

# A collaborative approach to preventative healthcare for your veterinary business

Roborough Vets has worked with Local Vets since April 2017 to boost its profile as a preventative healthcare focused practice. Local Vets has delivered its popular Promotional Package to ensure that a different monthly health topic is always on the agenda and that free or discounted health checks are promoted to clients.

Roborough Vets recently ran a Senior Dog Month Promotion. Local Vets helped to bring older dogs into the clinic with Facebook posts and an email newsletter, and the practice utilised its reminder system to segment and contact older dog owners.

As a valued Local Vets member, Roborough Vets was able to access exclusive pricing on senior dog blood profiles from VPG (TDDS), a member of Synlab. Roborough Vets is a longstanding client of VPG and were excited to promote the preventative healthcare benefits of diagnostic testing.

## Roborough Vets and Senior Dog Month in numbers

NUMBER OF VETS	1	NUMBER OF SENIOR DOG BLOOD PROFILES	14
NUMBER OF QUALIFIED VET NURSES	3	PERCENTAGE OF CLIENTS OPTING FOR PREVENTATIVE DIAGNOSTIC TESTING	45%
NUMBER OF NURSE-LED SENIOR DOG CHECKS IN ONE MONTH	31		

## Roborough Vets says...



*"Senior Dog Checks are a great way to pick up on common problems early. A thorough exam is a great start but diagnostic testing gives us so much more information. We got clients on board by explaining that we want the results to come back normal, but if they don't we have the chance to do something about them. The normal results would also give use baseline for the future. The clients really saw the logic and were very happy to go ahead with testing."*

*We mostly got back normal results from healthy older dogs but had a few cases where problems were identified. One of our clients' dogs is now on a renal diet and that client also recommended one of her friends come in for a check and a blood test. This client is super happy that she came in for a Senior Dog check and that she took our recommendation to run a blood profile as she's caught a problem early and together we're managing it. We're really happy to have Local Vets helping us promote preventative health care topics each month and its great that Local Vets, VPG (TDDS) and Simplyhealth are all working towards the same aim of helping keep pets healthy and our clients happy!"*

**SARA**  
Head Nurse at Roborough Vets

Roborough Vets really values the way a number of its key partners have come together to promote the benefits of preventative healthcare both for the practice and for clients. The practice has a very popular Pet Health Plan, administered by Simplyhealth and this is a key part of its preventative approach.

The advantage of working with Simplyhealth Professionals is that they're more than just a health plan provider. Roborough Vets received valuable support from Simplyhealth Business Development Consultant, Louise Soady, to develop the role their Qualified Nurses play in delivering care to pets and their owners.

Roborough Vets has a dedicated nursing team who were keen to design a program of chargeable nurse consultations, and Louise was on hand to help them implement this. When put alongside the work the practice is already doing with Local Vets, and the services they can access from VPG (TDDS), there was a real sense that everyone was working together towards a common goal - keeping the practice healthy by keeping pets healthy!

## VPG (TDDS) says...



*"We are very happy to be working with Local Vets to encourage veterinary staff and their clients to think about using diagnostic testing as a preventive healthcare measure. This will help pets stay healthier for longer and ensure any problems are identified at the earliest opportunity and appropriate treatment applied sooner contributing to an overall more positive prognosis."*

**ALASTAIR JACK**  
Business Development Manager, VPG (TDDS)

## Local Vets says...



Matthew spotted an opportunity to utilise diagnostic testing as a means to promote preventative healthcare.

*"We help practices run monthly health promotions to ensure that the role vets play in keeping pets healthy is always in a client's mind. A lot of pet owners only visit the vets when their pet is sick, but we all know there is such an important role for vets to play in keeping pets healthy. I'm delighted that Roborough Vets want to focus on promoting the valuable expertise of their Qualified Nurses. It fits perfectly with the role they already play in monthly health promotions, and it presented an opportunity to develop an idea which has been bubbling under the surface for a while. Namely that diagnostic testing can be used as part of preventative healthcare consultations. This was something which VPG (TDDS) really saw the value in, and it was great that they were able to support Roborough Vets by making available cost effective profiles for use as part of the Senior Dog promotional month."*

**MATTHEW DUNNE**  
Founder of Local Vets