Bring your veterinary recommendations to life

Juillet 2024





# **Training objectives**

- To develop efficient methods for internal use.
- To practice, discuss and decide as a team what is the best method of using the pad, so that everyone is comfortable.

# Why is the recommendation pad so important?

The goal of this tool is to ensure that your recommendations are clear, understood and, most important, followed.

By providing your recommendations in writing to your client, whether after an in-person consultation, a telemedicine appointment or a phone conversation, you:

- Help your client remember what was discussed and recommended
- Keep the lines of communication open, even after the consultation is over
- Make the consultation more concrete (especially if it was a virtual consultation)

# Usage of the recommendation pad



### During the consultation

Consultation

Need identification or diagnosis

Use of the recommendation pad

After the consultation

Accompanying

### During the consultation

Consultation

Need identification or diagnosis

Use of the recommendation pad

After the consultation

Accompanying

# Use of the recommendation pad

#### Why use it?

- To ensure client support
- To clarify, in writing, every recommendations

#### **How to use it?**

#### Write down:

- Observation or diagnosis
- Recommended actions



# Relay information from the beginning to the end of the visit

Consultation

Need identification or diagnosis

Use of the recommendation pad

Accompanying the client once the consultation is over



7

Accompanying

# 2 Accompanying

#### **Consultation room**

Retail space

The veterinarian handles the transition towards the retail space

A



Accompanying

Recommendations



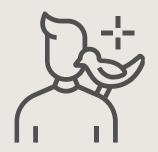
The veterinarian hands the recommendation to a member of his health care team





Accompanying

Recommendations



#### **IMPORTANT**

Handing over the recommendation to the client makes it possible to:

- Follow up on the recommendation with any member of the health care team
- Leave with a tangible solution in hand
- Ensure client sense of security and loyalty

# Recommendation based on client needs

# Diagnostic Questions Actions Tools

#### **Problem**

Identify problem(s) based on observation/exam

#### **Client needs**

 Ask questions to surface the specific need

#### Recommendation

- Identify the appropriate solution for that need
- Share that info via the recommendation

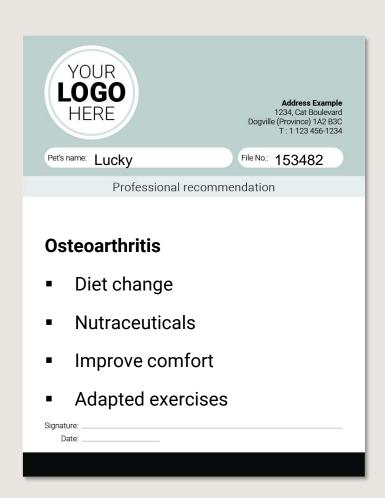
#### Solution

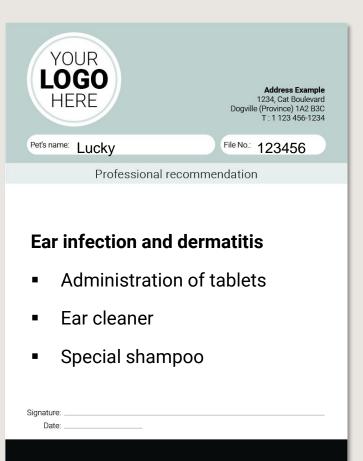
- Reframe a solution as an added value
- Articulate the need the product/service will fulfill

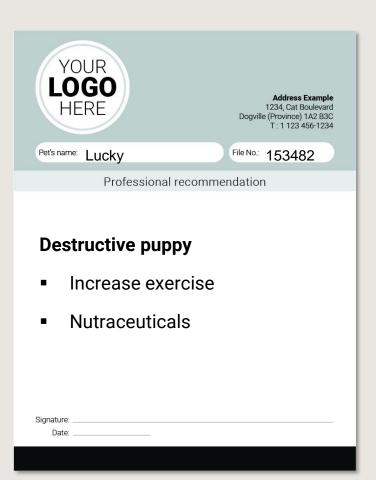
### In brief

- 1. The veterinarian fills out the recommendation identifying recommended actions
- 2. The veterinarian continues with the client or passes the recommendation on to the technician/receptionist
- 3. The technician/receptionist determines the products to be recommended according to what is written on the recommendation
- 4. The client leaves the clinic with the recommended products and a tangible element (recommendations) that can be consulted as needed.

### Samples use of the recommendation pad







# Template to print

# Template to send by email

