

So, you're offering **longer visits** and **better client service**? Great!

Here are a few tips from Dr. Kathryn Primm's Fetch dvm360 session on matching your veterinary hospital to your clients to take with you on your quest to be a high-touch practice.

Be there for clients. Your investment here is in time and service. If you're truly committed to the high-touch business model, your case load will be less and you'll be able to devote more time to each patient. You won't be cheap, and you won't be fast, so for this price, be available to help. Distribute your contact info or make a team member available 24/7 (or as often as possible). You don't have to be an emergency clinic to answer questions round the clock.

Add the personal touch. Make those follow-up calls and make time for them—don't sound rushed. Send handwritten notes on special occasions, after pets pass and when you just want to touch base with a beloved pet owner and their family. Highlight special clients and pets on your website to show them—and everyone else—the power of your personal touch.

Hire for customer service. Technically skilled but not great with people is not a recipe for success for a high-touch practice. Pet owners who pay a premium want special attention, even if it's as simple as remembering and using names and details in conversations. If you show you care, but your staff doesn't, this won't work.

Practice and recommend the best medicine. The best available treatment and the best prognosis are your North Star. These clients don't pay you for half measures.

Manage appointments so you're never rushed.
Obvious, right?

Woo clients. Offer tours any time. Plan events and open houses. You're looking for a long-term commitment from these clients—show them what you have to offer in every way.

Make it nicer for pets too. Focus on low-stress handling. Don't take people's fur babies to the "back." Show clients that you care about their pets and their pets like you (or tolerate you). Consider working toward a more low-stress or Fear Free experience for patients too (learn more at dvm360.com/fearfree). People are impressed when their pet isn't so scared of a visit to your clinic.