

CASE STUDY: INCREASING DOG VACCINE PENETRATION AND NUMBER OF FLEA TREATMENTS

From a flat preventative performance to 83% of active dogs vaccinated and 25% improvement in flea treatments sold within 12 months



“Zoetis are the team that deliver business results”

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SITUATION

- Rural, 10 vet, mixed practice
- Dog vaccine and flea sales low for practice size
- No growth over the last few years
- Potential for growth

TASK

- The practice invited a Zoetis business consultant to conduct analysis to understand the reasons behind the performance, design a plan to improve the situation and work with the practice to implement the plan

ACTIONS

- Business consultant ran a preventative audit of the vaccine and flea business revealing 68% penetration of active dogs vaccinated and 1.9 flea treatment dispensed per patient, per year.
- Audit identified significant opportunity to improve performance in both measures
- Business consultant recommended that technical training to ‘re-medicalise’ flea treatment was required
- They identified that the practice required protocols to be designed on which preventatives they would recommend
- The business consultant conducted training on making recommendations effectively in the consult
- They facilitated the creation of email, text and phone call reminder protocols

RESULTS

- Dog vaccine penetration increased by 15% in one year from 68 – 83%
- Flea compliance increased by 0.5 doses/year from 1.9 – 2.4
- Staff clear on how to communicate the importance of preventative healthcare and make effective recommendations

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Doing a Preventative Audit can really highlight how well you are doing and, more times than not, the opportunities still waiting to be grasped in your business.

A 10 Vet, mixed practice agreed to do a preventative audit after discussions with their Zoetis account manager who, after monitoring purchases, felt there were untapped opportunities that would help the practice achieve further growth and more bonded clients.

On seeing the results it was immediately apparent to partners that something needed to change and talked about the things that they would like to see happen:

- Focus on the client journey to pick up on opportunities
- Engage with clients 'in the appropriate way' and understand more about their pet healthcare needs
- Focus on core products – "keeping it simple"
- Involve the team in defining actions and plans

The practice team are a happy, motivated and engaged group which is a credit to them and their leaders so we were already off to a good start.

Plans for support and development were proposed, based on what the partners wanted to achieve, from their Zoetis business consultant.

Workshops were organised for two groups: consulting vets and reception staff. Both workshops looked at understanding the goals of the practice; how to better understand the needs of clients; and how to make effective recommendations around preventative healthcare. Each of these were tailored towards the role each fulfilled in the client experience.

During each workshop every client touch-point was identified and the groups determined the activities the practice could implement to enhance both compliance and client bonding.

These included things like:

- Asking open questions rather than closed questions
- How to best remind clients they are due vaccination, or that they need to apply a flea treatment or wormer when they are in or out of the practice
- How to package products that incentivised clients to buy and provide more of what they 'want' and perceived value

If the results didn't speak for themselves with vaccine uptake growing by 15% and flea compliance by 25%, this team is clear on their approach, everyone is in it and everyone works together.