

COMPLIANCE

THE BEST MEDICINE FOR YOUR PATIENTS
AND YOUR PRACTICE



Veterinary Consultation Service
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WHAT IS COMPLIANCE?

➔ **COMPLIANCE** is the measure of whether the pets you see actually receive the care that as veterinarians you believe is best for them.

A TRUE MEASURE OF COMPLIANCE

- The American Animal Hospital Association (AAHA) recently conducted a comprehensive study, funded by a generous educational grant from Hill's Pet Nutrition.
- The objective of the study was to quantify the opportunity for better health care for pets through improved compliance.
- The study found that the level of compliance is significantly lower than what practice teams believe.
- For therapeutic nutrition, veterinarians estimate the compliance level is at 59%, while it is 21% for the six diseases analyzed and 5% for the overall compliance for therapeutic nutrition.
- That means that about 52 million pets could have been helped by therapeutic nutrition.

ESTIMATED AND ACTUAL COMPLIANCE RATES

	Compliance Area	Estimated Compliance Rate	Actual Overall Compliance Rate	Estimated: Actual Ratio
UNDERESTIMATED COMPLIANCE	Heartworm Testing	73%	83%	88%
	Core Vaccines	77%	87%	88%
	Preanesthetic Testing	66%	69%	97%
OVERESTIMATED COMPLIANCE	Senior Screening	43%	34%	128%
	Heartworm Preventive	70%	48%	147%
	Dental Prophylaxis	54%	35%	153%
	Therapeutic Diets	59%	21%	192%

WEIGHTED AVERAGE OVERESTIMATED: 51%



COMPLIANCE: A SUCCESSFUL FORMULA





WHERE'S THE COMPLIANCE GAP?

PROTOCOL — Poor compliance is often the result of unspecified or unknown standards or protocols. *Does your practice have protocols in place for nutrition, vaccinations, dental prophylaxes, etc.?*

RECOMMENDATION — Often, the reason for noncompliance is that the client never receives a recommendation from the practice team. *Do you know that 53% of veterinarians never ask their clients about their pet's nutrition? Are you aware that 78% of veterinarians never recommend a specific brand of wellness pet food?*

- Does your practice team always make a recommendation for wellness and therapeutic nutrition?
 - Information overload — Trying to give the client too much information in too little time. *Do you use visuals and provide written information?*
 - Overestimating clients' concerns about money — 90% of pet owners surveyed said they wanted to be informed of all the recommended treatment options, regardless of cost. *Do you know that only 4% of pet owners either discontinued or refused therapeutic nutrition due to cost?*

ACCEPTANCE — The study showed that client acceptance is generally not a barrier to compliance. *Do you know that 90% of pet owners remain compliant with their wellness food recommendation?*

FOLLOW-UP — Once the patient leaves the clinic, it is important for the practice team to take steps to ensure that the patient receives the recommended care. For example:

- Schedule a procedure or provide the recommended nutrition at the time the recommendation is made.
- Provide both verbal and written instructions for at-home care, transitioning to a new food and follow-up exams.
- Send reminders for vaccines, medication refills, nutrition purchases and other recommendations.
- Make follow-up phone calls — Especially important when clients are transitioning their pet to a new therapeutic food. 78% of clients request a follow-up phone call.

6 STEPS

TO IMPROVED COMPLIANCE IN YOUR CLINIC

- 1 Measure Current Level of Compliance**

One way to do this is through the compliance measurement tool provided by AAHA in "The Path to High-Quality Care" book, which involves a limited review of active patient records.
- 2 Involve the Entire Health Care Team**

Staff involvement is a vital component of making wellness recommendations, reinforcing recommendations made by the veterinarian, providing client education and following up by phone. Establish protocols everyone can follow.
- 3 Set Compliance Goals**

The entire practice team should discuss and agree on the quality-of-care goals they want to achieve. Make sure the goals are achievable and specific.
- 4 Implement the New Protocols**

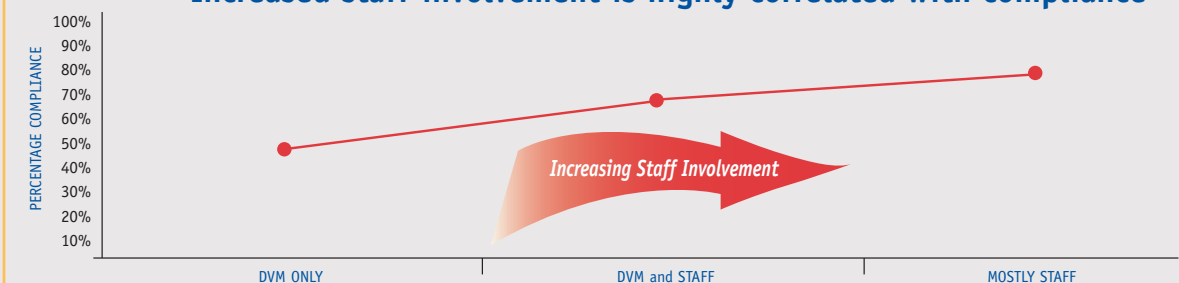
It is important to have a compliance "champion," someone who will make sure compliance tasks and protocols are assigned and carried out.
- 5 Measure and Track Results**

In the AAHA study, the practice teams that measured compliance for specific areas achieved significantly higher compliance rates in those areas.
- 6 Celebrate Victories!**

Measuring progress toward the goal and celebrating successes along the way will help everyone maintain their commitment to improved compliance.

STAFF INVOLVEMENT CORRELATION

Increased staff involvement is highly correlated with compliance



GOOD MEDICINE



GOOD BUSINESS

- Compliance is a quality-of-care issue. Using your skills and resources to make the best recommendation and gain client compliance means your patients can achieve the highest-quality outcomes.
- Compliance is good business. For a typical practice, increasing compliance by just 10% results in 1,287 additional treatments provided to patients, \$132,535 in additional revenue, and an additional \$81,362 in gross profit.
- Increased compliance with therapeutic foods provides the single greatest opportunity to improve patient care and clinic business.

INCREASE COMPLIANCE RATES AND REVENUES

Compliance Area	Correct Overall Compliance Rate	Compliance Goal	Number of Additional Treatments per Year	Increase in Revenue Through Improved Compliance
Heartworm Testing	83%	93%	180	\$ 4,590
Core Vaccines	87%	97%	337	\$ 16,294
Preanesthetic Testing	63%	73%	111	\$ 6,072
Senior Screening	33%	43%	119	\$ 13,483
Heartworm Preventive	48%	58%	180	\$ 11,988
Dental Prophylaxis	29%	39%	158	\$ 31,521
Therapeutic Diets	5%	15%	202	\$ 48,587
Total Improvement			1,287	\$ 132,535

ESTABLISHING A NUTRITION PROTOCOL

The practice team has several opportunities during a pet owner's visit (and after) to improve compliance with nutrition through an established protocol.

- When the client arrives, **always weigh the pet** and make a note if pet is overweight.
- Ensure that **a nutritional history is always taken** and updated at each visit.
- If the pet is diagnosed with a disease condition and could benefit from therapeutic nutrition, **recommend the appropriate nutrition** and provide verbal and written instructions for transitioning and feeding the new food.
- **Use visuals to explain the benefits** of the new food on pet health, and to help gain client acceptance and commitment.
- At discharge, **ask what size bag or cans** they would like to take home.
- Within three days after the exam, **follow-up with a phone call** to see how the pet is accepting the new food and to ask if the pet owner has any questions.
- **Send a reminder** when it is time for the pet owner to purchase more food.

COMPLIANCE SUCCESS MEANS EVERYONE WINS

- Clinic will see healthier patients, happier clients, higher revenues, and a happier practice team.
- Clients will be more educated and their pets will have improved quality and length of life.

FOR MORE INFORMATION ON COMPLIANCE AND HOW IT CAN BENEFIT YOUR PRACTICE, CONTACT YOUR HILL'S REPRESENTATIVE OR THE HILL'S VETERINARY CONSULTATION SERVICE AT:

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