

The Digital Veterinary Practice:

An Owner's Guide to
Saving Time & Money
in the Age of COVID-19



Managing Growth in the Age of COVID-19

COVID-19 has had an enormous impact on veterinary medicine throughout the world. Practice owners and their teams are balancing the need to social distance and limit interactions with keeping their practices running profitably. New cleaning and sanitation protocols have asked more of your already busy teams. Becoming more efficient in daily operations is even more critical now, as a recent VHMA study¹ found that clients, revenue, and caseloads are increasing year-over-year:

CASELOADS AND NEW CLIENTS GROWING

new clients

Respondents said new clients are up 14% from June to June.

higher revenue

June 2020 saw over 14% revenue growth, year over year from 2019.

more cases

of vet hospitals stated their caseload and revenue were higher in 2020.



¹ Source: Karen E. Felsted, "Insider's Insight June, 2020 vs June, 2019," [www.vhmas.com, VHMA, 07/27/2020, https://cdn.vhmas.com/members.vhmas.org/resource/resmgr/insiders__insight_2020/VHMAInsidersInsightJuly2020](https://cdn.vhmas.com/members.vhmas.org/resource/resmgr/insiders__insight_2020/VHMAInsidersInsightJuly2020)

The Top Challenges For Veterinary Business Today

Practices are seeing more clients than ever, which means veterinary hospitals and practices are being asked to do even more in a day. Often, giving your team new tools and capabilities can come with a learning curve, but investing in the right tools today should mean improved efficiency and customer service next week.

According to the VHMA, these are the top 5 challenges being faced by vet hospitals today:



Mental Fatigue



Irritable Clients



Increase Client Visits



Physical Fatigue



Staff Shortage



Modern features that can help:

- Electronic patient records
- Integrated text message (SMS) and email
- Telehealth appointment options
- Digital file sharing and signatures

It's Time to Digitize and Automate

The use of paperless electronic medical records (EMR) has become a life-saving practice in human medicine. The ability to quickly identify a patient's medical history is an invaluable tool for doctors when they're trying to identify illness trends, medication interactions and other information critical to outcome success.

Paperless records are now gaining traction in veterinary practices looking to minimize administrative tasks and maximize their time spent with patients. A practice management platform is the backbone of any digital veterinary records system. Practice management platforms unite medical records, invoicing, accounting, inventory and customer relationship management into a single system with seamless hardware integrations.

VET EMR ADOPTION BY THE NUMBERS

over 80%

of small veterinary practices use some version of EMR

over 60%

of practices use a mix of both electronic and paper-based records

less than 30%

have switched completely to EMRs



five

Key Benefits of Going Paperless

An electronic management system brings a level of connectivity to veterinary practices that can reduce costs and elevate the level of care that veterinarians provide to their clients. The ability to serve patients more efficiently can decrease wait times, speed patient recovery, enhance diagnosis capabilities and lessen administrative burdens. Paper-based forms can delay the time it takes to obtain approval for a procedure, send appointment reminders, schedule appointments, manage patient medications and handle billing in a timely, efficient manner.





Key benefits include:



one.

Online accessibility:

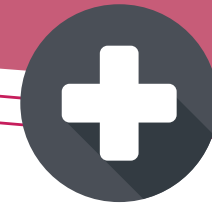
An online practice management system ensures all the data that's needed to carry out these critical functions is securely stored and backed up online for quick and easy accessibility.



two.

Managing client communication:

Electronically sign, store and review consent and other approval forms. Create and send personalized communications to clients—whether it's a copy of the record or a reminder about an upcoming appointment.



three.

Improve efficiency and quality of care:

Quickly identify patient locations within the facility and view treatment sheets to ensure care plans proceed as planned.



four.

Streamline care management:

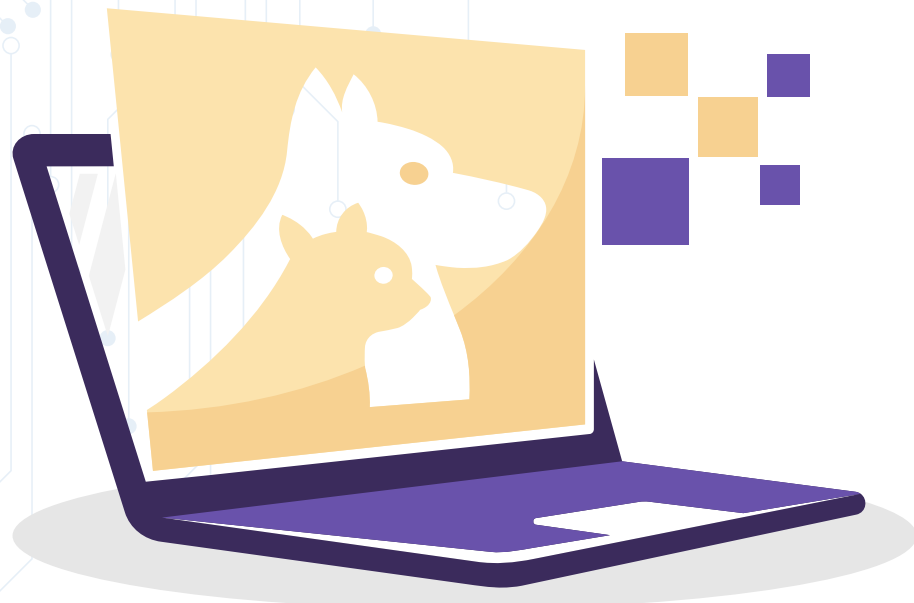
Eliminate paper records that can be damaged, destroyed or even lost. Electronic records can be shared instantaneously throughout the practice, and the entire team can see updates in real-time. Generate seamless, accurate labels for dispensing medication, store the label in the medical record and update inventory levels in one step.



five.

Optimize accounting and inventory:

Link billing to treatments performed and send invoices and/or estimates to clients electronically. Track and manage inventory easily and implement pricing changes without manual data entry. Review financial performance.



five tips:

What to Look for in a Platform

An enterprise practice management program should have a short learning curve to minimize training time and maximize benefits, and it should be capable of seamlessly integrating with hardware and other key systems. Here are five tips to help guide the selection process:

tip one.

Seek a system that can quickly locate records and deliver them to clients.

tip two.

Ask the vendor whether the platform can integrate with lab providers and credit card systems.

tip three.

Make sure the system offers personalized information to clients.

tip four.

Select a system that automatically updates and upgrades.

tip five.

Ensure the platform provides a hospital census so users can see where patients are located in the facility.

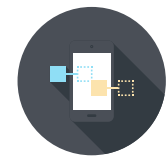


Getting Smarter with Animal Intelligence

Animal Intelligence Software, Inc. (AIS) has been providing practice management software solutions for innovative veterinary, medical, research facilities, government and universities around the world since 1993. AIS has created practice management solutions that help veterinary practices ensure they have accurate information that they can easily communicate to clients about their visits or services they need to renew.



KEY FEATURES INCLUDED IN THE ANIMAL INTELLIGENCE PLATFORM INCLUDE:



Flexible and customizable records



Inventory tracking



Robust accounting and reporting



Appointment scheduler w/automated reminders



Secure online backups



Integration with all major lab providers



Ability to conduct a hospital census



Integration with top hardware providers, including Zebra



Credit card processing



Digital treatment and order sheets



Text Message Notifications



Online Care Management Portal

Paperless, Doctor-Centered Approach

Animal Intelligence is an extension of the doctor.

The platform works best when doctors customize it with input from practice managers to ensure the flexible, adaptable system meets the unique needs of each office.

Animal Intelligence also evolves along with the industry. The AIS development team continually

observes how the company's products are used in real-life situations to optimize solutions for future use.

Animal Intelligence software is designed to grow along with the practice. Visit AIS at www.animalintelligence.com for more information on the benefits of a practice management solution or to request a consultation.

ANIMAL INTELLIGENCE

Animal Intelligence offers **AIGenesis™** for general practices or **AIGalaxy™** for specialists and emergency vets. Combined with cutting edge Zebra

technology like the **GK420T label printer** and the **DS2200 barcode scanner**, you'll soon be trading time spent on administrative tasks for more time spent with patients!

