

How Can You Help Improve Pet Owner Compliance?

Measure Compliance By The Numbers

- When veterinarians estimate the compliance level in their practice to be 75%, on average it is approximately 50%.
- A simple equation to help you measure compliance in your clinic is:

$$\begin{array}{l} \text{The national average for non-compliance} \\ \times \\ \text{your practice census} \\ = \\ \text{number of pets in non-compliance} \end{array}$$

Find out where your practice fits into the compliance equation with this simple worksheet

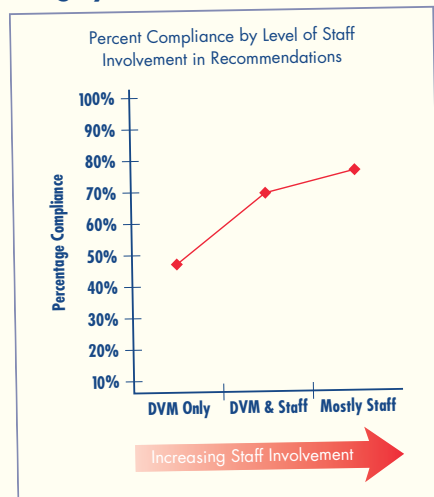
Area of Compliance	Your Practice's Census	National Non-Compliance Percentage	Number of Your Patients Not in Compliance
Heartworm Testing	_____ dogs	17%	
Heartworm Preventive	_____ dogs	52%	
Dental Prophylaxis	25% = _____ dogs and cats	65%	
Therapeutic Diets	27% = _____ dogs and cats	82%	
Senior Screening	35% = _____ dogs and cats	67%	
Core Vaccines	_____ dogs and cats	13%	

Start A Client Call-Back Program In Your Practice

A system for making follow-up phone calls with recommendations for home care, use of therapeutic nutrition and follow-up visits may be the most important factor in improving compliance.

- 78% of pet owners said they wanted a reminder call, but only 52% actually received one.
- More than 82% of pet owners surveyed indicated that they wanted to be able to discuss feeding and home care with other members of the practice staff, not just the doctors.
- Clinics that involved the health care team saw a 29% increase in compliance.

Increased staff involvement is highly correlated with compliance



Client Call-Back Program

Standardize File Documentation

- Set up standardized messaging on patients' medical charts to communicate call-back details.
- Record the recommended call-back date and the issue you are calling about.

Call back 10/05/03 about sutures, appetite, attitude

Set Up A Reminder System

- Designate a call-back calendar. Record the client names and phone numbers on a calendar on the correct call-back date.
or
- Develop a simple computer file for compiling call backs with appropriate dates and client names.
or
- Utilize the recall function in your practice management software.

Making The Call

- Print out the daily call-back calendar and collect the medical records.
- Create an "In" box for placement of the medical records for phone calls. Also create an "Out" box for the veterinarian to review or for re-filing the records.
- Be sure to document in ink on the medical record the date and time of the call, the phone number, the person you spoke with and initial.
- Ask about the pet's health (attitude, appetite, stool).
- Record notes from the conversation.
- Document any follow-up dates (a recheck exam, another call back) and also flag the record if your veterinarian needs to contact the owner.
- Reinforce the veterinarian's recommendations and remind owner of, or schedule, a follow-up visit.

10/05/03 - 10 a.m.

Called Mrs. Jones about Ziggy's sutures. No discharge, normal pink skin, wearing E-collar OK, ate first 3 cans of a/d well, normal stool.

Returns for suture removal

10/15/03. Wants to speak with

Dr. Adams. Home Number:

555-4628 RK

Charts, facts and compliance tips adapted from AAHA Compliance Study, 2003

