

Seven Steps to a Higher Recheck Rate

Do you send your clients off with a vague reminder to 'come back in three weeks' or to call 'if the animal seems worse'?

How many times have you told your client:

- If Rover isn't better in five days, call me
- Let me know how Fluffy is when she finishes her medicine
- If that lump starts to grow, bring Sparky back in

What we don't realize is that when we use these phrases, we are doing our patients and our clients a grave injustice. How? By making the client the doctor, and thus delegating to him or her our responsibility for evaluating the pet's health. The results can at the very least, cost you the client's trust.

Seven-step recheck protocol

1. Educate the Client - explain what you find, what you are doing and the need to monitor the outcome
2. Establish a convenient day of the week for scheduling the recheck
3. Offer two choices – day and time – agree and record the client's choice
4. Accompany the client to reception, confer with the receptionist in the client's presence
5. Schedule the date and time and complete an appointment card
6. Send a reminder - If the scheduled appointment is more than 3 weeks ahead, ask the client whether they would prefer a reminder by mail or e-mail. Record their wishes and ensure that the reminder is sent on time
7. Make a reminder telephone call – 24 hours prior to the recheck appointment

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