



# Large Study Finds that Most Veterinarians Fail to Provide a High Level of Quality Care.

See how your practice compares to the benchmarked average. Take the **RxWorks Quality Care Quick Quiz** below.

Dear Veterinarian,

Recent research by the American Animal Hospital Association (AAHA) has uncovered some disturbing facts that could change the way you care for your patients.

After interviewing more than 1,000 veterinary clients and dozens of veterinary practices in late 2003, one of the world's leading associations for veterinarians concluded that virtually none of the surveyed veterinary practices could claim an optimal level of care for its patients!

The culprit? Poor compliance.

Research shows that veterinarians are not recommending all of the health services and screenings clients say they want for their pets. Therefore clients are “non-compliant” in booking appointments and follow up care.

For instance, the study found that 90% of clients wanted to be informed of all recommended treatment options for their pets regardless of cost. Yet, overwhelmingly, veterinarians do not make all of the recommendations they should, or could.

In the study's own words: *“We found that a major cause of veterinary care providers' failure to make health care recommendations is their misjudgment of the client's willingness to take action.”*

The study found that veterinarians and their staff do not make full health care recommendations largely due to a belief that the client will be unwilling to pay the cost. This misperception — along with poor compliance monitoring systems and processes — has led to a quality care crisis that affects up to 81% of dogs and 82% of cats in the average practice of 1,800 dog patients and 419 cat patients (and this does not take into account bovine, equine, or other categories).

Although 100% compliance for all patient health care options is unrealistic, the AAHA gave low marks to participating veterinarians in the following areas of patient care, client recommendations, follow-up, and quality care process. Based on study data, it found that significant improvements could be made by the practice that committed to as little as a 10% increase in quality care.

Take this 10-point **Veterinary Quality Care Quick Quiz** to see how your practice might have fared had you participated in the survey.

**1. Do you always recommend prophylactic treatment for any dog or cat with early stage disease or higher?**  Yes  No

*The study revealed only 15% compliance for dogs and cats with early stage disease.*

**2. Do you know exactly what level of compliance you get from your therapeutic diet recommendations?**  Yes  No

*The overall compliance estimate was 75%, but actual compliance was four times less at 19%.*

**3. Do you make a point to conduct senior screenings (consisting of at least blood work and a urinalysis)?**  Yes  No

*The study found that only 32% of “senior” dogs and 35% of “senior” cats had senior screenings.*

**4. Do you offer your recommendations verbally and in writing?**  Yes  No

*Almost 80% of pet owners indicated that they want instructions verbally and in writing.*

*(Over please)...*



**5. Do you call clients who are overdue for a recommended treatment or preventative measure?**  Yes  No

*72% of clients said they would like to receive a phone call for these overdue services.*

**6. Does your practice track and measure compliance in one or more areas?**  Yes  No

*The study found that not measuring existing compliance is the largest single barrier to achieving better patient care.*

**7. Do you offer all treatment options without prejudging a client's ability to pay?**  Yes  No

*Higher levels of compliance are found in practices where all health care alternatives are presented to clients.*

**8. Do you routinely recommend therapeutic diets for obese patients?**  Yes  No

*The study found that in a significant number of cases, veterinarians did not make a diagnosis of obesity even for cats weighing more than 15 pounds.*

**9. Does your staff make or support compliance recommendations?**  Yes  No

*Clinics and practices that used staff to make or support recommendations had higher compliance rates.*

**10. Does your practice management software offer support for compliance goals?**  Yes  No

*The study reported that "Without built-in tracking and reporting capabilities in their software systems, many practices may not be technologically able to pursue monitoring and tracking of compliance."*

The study found that if the average clinic of 2.2 veterinarians improved compliance by just 10%, it would provide 1,287 more treatments and generate over \$135,000 in revenue while increasing quality of patient care — all without adding staff.

RxWorks is one of the world's most widely used Veterinary Practice Management systems. An affordable and comprehensive software solution that uniquely addresses issues of compliance, RxWorks is the answer for veterinary practices interested in increasing quality of patient care, while also building the bottom line.

Learn how you can accomplish both goals effectively with our FREE White Paper, *How to Increase the Quality of Your Patient Care, Increase Client Satisfaction, and Dramatically Increase Profits — All Without Adding Work or Staff!*

Visit [www.rxworks.com/freeoffer1](http://www.rxworks.com/freeoffer1) for a FREE RxWorks Demonstration and to download your FREE White Paper. Or call 1-888-779-5163 and mention code AA54, or mail the enclosed RxWorks Information Request Form. We'll respond quickly to your request for information on how RxWorks can benefit your patients, your clients, and your practice.

Sincerely,

<<signature>>

Rob White, B.V. Sc.  
Co-Founder, RxWorks

P.S. If you haven't already taken the revealing **Veterinary Quality Care Quick Quiz** above, why not do so now? It only takes a couple of minutes and you'll discover how you can improve the quality of care you give your patients. Afterward, be sure to download your valuable **FREE** White Paper at [www.rxworks.com/freeoffer1](http://www.rxworks.com/freeoffer1)