

VET CANDY

Special Edition
CUSTOMER
EXPERIENCE

YOU NEED TO
**TRY GOAT
YOGA**

3 easy ways
to keep
**YOUR BEST
CUSTOMERS**

**YOUR
AMAZON
SMILE
POINTS**

**MAKE
VACCINE
VISITS
PAINLESS**

Three
things
that make
**YOUR
CLIENTS
HAPPIER**

SECRETS
TO
**ATTRACTING
NEW CLIENTS**

Brought to you by
 **MERCK**
Animal Health

**Alexandre
Contreras**

is living the
American Dream





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WELCOME TO THE *WORLD OF* *VET CANDY*



DR. JILLÓPEZ
EDITOR – IN-CHIEF

Several years ago, my husband and I stumbled into a poorly lit restaurant in Princeton, New Jersey on a Saturday evening. We soon discovered that we were the only customers in the entire place.

Despite being empty, the restaurant was beautiful with white linen table cloths and red velvet covered wooden chairs. But, the emptiness made us uneasy so we started to sneak back out to Nassau Street and find a more popular place. As we were turning around we were greeted by a man who was grinning from ear to ear. He introduced himself and shook our hands. His smile was so warm and welcoming that we decided to take a chance and stay – and I am so glad that we did!

We visit that restaurant every single time we are in Princeton. Not only that, we have written dozens of positive reviews and told everyone we know in the area to try it out. I have even recommended it to strangers

on the street! Now, instead of being empty, the place is packed during lunch and dinner. The owner knows that the secret to success is not just having great food, it is making your customers feel welcomed and appreciated. Customer experience is that powerful!

In this issue we are introducing you to a man who's on a mission to make the customer experience amazing at veterinary clinics. Veterinary technician, Alexandre Contreras, knows first hand that one of the worst experiences that can happen to a pet is having a nail cut too short and bleed during a nail trim. Not only is the pet upset, the pet owner is as well. That's why he created a cool new nail clipping tool that keeps that from happening.

As editor in chief, I would like to thank my assistant editor, Shannon Gregoire, and our amazing writers, who bring their expertise to this endeavor. They have made this issue possible and I hope you enjoy it.

Alexandre Contreras

is living the American dream

BY AM KUSKA

It's a common scenario. A veterinary technician at a clinic cuts a dog nail a little bit too short. The nail bleeds and it's a frantic rush to get a bottle of styptic open, and a pinch dabbed onto the nail, without contaminating the rest of the powder with blood. The dog is in pain, the owner is angry, and within a couple of hours a nasty review pops up on your Yelp page.

Alexandre Contreras, a Miami veterinary technician who regularly handled nail trimming, noticed this problem when he accidentally cut a nail too short. Powder is messy and spills everywhere, and is easy for a dog to knock over. It's also difficult to measure out enough and get it applied, especially without using the container or lid, which



risks blood contamination. He realized that there needed to be a better solution.

This moment inspired the creation of “Klip Trio,” a nail clipper with a single-use cartridge filled with styptic powder. When a dog’s nail is bleeding, the user simply pushes the dog’s nail into the cartridge, and the right amount of powder is applied. The single use cartridge makes it more hygienic as well..

Alexandre loves designing products that help make it easier to take care of pets, but that’s not all there is to him. Raised by a single mom, he



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This moment inspired the creation of “Klip Trio,” a nail clipper with a single-use cartridge filled with styptic powder. When a dog’s nail is bleeding,

started doing odd jobs at a young age to help pay the bills. Being a lifelong animal lover, he always dreamed of becoming a veterinarian, but, money was tight so veterinary school wasn't an option. After high school, instead of going to college, he got a full time job working in a veterinary clinic to continue to support his family. Later, he was able to save up money to attend Penn Foster's veterinary assistant program.

Now a father of two sons, he hopes to instill his strong work ethic into his young sons, but he also hopes they decide to follow their father down the entrepreneurship pathway. You never know what product he may be coming up with next, but the one thing we do know is that it will make pet parents smile!





BY DR. SABA AFZAL

Want to make
vaccination visits
painless?

**TRY THESE
TIPS!**

Here are a few ideas to make your patients' vaccinations as easy as possible:



Use low-volume vaccines—less volume means less time the needle is in the skin!

Use a small-gauge needle for less injection pain.

Keep the needle sharp for the vaccination by using a separate needle to fill the syringe.

Choose highly purified vaccines for a smoother experience.



All comfort No compromise

0.5-mL NOBIVAC EDGE[®] VACCINES
Deliver the full protection you trust with a softer touch.

Now you can deliver all the protection of Nobivac[®] vaccines in half the volume—ensuring broad-spectrum, comfortable vaccinations for dogs of any size.

PUT COMFORT INTO PRACTICE WITH NOBIVAC EDGE[®] VACCINES.

To learn more, contact your Merck Animal Health sales representative or your distributor representative.

Customer Service: 1-800-521-5767
(Monday–Friday, 9:00AM–6:00PM EST)

Technical Services: 1-800-224-5318
(Monday–Friday, 9:00AM–7:00PM EST)

Secrets

to attracting new clients



BY DR. JILL LÓPEZ

When you open a veterinary clinic, getting new people to try out your business isn't always easy. You want to attain a reasonable number of loyal customers who will keep you busy enough so you can focus on great pet care rather than constantly attracting new clients.

If you're new, small, or in a very competitive market, you may be wondering how you can get new clients in the door. You can't win people over with your spectacular customer service if they haven't visited in the first place. Here are a few tips on how you can encourage new customers to give you a chance.

CATCH UP WITH DR. JULIO ALONSO



Exclusively on
Vet Candy
TV



START A VETERINARY BLOG.

These days, a lot of interaction with clients is done online. Nearly everyone has a smart phone, and when they're looking for a new place, they tend to check out reviews and websites first.

An active blog that is updated regularly can ensure your clinic shows up in their results when they search, and sound advice on health care or pet ownership will help them see you as an authority on the subject.

EMBRACE SOCIAL MEDIA.

A Facebook page through which customers can contact you or an Instagram account featuring snaps of favorite patients helps customers feel connected and makes sharing easier. Posting videos on YouTube or Vimeo can also attract attention and creates sharable links that will help you spread the word about your office.

Video-sharing has been a leading way for clients to learn about different brands. A recent Google study found that as many as 50% of smart phone users employed brands' videos to make purchasing decisions.

Show customers what's happening behind the scenes.



When their dog or cat gets taken to the back for shots or other services, customers often feel helpless or even suspicious of what is going on. Showing them the faces and personalities of the team handling their pet can reassure them that the animal is being handled humanely even when no one can see, and it also helps clients feel a sense of connection with the team.

It might not seem like much, but if you know that Tiny is going back with someone who also owns a mastiff and appreciates their quirks, you'll be more likely to let the Neopolitanmastiff club know about your great experience.



GIVE YOUR CUSTOMERS A GIFT.

Customers love swag, whether it's a leash with your clinic's name on it, a tennis ball, or a pen. Merchandise also has a side benefit—these gifts will also work as advertising, getting the name of your clinic out there.

Showing your current clients your appreciation will not only improve their loyalty, it will also give them a talking point when people ask them if they like their vet or not.

With so many clinics available for your clients to choose from, setting yourself apart can be hard. These tips will make a difference. Rise above your competition and show clients that your clinic is a cut above the rest.

Why you need to try goat yoga

On a small town farm in Oregon, there is a yoga class that has a 1,200 person waiting list. No, it's not with a famous yoga instructor or comes with the promise of enlightenment. It simply has a few special guests at every class.

Goat yoga is a form of yoga invented at No Regrets Farm in Oregon. There, yoga classes are held in a natural environment with a small herd of goats free to roam about during lessons. The goats snuggle, climb on students, and caper about through the class.

The novelty of goat yoga has made this class a hit, and now goat yoga is becoming available in farms and petting zoos all around the world.

A Caprine Vinyasa session typically includes beginner poses, and is meant for people of all skill levels. The goats make the yoga sessions more challenging, by attempting to distract you with unbelievably cute moves, and yes, sometimes standing on you mid-pose.

You're allowed to pet the goats if you like, but it is expected for you to carry on with your class and not to let them distract you too much. Some goat yoga classes even have tiny snacks available for you to give the goats after the lesson.

Goat yoga can spice up a regular exercise class, and even help you achieve better strength and focus. If you like the idea of getting closer to nature, look for a local goat yoga class in your neighborhood.







3 EASY WAYS

to keep your best customers

DR. JILL LÓPEZ

Over the past few decades, pets have ascended from working animals to members of the family. Pet owners lavish their dogs with the best care possible and are often quick to take their pet to a different veterinary clinic if they are dissatisfied with their experience.

To retain customers, you need an approach that gives customers a reason to stay with you—and not try that other office down the street.

CUSTOMER SERVICE

Although the veterinarian is the key person clients are coming to see, there is a whole team of other people they will encounter at the clinic. A receptionist who is pleasant to schedule with and has a cheerful greeting for every customer and vet techs who remember each patient can make a big difference in whether people decide to stay or go.

Customer service is one of the biggest reasons why people leave a clinic. It's insulting when a coupon isn't honored, the receptionist is rude on the phone, or a mistake is covered up rather than fixed. Customers don't like it when their pets are treated like livestock, and they will be quick to leave if they feel the staff is rough or careless with their furry friends.

CLIENT EDUCATION

Even great customer service, however, isn't always enough to clinic can distinguish itself by offering client education on your website or in a newsletter you send out to pet parents each month.

By sharing knowledge about improving pet care, you can establish yourself as an source of expert information that clients can rely on, not to mention keeping your business fresh in their minds. It's also a great way to remind customers about the importance of routine health care, such as dental screenings and weight maintenance.

ADDITIONAL PRODUCTS AND SERVICES

Convenience is another perk customers respond well to. If they can pick up their dog food or get their the benefit of knowing vets are just across the hallway should something go wrong, they are more likely to stay.

Investing in tools such as cold laser therapy and light therapy may distinguish you from other clinics that don't offer these services. When clients know that you offer special treatment modalities other vets don't have, they may be more inclined to stay, especially since they already know and trust you and your staff.

Less screen time and more sleep critical

FOR PREVENTING DEPRESSION

A cross-sectional and longitudinal analysis of data, involving almost 85,000 people, has found that lifestyle factors such as less screen time, adequate sleep, a better-quality diet, and physical activity strongly impact depression.

With evolving data exploring the link between depression and lifestyle factors, the international research team led by Western Sydney University say their findings may help inform public health policy.

THE STUDY FOUND:

- A significant relationship between physical activity, healthy diet, and optimal sleep (7-9 hours) was associated with less frequency of depressed mood.
- Screen time and tobacco smoking were also significantly associated with higher frequency of depressed mood.
- Over time, the lifestyle factors which were protective of depressed mood in both individuals with clinical depression and those without a depressive disorder was optimal sleep (7-9 hours) and lower screen time, while a better-quality diet was indicated to be protective of depressed mood in those without depression
- A higher frequency of alcohol consumption was surprisingly associated with reduced frequency of depressed mood in people with depression. This may potentially be due to the self-medicating use of alcohol by those with depression to manage their mood.



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3 things that make your clients happier

BY AM KUSKA

The veterinary visit starts with making an appointment, and if you want to up the level of customer experience, you must start from the first impression. On your website, provide a phone number and always take the call. When customers get to talk to a human during business hours, they feel more valued. According to *Harvard Business Review*, a human telephone operator will increase customer satisfaction and attract more clients than an automated response.

Another important thing you can do to make your client feel more valued is provide them the opportunity to contact you through text. Over 45% of people are more comfortable in a text conversation, and they love it when they can make appointments on text. The text appointment procedure will allow clients to connect with you in the ways they prefer.

The client's next impression is of your office and waiting area. The first physical contact and appearance of your office are essential to happy pets and satisfied

owners. Try to keep the treatment rooms out of sight of the waiting room. Animals

can smell fear and see it in the posture of their compatriots. Most of the time, pets are uncomfortable after a ride to a new place, and if the first thing they see is another frightened animal, it merely exacerbates their own anxiety, which then extends to the owner. Try to maintain, as much as possible, a silent and calm environment in the waiting room. Finally, strive to minimize the waiting time.

Vets can boost customer experience by telling clients a personal story or sharing some pet-related details. Connected clients are more satisfied; they are your assets who will make your business thrive and grow by sharing their positive experience with their friends and family in their homes and workplaces and on social media.

Finally, be sure to use authentic medications with minimal side effects. Select low-volume vaccines to reduce injection times and amounts. Provide treats for the pets and helpful information for their owners. With just a bit of effort, you can show your concern for both your clients and patients, boosting customer experience throughout the visit.

The veterinary visit starts with making an appointment, and if you want to up the level of customer experience, you must start from the first impression.

SECRETS TO
HAPPY
CUSTOMERS

With

Dr **NATALIE**
MARKS

[LISTEN](#)

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5
SECRETS
*to a
healthier
lifestyle*

BY ARLENE TORRES

As a busy mom, I know how hard it is to find time each day to take care of my own health. It is very important to prioritize your health and creating a lifestyle that focuses on healthy living is key. The following are my secrets to having a healthier lifestyle.



1 Drink more water! Avoid high calorie and sugary drinks.

2 Set a goal: I use my iPhone health app to check my steps per day. I try to take at least 6000 steps each day. Experts recommend at least 20 minutes of activity per day.

3 Plan ahead: If you are going to be successful, you have to make fitness a part of your lifestyle. Schedule your gym time the night before to make sure you have time. Prepare healthy snacks and keep them close for times when you need a snack.

4 Eat mindfully, prepare healthy meals and eat together with your family. Turn off the TV and enjoy your food.



5 Take supplements only when needed, most people don't need to take vitamin supplements and are able to get all the vitamins and minerals they need by eating a healthy, balanced diet. Check with your doctor to see if you need a particular supplement.



VET CANDY ANNOUNCES NEXT GENERATION OF VETERINARY CE

Vet Candy is announcing a new format of professional education courses designed to reflect the knowledge needs of millennial veterinary professionals. The company is adding a total of five new programs to its 2021 veterinary CE portfolio, covering both medical topics and professional development.



The new courses, which are now open for registration through Vet Candy's CE platform include:

- **Master course in ophthalmology**

Provides an in-depth look at diagnosis and treatment of diseases and disorders of the eye. Instructor: Dr. DJ Haeussler, veterinary ophthalmologist and owner of the Animal Eye Institute. Brought to you by Sentrx™ Animal Care, Inc.

- **Master course in wellness**

Examines the knowledge, skills, and tools to create healthy habits that promote good physical and mental health. Instructors are licensed clinical therapists from Cognitive Change a company dedicated to empowering individuals to heal, energize, and become aware of their inner strengths.

- **Master course in toxicology**

Provides insights into common small animal poisonings, diagnostic procedures, and treatment. Instructor: Dr. Carey Hemmelgarn, veterinary criticalist and co-founder of Intensivets. Brought to you by Vetoquinol.

- **Master course in respiratory disease management**

Delivers a thorough evaluation of the science and clinical practice skills needed to master respiratory disease from diagnosis and management to client counseling. Instructor: Dr. Anthony Gonzalez, veterinary criticalist with special guest, Alyssa Mages, CVT of Empowering Veterinary Teams. Brought to you by Trudell Animal Health.

- **Master course in surgery**

Explores core surgical concepts to build confidence. Instructor: Dr. Philippa Pavia, veterinary surgeon. Brought to you by PRN® Pharmacal.

The programs are free for veterinary professionals and can be accessed 24/7 on myvetcandy.com. Courses are led by subject matter experts who guide participants through the latest research and cutting-edge technologies.

Looking for a worthy cause for your Amazon Smile points? Check out Mission Rabies.

BY SHANNON GREGOIRE

I would like to tell you about one of my favorite game-changing, impactful charities in the pet world. Mission Rabies is led by Worldwide Veterinary Service and Luke Gamble. Their mission is to eradicate rabies around the globe.

As pet owners, we know that rabies vaccination is prerequisite to licensing pets

in most areas. Once contracted, rabies is almost certainly deadly and is zoonotic—it can be transmitted from animals to humans through bodily fluids.

There are many people working to end this horrific disease, and you can easily make an impact whenever you shop on Amazon. Through their Smile program, you can





choose Mission Rabies as the charity you would like to support, and a portion of your purchases goes toward the excellent work they are doing.

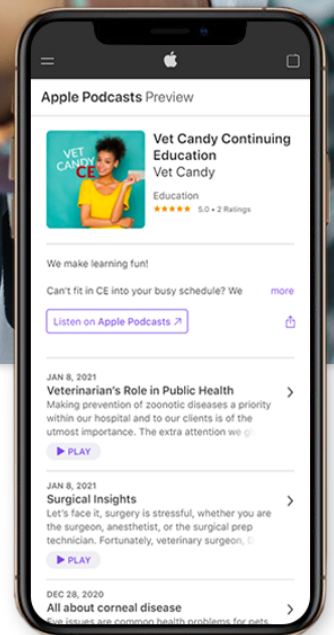
Another way to get involved is to volunteer on a rabies mission trip. Before COVID, these trips were frequent, and again, starting in June 2021, Mission Rabies is looking for both veterinary professionals and non-vets, such as

enthusiastic pet parents, to volunteer at their vaccination clinics around the world. If we work together, we can make sure this generation will be the one to eradicate rabies for good.

To learn more about Mission Rabies, their goal to eradicate the disease, and how to get involved, visit www.missionrabies.com/volunteer.

As pet owners, we know that rabies vaccination is prerequisite to licensing pets in most areas. Once contracted, rabies is almost certainly deadly and is zoonotic—it can be transmitted from animals to humans through bodily fluids.

**WE
MAKE
LEARNING
FUN!**



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