

So, you're offering **lower prices** and **shorter appointments**?

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

Try timing yourself. If your demographics show that your clients don't need a high-touch practice with a lot of customer service, you need to be fast and efficient. Otherwise, you'll risk increasing overhead and negatively impacting your profit margin. Set your cell phone to buzz you every five or 10 minutes to stay on track throughout the day.

Seek out pet owners who want "fast" and "good prices." Target potential clients at rabies vaccine clinics and pet store events.

Entice with freebies. If you've got the time and space, consider offering free dog washes and nail trims with visits. If your clientele are focused on speed and money, don't ding them for little things on their receipts.

Fill your appointment book. Low-touch practices can work, but you need to stay busy. Experiment with offering discount days or times to fill appointment slots, so you're still covering overhead and you're meeting more and more pet owners' needs.

Schedule technician-only appointments.

Hire skilled technicians and let them manage the medical procedures and client education they're legally, and intellectually, prepared for. More time with the tech during appointments is less of the valuable doctor's time. On to the next!