

Yes.....The Little Things DO Matter in Your Veterinary Practice

Your checklist of Common 'Bug-ers' to get your thought processes going....

Telephones	YES	NO
Can callers easily get through to our practice?	<input type="checkbox"/>	<input type="checkbox"/>
Are phones answered by the third ring?	<input type="checkbox"/>	<input type="checkbox"/>
Is the greeting warm and friendly?	<input type="checkbox"/>	<input type="checkbox"/>
Are telephone calls returned promptly?	<input type="checkbox"/>	<input type="checkbox"/>
Do we use a 1-800 number for client convenience?	<input type="checkbox"/>	<input type="checkbox"/>

General

Do our hours of operation reflect our clients' needs for accessibility?	<input type="checkbox"/>	<input type="checkbox"/>
Are visitors to our office/business greeted promptly and cordially ... and then, not kept waiting?	<input type="checkbox"/>	<input type="checkbox"/>
Do team members convey positive body language to the clients?	<input type="checkbox"/>	<input type="checkbox"/>
Do staff dress standards compliment the desired image?	<input type="checkbox"/>	<input type="checkbox"/>
Do buildings, grounds, consulting rooms, displays etc. convey the image we want? (Remember the coffee stain on the tray!)	<input type="checkbox"/>	<input type="checkbox"/>
Are practice vehicles, clean and well maintained?	<input type="checkbox"/>	<input type="checkbox"/>
Are client requests filled promptly?	<input type="checkbox"/>	<input type="checkbox"/>
Are all team members fully informed on all events that are made public knowledge (like special events etc.?)	<input type="checkbox"/>	<input type="checkbox"/>
Do all team members know how to 'defuse' disgruntled clients?	<input type="checkbox"/>	<input type="checkbox"/>
Do we notify clients of impending problems like stock shortages, staff vacations etc.?	<input type="checkbox"/>	<input type="checkbox"/>

Correspondence / Literature

Do team members re-check correspondence for misspellings or grammatical errors	<input type="checkbox"/>	<input type="checkbox"/>
Are client and pet names spelt correctly?	<input type="checkbox"/>	<input type="checkbox"/>
Do we give clear instructions and directions?	<input type="checkbox"/>	<input type="checkbox"/>
Do our products/hand-out materials carry an address or phone numbers for prompt back up assistance?	<input type="checkbox"/>	<input type="checkbox"/>
Does our literature/staff 'talk' in understandable language?	<input type="checkbox"/>	<input type="checkbox"/>
Are our documents and 'conditions' understandable?	<input type="checkbox"/>	<input type="checkbox"/>

And now for some very obvious questions

Do we ask clients to identify their specific 'bugs'?	<input type="checkbox"/>	<input type="checkbox"/>
Do we measure client turnover?	<input type="checkbox"/>	<input type="checkbox"/>
Do we know why we lose our clients?	<input type="checkbox"/>	<input type="checkbox"/>
Do we conduct client surveys & focus groups to allow for the 'bugs' to surface?	<input type="checkbox"/>	<input type="checkbox"/>
Do we reward team members for suggesting ways to eradicate client 'bugs'?	<input type="checkbox"/>	<input type="checkbox"/>

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Addressing the Likely 'Less than Happy' Aspects of our Business Which a Client Might See, Feel or Experience

As a consequence of my review of how a client might see our practice, this is what I propose to do and when:

The action steps required to implement my strategies include the following:
