

The case for nurse consults; We're not just cheap vets!

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Before we start, who am I and who are Onswitch?



Agenda

- The veterinary industry today
- The role of the VN in practice
- Where do we fit within the customer journey?
- Where do clinics fit within the business?
- Types of clinics
- Training

Why do nurse clinics matter to veterinary business?

- Vet care service provision more competitive
- Options for owners varied and available
- Easy to switch practices
- Multiple purchase channels for products
- Customer experience is a differentiator

U.K. Market Changes

Year 2000: 2200

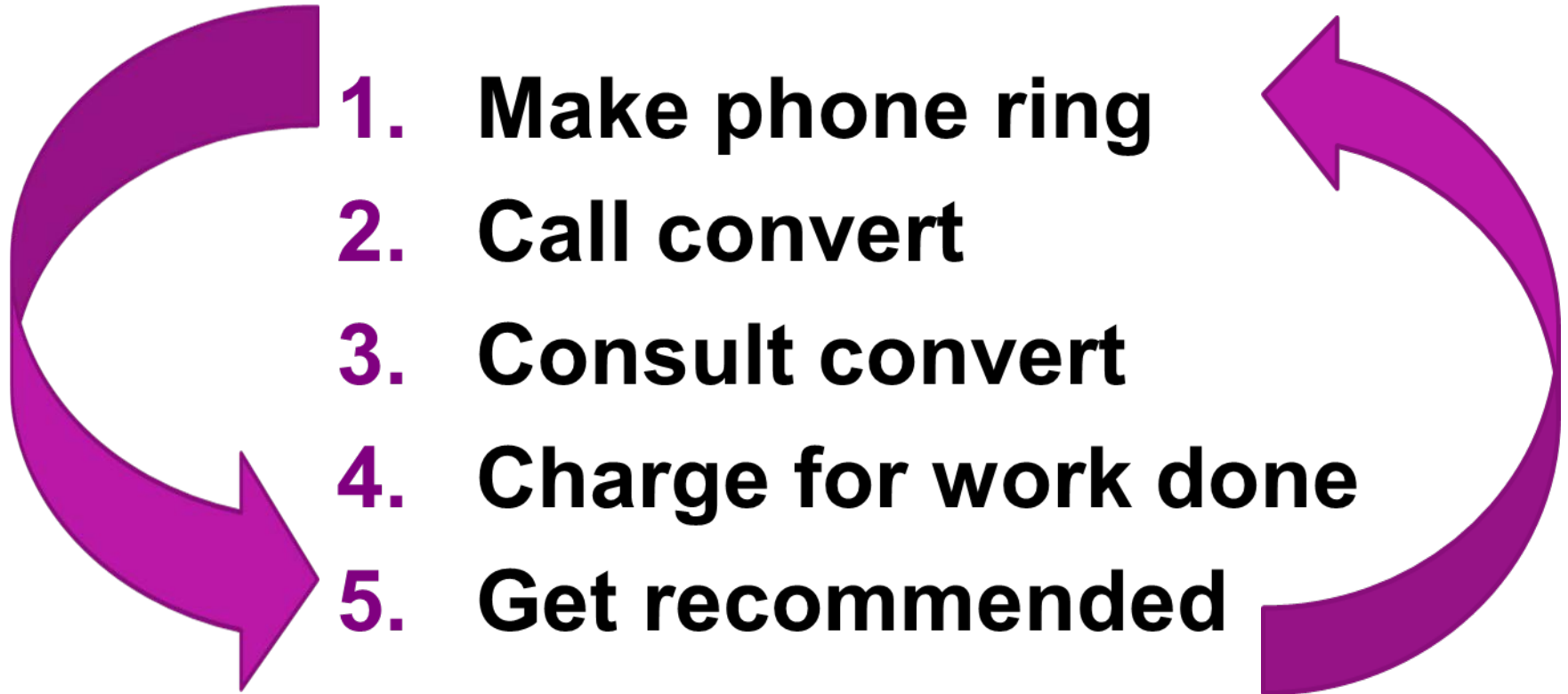


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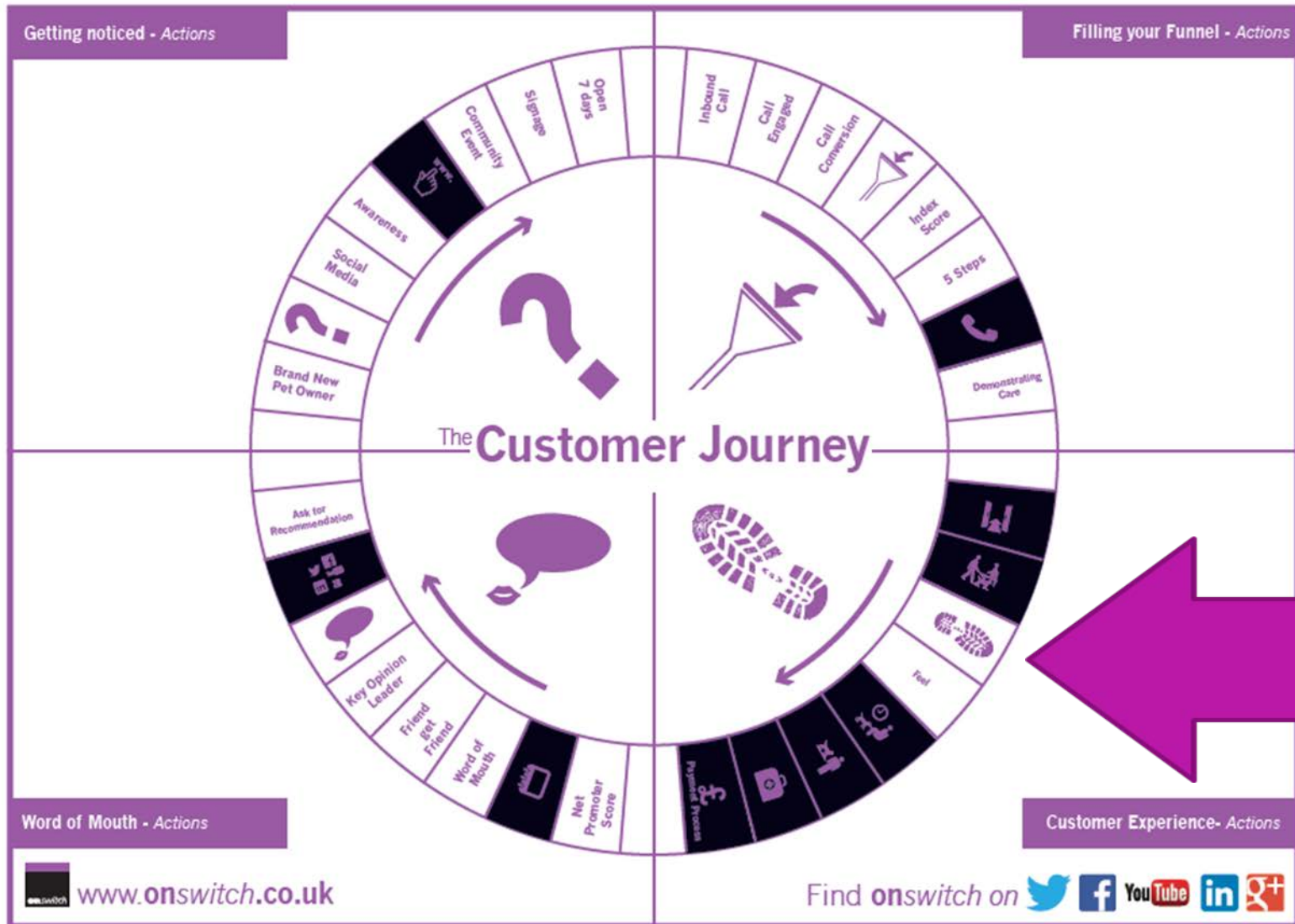
Practice Data	
Main Practices	2839
Branch Practices	1884
Total	4723
Practice Type	
Small animal	3148
Mixed (small animal, equine & farm)	1172
Equine	153
Farm	78
Universities/Colleges	93
Government	74
Research	5
Total	4723
All Veterinary Surgeons	11108
Partners	3316
Assistant Vets	7872
Buyers	2386
Practice Managers	1180

The Veterinary Practice Business Model



The Practice Business Cycle

- Customer experience drives first and repeat usage
- The impact of how you make people FEEL is key to all successful business
- You spend dedicated 1:1 time with pet and horse owners you will create an emotional response
- It is this memory of an experience that will drive repeat usage and compliance to your recommendations



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All teams play a vital part in practice success

- If the reception teams do not provide a great experience over the phone at initial enquiry, there are no customers choosing the practice
- If there are no customers choosing the practice, there are no pets
- If there are no pets, there is no business.
- If each and every team member in practice do not provide a great customer experience each and every time, customers will leave
- If customers leave, there are no pets and there is no business



TEAMWORK
Large ambitious goals usually require that people work together.

Balanced Scorecard – VN team affects each quadrant



Why is this relevant to me?

- Nurses play a huge part in the running and efficiency of veterinary practices.
- Nurses should be doing everything which does not need to be done by a vet = lots!

**Anything a vet nurse
can do,
vets can do too!**

(of course it will take three vets,
six times as long, cost seven times as
much, and make ten times the mess!)

 The College of Animal Nurses

How has the VN role changed?

- Rewind 30 years and the nursing role resembled that of a glorified kennel maid.
- Thank the lord times have changed!
- But have your practices kept up?

VN team role in business

- How efficiently the practice runs day to day
- Determines capacity
- Managing vets
- Customer interface
- Professional staff
- Nurses can own effective business performance
- Income stream from nurse clinics
- Big role needing careful management

So why nurse clinics....

- A few questions...
- Who actually talks about flea and worm products to your clients? When?
- Who talks to your clients about life stage nutrition? When?
- Who talks to your clients about dental health? When?
- How long are your new puppy/kitten/rabbit 1st vaccine appointments? What needs to be covered in these appointments? Who does them?
- Who is best placed to educate owners in these areas?

How many clinics are offered in your practice currently?

- How many of you work mainly ‘through the back’?
- How many of you have clinics offered every day?
- For how many hours?
- How many of you have clinics running all day alongside vet clinics?

What can the VN bring to the table in the consult room?

- For the pet?
 - ✓ Clear recommendations about preventative healthcare
 - ✓ Correct products/dosage and application advice
 - ✓ Reducing barriers to care

What do nurse clinics bring to the table...

- **For the customer?**
 - ✓ **Another professional face**
 - ✓ **Stronger relationships with the wider team**
 - ✓ **Masses of education**
 - ✓ **Which facilitates informed decisions to be made by the customer about ‘best for pet’ care**
 - ✓ **Enables the customer to feel that they are able to ask advice without feeling ‘stupid’**

What do nurse clinics bring to the table...

- **For the practice?**
 - ✓ **Increases veterinary consult capacity by removing all non-vet consults**
 - ✓ **Resulting in more clients seen**
 - ✓ **Increased sales via clients purchasing products from the surgery rather than online pharmacy or supermarket**
 - ✓ **Increased likelihood of client retention**
 - ✓ **Increased likelihood of customer recommendation**

So what do you offer in your VN clinics?

- Tell me what you offer currently.

What can we offer?

Routine clinics:

- **Post op checks:**
- **Suture removal**
- **Flea and worm checks:**

Important because owners can be treating for fleas, but with shop bought products. Understanding the flea life cycle and where our products take effect is important for compliance and efficacy

What can we offer cont'd...

- Identichips
- Weight clinics
- Dental clinics
- Bandage change
- Admit

Nurses should be admitting all routine ops, and non-routine where it is not necessary for the vet to speak with the owner

- Discharge appointments

What can we offer cont'd...

- **Non – routine**
- **Pain management clinics**
- **Diabetic clinics**
- **Behaviour**
- **Adolescent clinics**
- **Senior clinics:**

Education regarding blood screening, arthritic change, dental problems, lumps/bumps and anything else that is deemed due to ‘him just being old’

What we can offer cont'd...

- Take a moment to just think about this one....
- Who vaccinates human babies?
- Nurses are routinely administering primary vaccines for babies – without physical exam!
- Dual puppy/kitten vaccine appointments...
Nurse goes in and talks about preventative healthcare
Vet comes in and performs physical exam
Nurse administers 1st vaccination

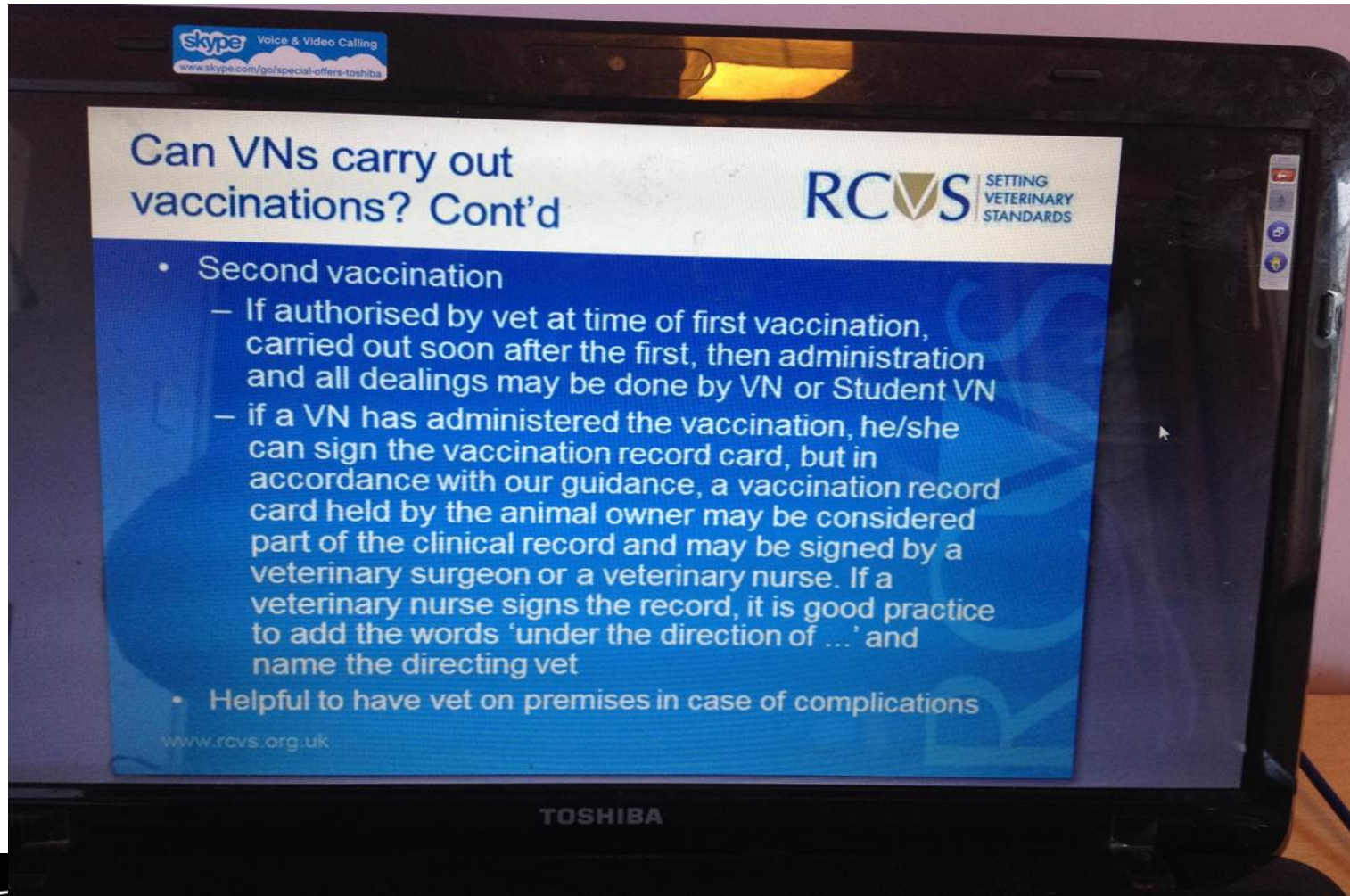
Can VNs carry out vaccinations?

RCVS SETTING
VETERINARY
STANDARDS

- First vaccination, or annual booster, using POM-V
 - Vet must carry out clinical assessment and have animal under his care
 - Vet may administer vaccination or may delegate to VN or Student VN
 - If certificate required, vet must do it himself or witness it done

www.rcvs.org.uk

- **Second Vaccines**



What concerns you about consulting?

- Those of you who haven't done it yet?
- Those of you who do it infrequently?
- Those of you who consult all the time?

Training

- For those of you who consult frequently, how were you trained?
- How many of you have been trained on how to do a physical exam?
- How many of you have received customer service training?
- How many of you have received communications training?
- All vital in the consult room

The customer is King!

- Rather depressing, but clinical competence is assumed! What matters is the experience
- The customer must feel like they know what is going on
- They must feel like they are individual
- They must feel that you care
- They must understand what is going on at each stage of the consultation
- They must be educated to enable them to make an informed decision about products and services

The 7 steps

- Based on the widely recognised Calgary Cambridge model, modified for the veterinary world in 7 steps:

1. Preparation
2. Rapport
3. Open questions
4. Obvious pet exam
5. Recommend
6. Check and signpost
7. Au Revoir

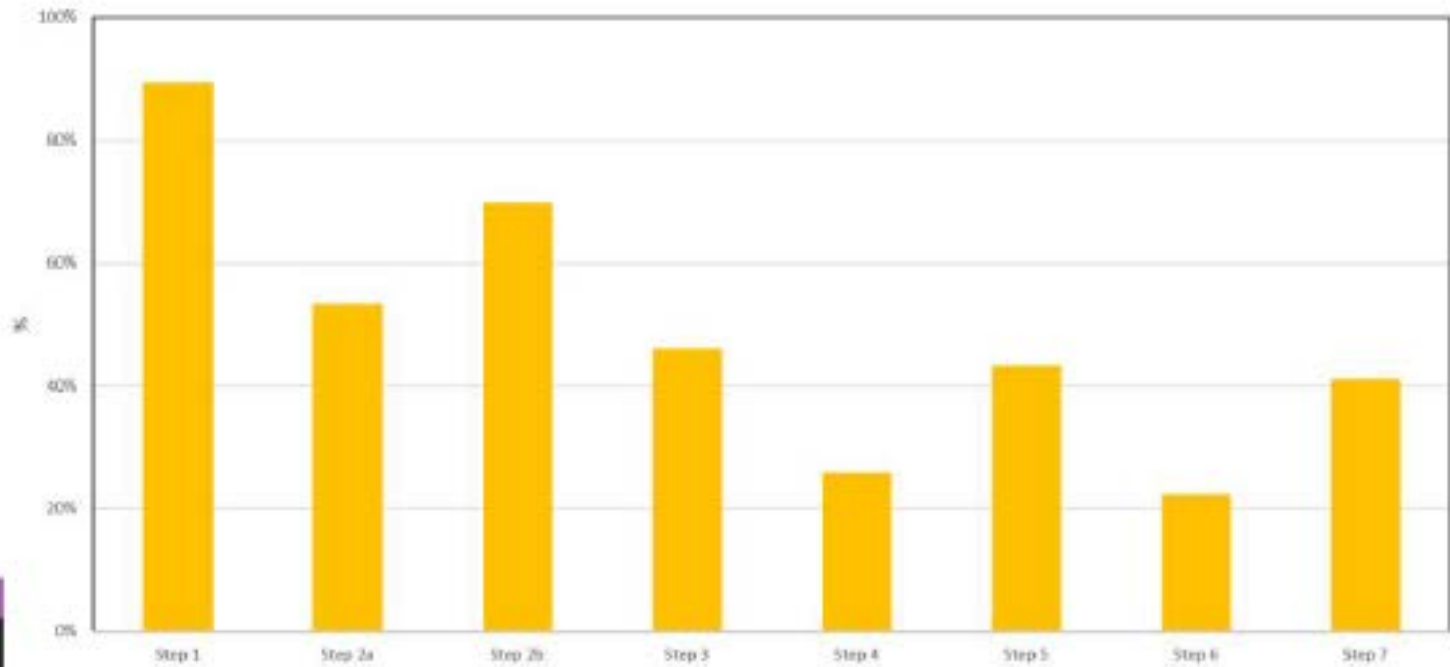
The following data is based on 185 consults viewed remotely and each scored on the same 7 step matrix



Onswitch National Overview

Mar-15

12 Month Overview Step-by-Step



How do you get your clinics off the ground?

- Use the practice database for specific clinics
- Advertise that you have them on offer!
- Vet consult referral vital
- Standard pre vaccination/dual puppy/kitten primary vaccine

Summary

- **Make nurse consults count**
- **Be confident**
- **Get trained**
- **Sell your nursing services**
- **Create a fantastic experience for your clients**
- **Facilitate great care for the pets on your database**
- **Enjoy your clinics!**