

Real clients reveal why they love their veterinary practice:

By: Portia Stewart

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Source: Firstline

When I read Portia Stewart's article in Firstline about why clients love their veterinary practices, I was initially surprised to see that clients did not discuss the importance of being able to conference with their veterinarian during after hours emergencies. Especially in light of Pam Weakley's comment "What we sell is information and peace of mind.(Stewart; Firstline, Sept. 1 2009)"

My clients regularly tell me that one reason they stay with our practice is the 'peace of mind' they have because they know they can speak to us when they have an emergency after hours. We are regularly adding new clients who have left their former veterinarian because they weren't there for them during an emergency after hours. We have discovered that clients resent when they are blindly forced to choose an emergency facility, find it themselves, and drive there when (as they usually discover later) they didn't need to be there in the first place.

Nothing says "I care about your pet as much as you do" as much as being there to provide advice to your clients when they are scared. I wouldn't be surprised to see more and more doctors offer this valuable service as the quality of pet care that people demand continues to escalate.

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