education and understanding will often lead to improved uptake of your recommendations, meaning higher levels of compliance and a better outcome for your patients.

Puppy / Kitten / New Owner Information Packs

Many practices are recognising the value of providing take-home packs for new pet parents. Often these simply contain general handouts and product brochures and are provided at no charge. Including two doses of intestinal wormers, a single months' supply of flea prevention, a small bag of pet food and the Pet Protector access card would make an excellent introductory healthcare pack for new owners. Your nutritional and pharmaceutical partners may be willing to sponsor these and /or they may attract a small charge to cover costs.

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