

3 KEY TAKEAWAYS

1. Recognize the multi-pet family

Multi-pet households are common, with households averaging more than 1.5 animals. Engaging with pet owners about all their pets can deepen the relationship and create additional opportunities for care.

2. Make routine check-ups meaningful

Pet owners are primarily visiting their veterinary clinic for preventative care. Make it easy for pet owners by scheduling their next visit and addressing upcoming medication needs for their pets.

3. Celebrate what's working

Over 80% of pet owners were extremely or somewhat satisfied with their last veterinary visit. Recognizing what is working well can boost team confidence and help maintain exceptional service.

2 QUESTIONS TO ASK

- Question for **team discussion** (Share your thoughts with your team)

As a team, are we consistently asking clients about their entire family of pets?

- Question for **self-reflection** (no need to share your answer or thoughts with your team)

Given pet owner satisfaction is generally positive, do we have a good pulse on our client satisfaction?

1 ACTION STEP (LEADER)

Make a commitment as a leader to follow through on at least one of the suggestions below:

- **Determine key metrics for client satisfaction, and ensure they are being monitored.**
- **Explore ways to enhance the overall veterinary visit experience.**

1 ACTION STEP (TEAM)

Make a commitment together as a team to implement at least one of the suggestions below. This will be your team behavior change.

- **Highlight and build on the positive things that the practice is already doing to support clients.**
- **Review and enhance the check-out process to ask questions about the client's family of pets, schedule upcoming appointments, and address upcoming medication needs.**