

# The Evolution of Curbside: Technology to Keep

While veterinary care may traditionally lag behind human medicine, you would never know it from the innovations veterinary teams adopted—and even rigged up themselves—during the Coronavirus pandemic.

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

## Text messaging

When clinics first started implementing curbside care, phones started ringing off the hook. Those that figured out how to text clients using their practice management software—or purchased new systems that allowed them to do so—were soon restored to sanity.

The best part? Clients and teams discovered they loved texting for simple communications. It's easy and efficient, and it saves phone calls for conversations that call for more nuance, emotion, or complexity.



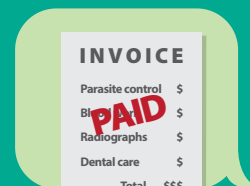
## QR codes

Talk about a technology that's been brought back to life. These squiggly boxes let you put information, education, and marketing materials right onto clients' smart devices without the exchange of paper—or any pathogens that might be riding along.



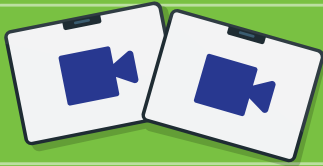
## Contactless payment

When clients can pay for services and products using only their smartphone or computer, no one has to touch cash or a credit card, which is beneficial both for health and security reasons.



# DIY telemedicine: An example

One veterinarian came up with an innovative way of conducting her curbside appointments in a way that allowed her to keep them at 30 minutes.



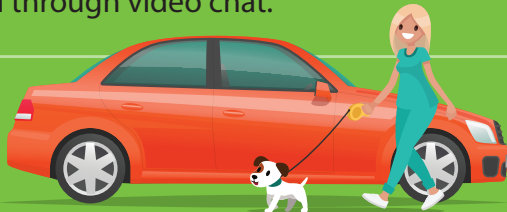
**Step 1:** Launch a video chat on two tablet devices.

**Step 2:** Have a technician deliver one of the tablets to the client in the car when retrieving the patient.



**Step 3:** Conduct the exam, talking to the client on video chat throughout the

process to communicate her findings. Make recommendations for care and next steps, answering any client questions, all through video chat.



**Step 4:** Have the technician swap the patient for the tablet at the conclusion of the curbside visit.

Now that's creative thinking!

## Telemedicine is great for things like:

- Medical progress exams
- Home care instructions
- Helping clients avoid traffic
- Compliance when an in-person visit is necessary.

## Looking forward: Let's use video more often

Almost everyone now has a video camera in their pocket. Now that many veterinary teams have become more comfortable being on the screen, let's keep the momentum going. Video can be used to:

- Educate clients how to give a medication at home
- Conduct medical progress exams
- Provide information about clinical signs the patient might not demonstrate during the exam: limping, a behavior problem, licking, etc.

Bright idea: Make "video samples" a routine part of your patient workup—just like fecal samples!



## Telemedicine + education + communication = "stickiness"

Clients can watch a video of you pilling a cat over and over again:  
**Sticky home care instructions.**

Clients don't have to fight metro-area traffic for a recheck:  
**Sticky client loyalty.**

If you would charge for it in the clinic you should charge for it via telemedicine:  
**Sticky clinic revenue.**



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

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

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