

# The Evolution of Curbside: Efficiencies to Keep

While serving clients and patients during the Coronavirus pandemic was not easy for veterinary practices, many of the good ideas and innovations that grew out of curbside care are worth holding on to.

Key takeaways from The Evolution of Curbside Veterinary Care, a Video Series by CareCredit.

## Crowdsource ideas with other practices

When no one knew how to do curbside, individual practices figured out solutions and shared ideas all around.

Collaboration trumps competition!



## Offer a choice between curbside and inside

Curbside service will continue to be a great option for the elderly, the disabled, and parents with kids in the car even when it's not necessary for public health.

Plus, client in the car = exam room efficiency. Owner is not ogling over the pet; full attention is on conversation with the doctor.

Communication win!

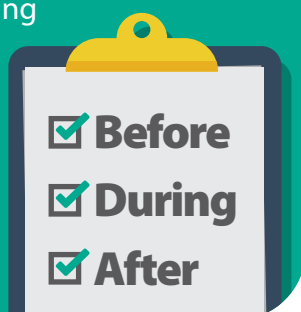


## Communicate what to expect before, during and after an appointment

At first, clients had no idea what to do during a curbside appointment. Practices had to explain it to them via:

- website
- social media
- on-hold phone messaging
- direct mail

Now that the process is changing again, it's important to keep communicating what to expect at every step.



## Find ways to manage no-shows

Desperate clients often made appointments with several clinics during the pandemic—but only showed up at one.

With text-to-pay, some practices started taking deposits to hold the appointment time.

No more getting ghosted!



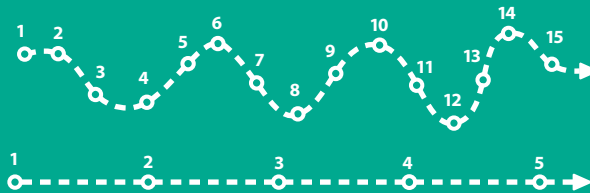
## Have clients fill out forms digitally before the visit

Clients can take their time. Team members don't have to decipher bad handwriting. Everyone can get right to work during the appointment.



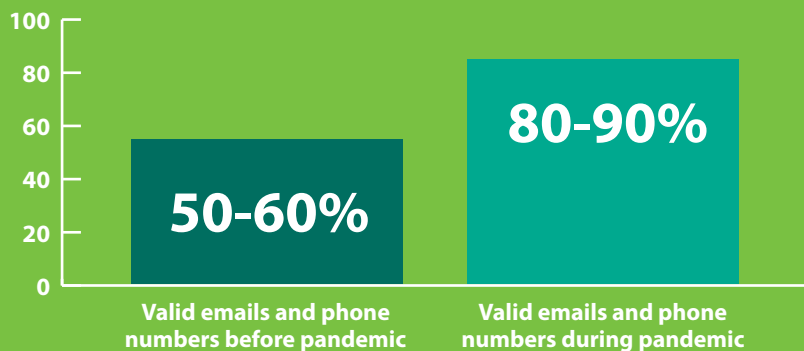
## Conduct a workflow inventory

Managers like to add good ideas to practice processes— but does anything ever get removed? Are all 15 steps at the front desk or in the exam room necessary? Walk through your workflows step by step. Decide what you can eliminate to become more efficient.



## Keep those email addresses and phone numbers up to date

Veterinary hospitals' client contact information has likely never been so accurate. If you can keep your valid percentage high, you can continue to use texting and emailing to save time, market services and communicate about patients.



Example only.

To watch the four-part video series, visit [carecredit.com/vetinsights](https://carecredit.com/vetinsights)



Featured video series guests: Debbie Boone, CVPM; Brian Conrad, CVPM; and Sandy Walsh, RVT, CVPM

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