

The Evolution of Curbside: Continuing the Concierge Approach

During the past year and a half, veterinary teams figured out how to meet clients' needs in ways they never would have thought possible before the pandemic. Some of those strategies can live on in practices that want to continue offering tailored service to pet owners.

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

Since Spring 2020, several things have become clear:

1 Pets have become more central in people's lives, with their owners more willing to pay for recommended care.

2 Behaviors and habits of consumers have changed, and they may not go back.

3 In a post-pandemic world, smart veterinary clinics ask this question: **Can we maintain the first reality by focusing on the second?**

INVOICE	
Parasite control	\$
Blood work	\$
Radiographs	\$
Dental care	\$
Total	\$\$\$



Forward-thinking veterinary clinics will offer clients a CHOICE:

Inside



Curbside



Phoneside



Homeside



Practices that promote a culture of growth and accepting new challenges can set themselves up for success.

Teams are tired. Protect them.

Technicians and assistants have been on the front lines of curbside care. They're exhausted! Take care of them by setting good boundaries.

- Consider flexible scheduling and shorter shifts.
- Let them have time off when they need it.
- Make adequate staffing a priority. (Yes, we know that's a challenge right now.)
- Give them time for bathroom breaks and take lunch.
- Closed is closed! (The grocery store doesn't open back up just because you're hungry.)

- Be on alert for burnout and compassion fatigue. Know the signs. Have the conversation. Protect your team's mental and emotional well-being.



Hospitality first. Education second. Medicine third.



Clients come to veterinary clinics not for the best medicine but for the **RELATIONSHIP** with doctors and team members. They need to feel they're welcome and special.



When clients trust the veterinary team, they're open to **EDUCATION** about their pet's health needs.



Well-educated pet owners make the best health care decisions, which allows you to practice **BEST MEDICINE!**

An example of the curbside concierge approach in action:



1

Client calls to request a therapeutic diet refill.



2

Practice texts client a digital invoice with contactless payment link.



3

Practice texts client an alert that food is ready to pick up.



4

Client pulls into practice parking lot, texts team their stall number.



5

Team member runs product out to car.



6

Satisfied client who appreciates convenience heads on their way.

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


Making care possible...today.

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

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