

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

**YOUR
LOGO
HERE**

Pet's name: _____

Address Example
1234, Cat Boulevard
Dogville (Province) 1A2 B3C
T: 1 123 456-1234

File No.: _____

Professional recommendation

Signature: _____
Date: _____

During the consultation

Consultation

Need identification or diagnosis

1

Use of the recommendation pad

After the consultation

2

Accompanying



During the consultation

Consultation

Need identification or diagnosis

1

Use of the recommendation pad

After the consultation

2

Accompanying



1 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

YOUR LOGO HERE

Address Example
1234, Cat Boulevard
Dogville (Province) 1A2 B3C
T : 1 123 456-1234

Pet's name: Lucky File No.: 153482

Professional recommendation

Obesity

- Increase physical activity
- Proper nutrition
- Suitable treats

Details

Signature: _____
Date: _____

Relay information from the beginning to the end of the visit

Consultation

Need identification or diagnosis

1 Use of the recommendation pad

2 Accompanying

Accompanying the client
once the consultation is
over



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

B



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

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HERE

Address Example
1234, Cat Boulevard
Dogville (Province) 1A2 B3C
T : 1 123 456-1234

Pet's name: LuckyFile No.: 153482

Professional recommendation

Osteoarthritis

- Diet change
- Nutraceuticals
- Improve comfort
- Adapted exercises

Signature: _____
Date: _____

YOUR
LOGO
HERE

Address Example
1234, Cat Boulevard
Dogville (Province) 1A2 B3C
T : 1 123 456-1234

Pet's name: LuckyFile No.: 123456

Professional recommendation

Ear infection and dermatitis

- Administration of tablets
- Ear cleaner
- Special shampoo

Signature: _____
Date: _____

YOUR
LOGO
HERE

Address Example
1234, Cat Boulevard
Dogville (Province) 1A2 B3C
T : 1 123 456-1234

Pet's name: LuckyFile No.: 153482

Professional recommendation

Destructive puppy

- Increase exercise
- Nutraceuticals

Signature: _____
Date: _____

Template to print

Template to send by email

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LOGO
HERE

Address Example
1234, Cat Boulevard
Dogville (Province) 1A2 B3C
T : 1 123 456-1234

Pet's name:

File No.:

Professional recommendation

Signature: _____

Date: _____