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AFTER HOURS ASSURANCE™ PROVIDES NEW REVENUES AND WORK/LIFE BALANCE FOR VET CLINIC OWNERS

New service enables around the clock assistance for pet owners

ATLANTA (June 26, 2009) – Thanks to an innovative new service, veterinary clinic owners across the country have an attractive new revenue opportunity for handling customer calls outside normal business hours, while also improving the quality of home life for on-call doctors. **After-Hours Assurance**, created by a veterinarian, is a first-of-its-kind, customized answering service and business-solution that enables vet clinic owners to provide fee-based consultation to pet owners needing immediate health advice for their animal when the clinic is closed.

“Every on-call veterinarian has felt the pain and frustration of home life disruption due to calls from concerned clients who ultimately didn’t have a pet emergency,” said Dr. Brad Carmichael, owner of Pleasant Valley Veterinary Clinic near Pittsburgh, PA and CEO of On Call Solutions, LLC, the providers of After Hours Assurance. “After years of interrupted dinners and family events, we have finally cracked the code to provide a valuable and attentive service for pet owners, based on a fee structure that makes it worthwhile and efficient for current on-call clinic owners. After Hours Assurance, likewise, provides attractive new revenue opportunities for non-on-call vets to now profit from making themselves available to customers when their clinic is closed.”

After Hours Assurance operators pre-screen all after-hours calls to confirm the pet owner has paid to use the service. They also summarize the nature of the caller’s concerns to share with the vet. Clinic owners set their own prices for After Hours Assurance. Consumers can purchase an annual After Hours Assurance registration in advance or ‘pay-per-call’ when they call their clinic after normal business hours and are transferred automatically to an After Hours Assurance representative based in the U.S.

As a result, collecting a fee for the service provides a revenue incentive for answering after-hours calls because it contributes to the clinic’s bottom line in three ways:

1. Call Fees – which are shared with After Hours Assurance
2. Office Visits – which occur when after-hours phone calls with the vet conclude a pet ailment is a non-emergency and can be addressed the following day versus visiting an emergency clinic that night.
3. New Clients – who find the service desirable from their clinic since most primary vets aren’t on-call today (due to home/life disruption).

Dr. Carmichael says his clinic captured more than \$5,000 in incremental revenue during the first month he offered the service to his clients.

Dr. April Steele of Tugaloo Animal Hospital in Lavonia, GA, an early adopter of the service, has also seen a surprising reduction in call volume with an increase in revenue and new clients – a combination of factors she previously found difficult to achieve.

“Before using After Hours Assurance, I used to get four times as many after-hours calls disrupting my evenings with family and friends,” Steele said. “Even more exciting, I am now consistently earning additional revenue and winning new clients thanks to the service.”

Initial After Hours Assurance customers have indicated the service solves a previously unmet need in filling the void between waiting until the next day when their vet clinic is open and pricey emergency care for their pet.

"Our dog recently ate my son's volcano-making science experiment, but thanks to After Hours Assurance we avoided an unnecessary trip to the emergency clinic and spoke personally with our vet throughout the whole ordeal," says After Hours Assurance member Jennifer Slutzky of Atlanta, Georgia. Slutzky recently switched from the veterinary clinic she's used for over 10 years to one that offers After Hours Assurance. "The service clearly pays for itself and provides much needed peace of mind about our pets' health."

Although After Hours Assurance is a fee-based service, many pet owners will find the benefits outweigh the costs since After Hours Assurance can save them time, money and hassles by determining in advance if they need costly emergency attention for their pet. After Hours Assurance estimates that nearly **90 percent of callers don't need immediate medical attention for their pet, and can either treat their pet at home or wait to visit their clinic the next day.**

Perhaps most valuable for pet owners, the service provides after-hours access to the vet they know and trust, and who has the best interest of their pet at heart. The service is also beneficial for the 78 percent of pet owners who travel with their pets because it provides them access to their vet while out of town. Furthermore, if medical treatment is determined necessary by the doctor, the After Hours Assurance operators can provide information on the nearest 24-hour animal hospital in their area.

After Hours Assurance is a service of Atlanta-based On Call Solutions, LLC. For more information about On Call Solutions and After-Hours Assurance please visit: www.OnCallSolutionsLLC.com, or contact Derrick Pittman at (678) 580-0421 or DBP@oncallsolutionsllc.com.

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Dr Brad Carmichael examines an animal at Pleasant Valley Clinic near Pittsburgh, PA with a technician after a call to After Hours Assurance the night before determined the pet owner could wait to visit the clinic the following day.



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Jacob and Danielle Slutzky enjoy another day of fun with their dog Riley. The family recently used After Hours Assurance to allay their fears after Riley ate the kids volcano-making science project.

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