

Veterinary Telemedicine 2021

How to Future-Proof Your Connected Care Practice

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This whitepaper is intended to serve as your comprehensive starter guide and action plan for implementing telemedicine into your veterinary practice. With the right mindset, you are on your way to becoming a connected care clinic and future-proofing your practice!

For more information on the topics covered here please visit televet.com/telemedicine.

Virtual Care is Here to Stay.

Throughout the medical world - veterinary or otherwise - telemedicine is becoming a household word. While the concept of telemedicine (and all the other tele-things it has birthed) has been around for the better part of two decades, the customary usage of medical tele-services (appointments via phone, video chat, or other virtual solutions) has been slow to gain traction. That is, until 2020, when a growing pandemic forced veterinary practices to close their doors to the public and to re-evaluate their business model. However, this egg cannot be unscrambled it seems.

Although the adoption of veterinary telemedicine was primarily catalyzed by the spread and response to Covid-19, its repercussions within the veterinary world will be long-lasting. What was initially seen as a stop-gap measure until patients could return to in-clinic visits, has become an expected and normalized way of conducting medical visits. While the pandemic will eventually subside, the efficiencies gained through telemedicine use - for all parties involved - are here to stay. Using telemedicine as part of your clinic workflow provides veterinarians with greater flexibility in both time and location of scheduling appointments. Implementing telemedicine into current workflows empowers veterinarians to have greater control of their schedule in addition to increasing practice revenues while maintaining the same high-quality care of in-clinic appointments.

What we will discuss

This document will provide a context and walk-through for how virtual solutions can improve patient outcomes, enhance client communication, and increase practice revenue. Walk away with the knowledge to empower your team to run a more efficient practice, while maintaining healthy boundaries between work and personal time.



What you will learn:

- The top veterinary pain points in 2020
- How successful veterinary clinics are dealing with Covid-19
- Most common use cases for telemedicine
- How pet parents are responding to telemedicine
- How to future-proof your clinical practice
- How to use video chat to produce additional revenue
- Why the Veterinarian-Client-Patient-Relationship (VCPR) will become increasingly important
- What to look for when selecting a telemedicine partner
- How becoming a connected-care clinic will save time, increase revenue, enhance care, and reduce your stress!

State of the Veterinary Industry

Reducing stress and improving practice efficiency is a constant struggle in day-to-day practice—even when there isn't a pandemic in play. Offering great client communication and excellent medical care while staying on schedule for maintaining a healthy practice revenue can often feel like competing forces. In addition to providing veterinary care, the medical team has to stay current on new technology, state laws, and changes in medicine and surgery; a dilemma vet teams know all-too-well.



TeleVet's DVM partners indicated that conserving time and effectively capturing revenue for off-the-clock consults were their biggest obstacles.

When analyzing what specific pain points veterinary professionals experience in their practice or with available technology, TeleVet's DVM partners indicated that conserving time and effectively capturing revenue for off-the-clock consults were their biggest obstacles. We will discuss platform efficiency later in this text, but first let's look at the top pain points veterinarians are seeing in 2020.

Top veterinary pain points in 2020:



Loss of time

Giving away advice and service hours for free through social media, phone or email.



Loss of revenue

Not capturing payment due to lack of integrated payment processing system.



Stressed staff

Administrative constraints due to constant multi-tasking, addressing short-staffed consults or outdated workflows.



Loss of connection

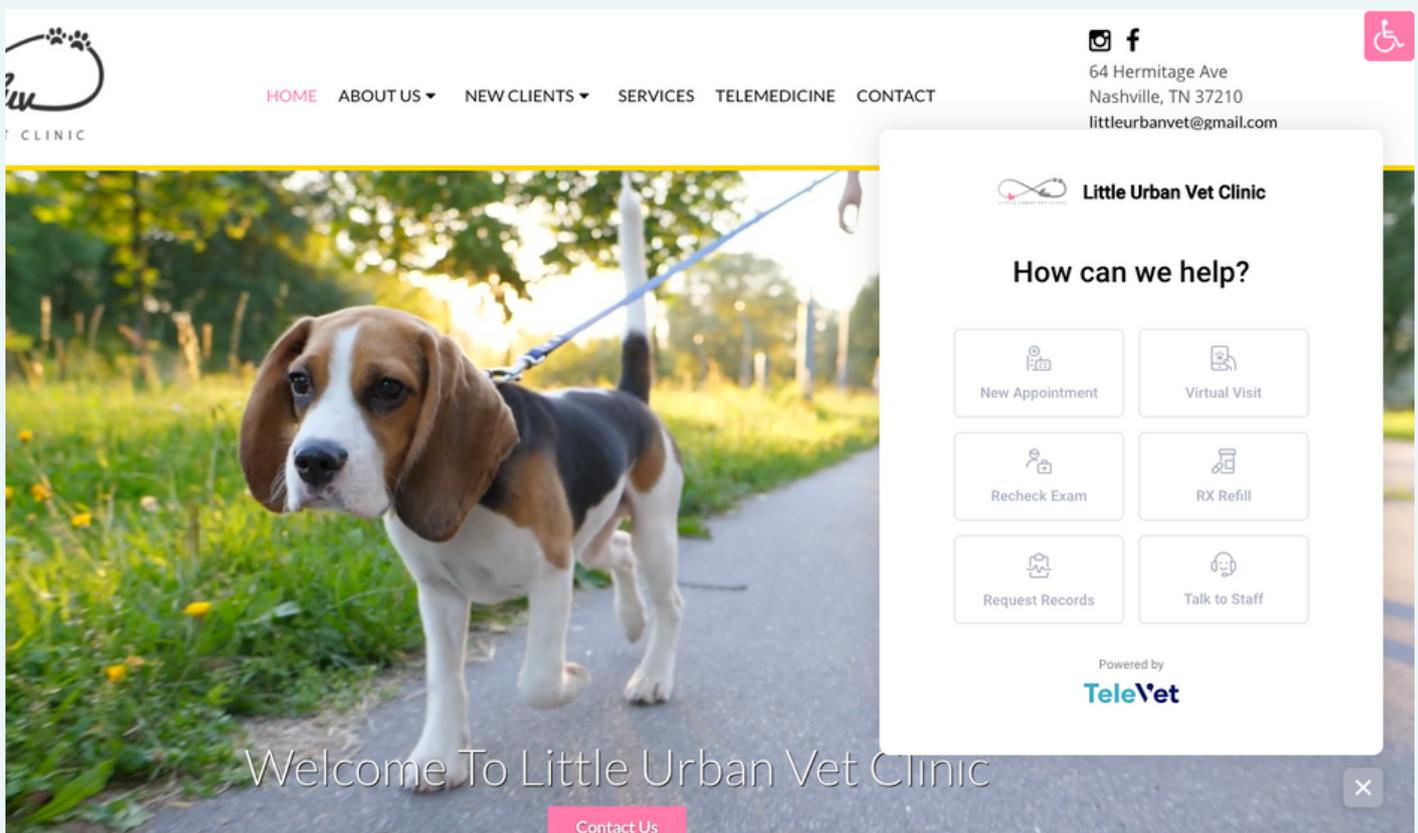
Heart-driven people, unable to dedicate enough time for consultations and patient appointments or use expertise for healing.

On top of these administrative issues, another familiar hurdle veterinarians face is [general burnout and compassion fatigue](#), which is crucial to solve and the main reason TeleVet was founded in 2015.

Facing these problems on a daily basis, veterinary professionals know that they are not in a change-averse industry, they are just spread too thin to change.

Fortunately, technology is evolving to meet these individual problems with lasting solutions. In an era when nearly all pet owners (and vet teams) are attached at the hip to mobile devices, veterinary healthcare professionals see that they can now employ virtual solutions to actually decrease team stress and enhance the client experience.

The New Connected-Care Model



Pictured: The TeleVet Clinic Connect Widget, a self-service client menu on a clinic website

Leaning into digital

As clinics have learned to navigate the influx of consultations during Covid-19, we have seen that telemedicine has either been fully integrated into the clinic's business model, or is at least being used as a temporary solution until state-mandates and regulations begin to change.

For many clinics, the upside of this period has been an unplanned yet welcome season of “growing pains” where workflows are updated, consults are digitized and teams are effectively leaning into digital to run their practice while they continue to focus on patient healing.

At TeleVet, we have helped over 6,000 veterinarians across the U.S. implement our solutions to streamline their consultations and focus their team resources on providing quality care. And it’s working.

As we’ve seen, leveraging telemedicine is the best way to streamline your day, provide convenient access to medical advice for clients, and reduce animal fear, anxiety, and stress.

For a large portion of consultations, it is appropriate to use telemedicine as a component of, or in lieu of, hands-on medical care. Before using telemedicine for consultations, be sure to read your state’s AVMA Practice Act to ensure there are no additional restrictions on administering remote care.

Below are examples of patient use-cases that can be successfully resolved with a TeleVet virtual consultation:

Patient use-cases

- Follow-up from an in-clinic procedure
- Follow-up on new prescription, check dosing levels and patient response
- Wound recheck
- Minor injury
- Behavior consultation
- Nutrition consultation
- Client concerns not necessitating a visit to the vet

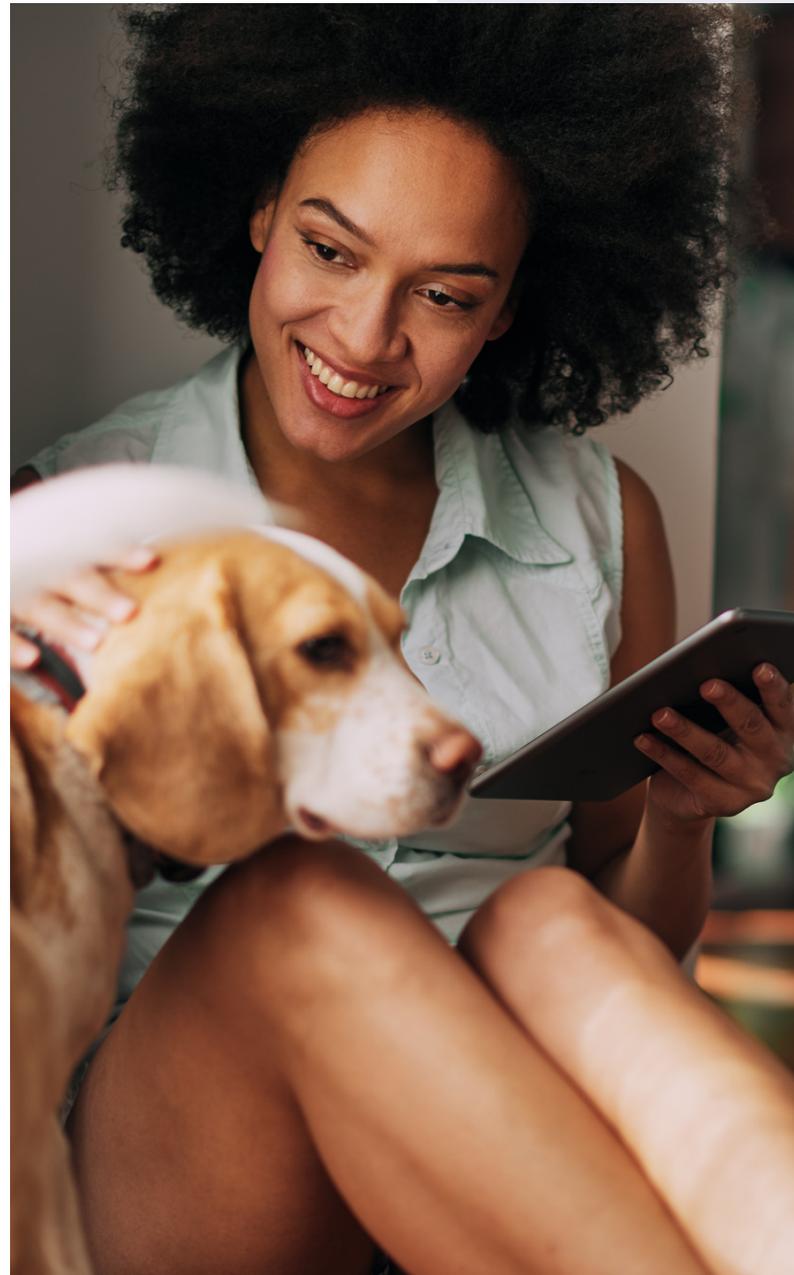
"TeleVet has made re-check appointments faster and less stressful. Working in a fear-free practice we are always looking for methods to decrease pet stress. Video chatting with pet owners has allowed us to offer excellent patient care and continue the mission of alleviating animal stress."

While the permanence of Covid measures remain uncertain, it is without question that both vets and clients are benefitting from telemedicine due to its ease, convenience and re-energized clinic-client bond.

The new normal

A recent report on the Veterinary Industry by [InsightAce Analytic](#), cites an uptick in consumer spending and new technologies as reasons why telemedicine will become part of clinics' everyday operations:

"...a significant rise has been observed in animal health expenditure, in the past five years. Thus, the rising adoption of various devices for tracking and identifying, monitoring behavior, diagnosing medical problems, and safety and security is anticipated to fuel the growth of the market over the forecast period."



Because of this industry shift, vet clinics are seeing that virtual consultations are becoming the new expectation, particularly for millennial and immunocompromised pet owners. For some clinics, 30% of their overall consultations are now virtual.

This brings us to our next topic of creating a pandemic-proof, future-proof clinic through selecting the right telemedicine solution.

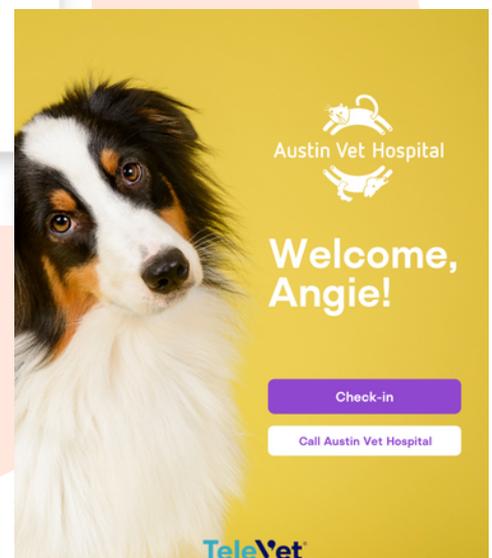
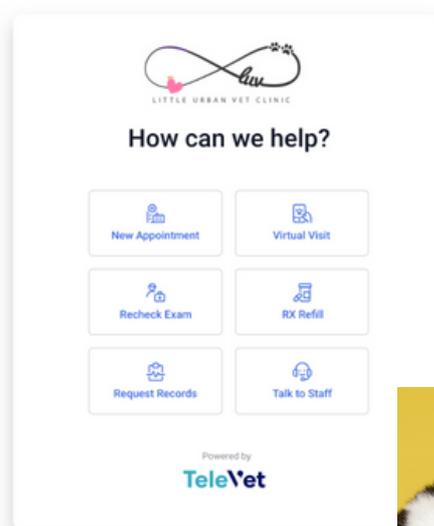
Future-Proofing Your Clinic

For the majority of clinics who have implemented telemedicine as a regular part of their workflow, the efficiencies that have been gained for the vet and the staff are too freeing to give up.

The additional revenue that has been generated for the business is too substantial to forgo. The convenience for the pet parent and stress reduction for the patient have now become expectations that cannot be undone.

Now and later

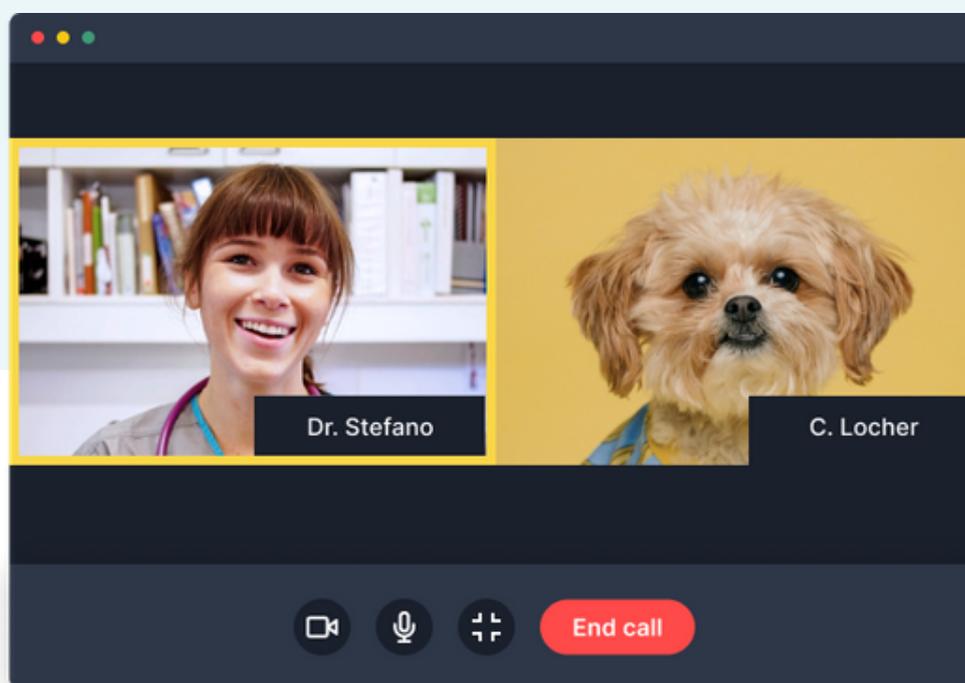
To solve both the most urgent needs as well as the ongoing concerns of veterinarians, we need a telemedicine solution that works not only in the current environment, but also continues to provide lasting benefit in the long-term. In this light, a stop-gap patch is insufficient and implementing a sustainable investment is necessary.



When choosing the best telemedicine service for you, do it right the first time by making a selection that can and will grow with you. To meet these needs, TeleVet has created an adaptable and holistic telemedicine solution that resolves your most pressing issues now, and will continue to make sense as a value-add for your business in the future.

Beyond video chat

TeleVet provides end-to-end veterinary technology solutions that improve workflow efficiency. TeleVet works in partnership with vet clinics to provide multi-party communication between clients and veterinary staff, enabling telemedicine, appointment scheduling, digital prescriptions, revenue generation and much more. TeleVet's telemedicine platform connects veterinary clinics to their existing clients via web and mobile apps to help diagnose and treat pets outside the clinic walls, without sacrificing the quality of care provided.



So you may be asking, “couldn’t I just use Zoom or Facetime?” This question makes the assumption that a robust telemedicine platform equates to simple video chat. The reality of the comparison is apples to oranges - or to use a better metaphor - apples to an Apple computer.

Sure, video chat allows you to communicate with your patients at a distance from almost any location. But this remote communication feature is just where a true telemedicine platform starts. Any true telemedicine platform should also allow you to set your available hours and receive revenue for the off-the-clock hours you service.

TeleVet views providing remote care, setting your schedule and getting paid for your time as only the starting point, and has built a full end-to-end virtual platform that provides veterinarians with the tools and support they need to transform the efficiency of their entire day - and leave work on time! Here are a few other features our platform offers:

Feature	Do-It-Yourself Video <i>(Zoom, Facetime, etc.)</i>	Other Telemedicine Options	TeleVet
Communicate with clients from anywhere	✓	✓	✓
Receive payment for service		✓	✓
Set your available hours		✓	✓
Guided onboarding and training		✓	✓
Dedicated Clinic Success Manager			✓
Responsive support team			✓
Integrate with your current PIMS			✓
Unlimited users per clinic			✓
Clients served solely by your clinic			✓
More communication options: Video, call, text, or email			✓
Marketing materials and communications			✓
Assign and transfer consultations			✓
Follow-up scheduling			✓
Financial and Usage reports			✓
Web and mobile app			✓
Comprehensive data dashboard			✓

Designed for the health of vets and pets

Informed by an advisory panel of veterinarians, and continuously improved through feedback from hundreds of vet clinics, TeleVet's primary features are designed to efficiently solve today's problems while building tomorrow's practice.

Turn-key solutions:

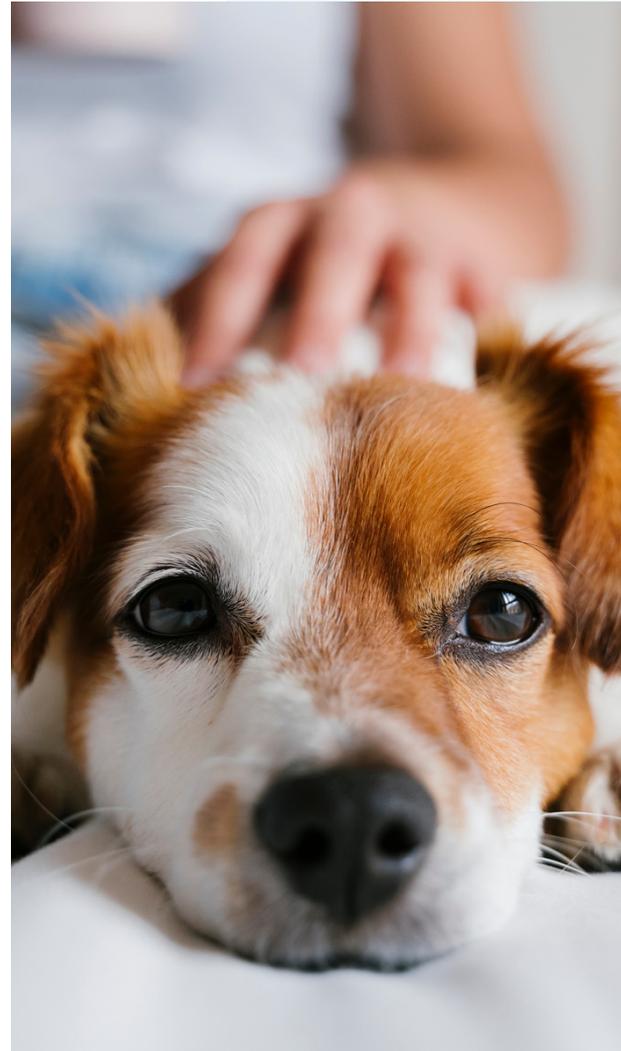
- **Intuitive Usability**

Even the most beneficial features become useless if they aren't easy to use. Logical app design, created with the end user in mind, so that even the least tech-savvy of us can use it easily. The result is more time spent focusing on what's really important: Healing your patients!

- **Continuity of Care**

Effective telemedicine delivery is being able to provide the same level of care your pet parents are used to receiving in-clinic.

Adding convenience shouldn't mean sacrificing quality. Schedule and conduct consults and follow-ups from anywhere. Track everything in one place with images, videos, and notes in a single-page activity log tied to the consultation. Add teammates for collaboration and smooth hand-offs.



- **AVMA Compliant**

In a post-pandemic world, we will all hopefully be able to safely open our doors to resume seeing patients inside the clinic. When this occurs, telemedicine will not replace in-clinic visits but will augment them. Non-emergency consults will become a routine first step before coming into the clinic. Post-surgical follow-ups will be completed virtually, increasing convenience for vet and pet parents alike. As a result, maintaining VCPR compliance in virtual appointments - as regulated per AVMA guidelines by state - will be an essential part of practicing telemedicine.

- **Plug & Play Integration**

Telemedicine has been a helpful technological disruptor for the way the veterinary industry functions, but it should not be disruptive for your workflow. TeleVet is designed to fit smoothly into your current workflow and integrate seamlessly with your current practice management software (PIMS). Remove the hassle of piecing multiple veterinary mobile apps together and experience a single end-to-end turnkey solution.

- **Responsive Support Team**

Whether you need help on-boarding your staff, or enhancing the utilization of telemedicine and virtual tools, a dedicated Clinic Success Manager is only a call away to ensure your success.



A True Win/Win/Win Scenario

The decision to implement telemedicine and virtual tools into your workflow doesn't have to be a trade-off. Gaining efficiency shouldn't mean sacrificing service quality. With TeleVet in your clinic, we believe you can have your treats and chew them, too!

- **Enhance Patient Experience**
Administering virtual care through telemedicine adds convenience for all parties involved.

Veterinarian: Resolve small issues quickly and free up time ~20% of non-emergency cases can be resolved through image and text exchange only.

Patient: Taking a trip to see the veterinarian can add needless stress for many already-suffering animals. Help reduce their fear by being able to see the pet from the comfort of their home.

Pet Parent: Save your clients a trip to the clinic, especially when they live far away. Pet parents can chat with their vet during a scheduled appointment without having to spend additional time on travel and sitting in the waiting room, increasing the chances of making and keeping follow-up appointments.

- **Maximize Your Time**
Your time is both valuable and stretched thin. Automate workflows and manage less. Quickly set your schedule, conduct virtual appointments, and track pet healing without cutting into your personal time. Simplify and streamline your processes, so you can remain organized and focused on your patients
- **Generate Real Revenue**
No one likes working for free and experienced professionals shouldn't be expected to give away their time without compensation. Receive guaranteed payment for consultations through secure payment processing within the platform and grow your business' bottom line.

Becoming a Connected Care Clinic

By this point, we have reached a mutual understanding of how uncontrollable environmental factors can transform the day-to-day operations of your business. You already know that your clinic can react and adapt to survive, now is the time to be proactive by implementing the tools that will ensure your success into the future.

We are forthcoming with the knowledge that without a pandemic, the veterinary industry - if otherwise unprompted - would have either been slow or hesitant to adopt telemedicine as a regular part of clinic practice due to a perceived lack of time to implement new technology.

Looking forward, we also understand, now that our industry has been inspired to adopt telemedicine, there is no going backwards - and that is ultimately a good thing for veterinarians, vet techs and practice managers.



As the veterinary industry settles into its own version of “the new normal,” **it is clear that telemedicine has been quite literally, an antidote to the stress of the pandemic.** If you’re ready to transition into a connected-care practice, the following are a few ways you can efficiently begin implementing telemedicine into your clinic workflow...

1) Select a telemedicine platform that suits your clinic's needs:

We're proud of the solutions for curbside and telemedicine that we've built at TeleVet. As we know your time is at a premium, we are currently offering a free 90-day trial so you can try TeleVet at your clinic and experience the aforementioned benefits of telemedicine for yourself, at your own pace.

2) Have a telemedicine-first mentality:

Empower your team to assign virtual consultations so your clients can experience the time saved, and you and your staff can focus on providing the expertise you are trained for, rather than administrative tasks that bottleneck productivity.

3) Try virtual vet and tech days:

Practice virtually for 2 to 5 days out of the week. Aim to make 30-40% of your monthly consultations virtual and see how your staff and clients enjoy the new focus on their pet and the extra free time.

4) Set it and retain it:

Schedule virtual re-check and follow up appointments to ensure continuity of care and effective revenue collection without the additional strain on the client relationship or your time.

By implementing telemedicine into your practice, you're not only keeping up with the changing times, you are also ensuring the longevity of your clinic, enhancing the veterinarian-client-patient relationship, and more importantly, improving the well-being of you and your staff.

Ready to learn more?

Talk to us today, or schedule time for a walk-through with one of our Clinic Success Managers, and experience TeleVet free for 90 days!

televet.com/future



TeleVet®

TeleVet provides technology solutions to veterinary clinics that improve workflow efficiency and enable improved communication between staff and patients. The TeleVet platform, and associated mobile app, allows two-way communication between clients and veterinary staff, enabling telemedicine, appointment scheduling, digital prescriptions and much more. Now, veterinary clinics can provide a modern, mobile communications experience with their clients, saving them time and money as well as providing the latest in professional care. TeleVet integrates seamlessly into an existing office Practice Management Systems (PIMS) and current workflow in under one hour, with no setup fee and unlimited live support. Founded in 2015, TeleVet strengthens the relationship between veterinarians and their clients by embracing the Veterinary Client Patient Relationship.

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