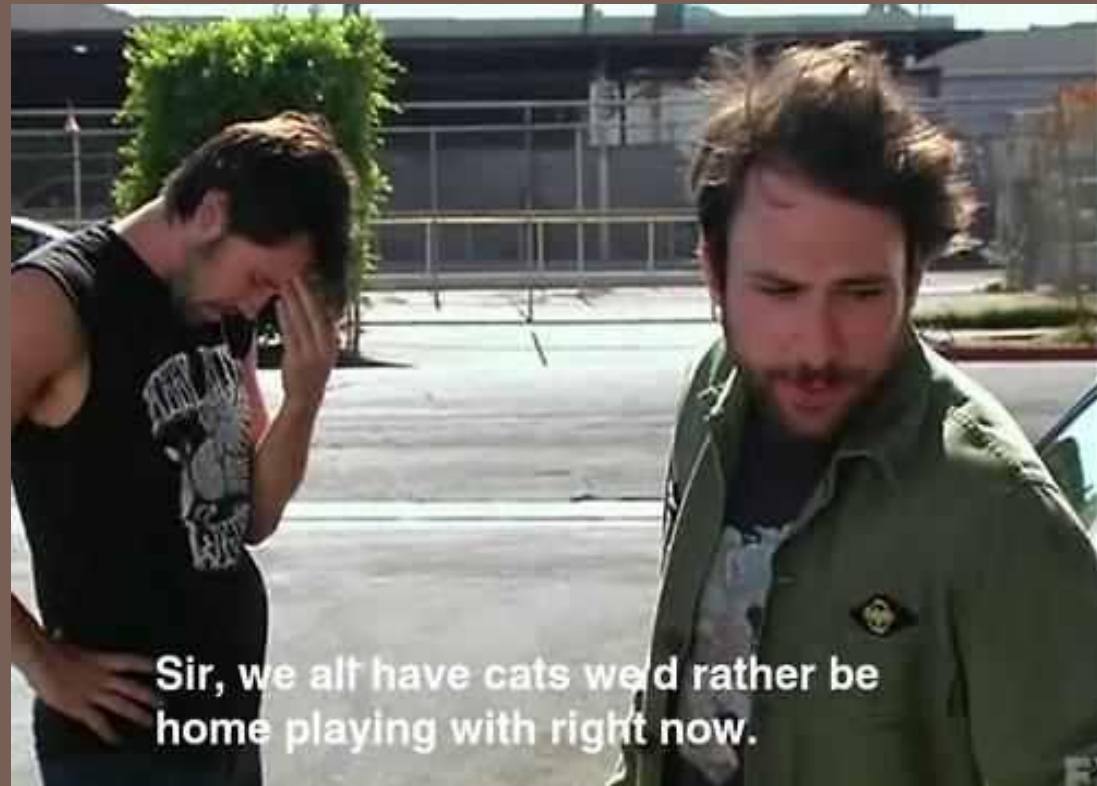


WELLNESS CLINICS

Jennifer Paillon – pylon2222@gmail.com

Overview

- HSHV Model
- Goals of Program
- Vet Community
- Organization is Key
- Questions
- Gratuitous use of Memes



HSHV Model

- Full-Service Veterinary Clinic
- Shelter Medicine Program
- How do we reach the Gap?
 - Single Day Events & Hardship Programs
 - Refer if can't afford regular wellness services
 - Clients have only increased at both events & the "regular" clinic
 - Treat animals and people without funds with respect and humanely

Goals



Merges 2 of our favorite things

- ▣ Mission
- ▣ Revenue

Hint – they don't have to be mutually exclusive!

Goals - Mission

- Mission Focused
 - ▣ Healthy & Happy Companion Animals
 - How are Pets in the Community Really Doing
 - Giveaways for Safety & Enrichment
 - Leashes
 - Collars
 - Toys
 - Disease Prevention
 - Did someone say Parvo!?



Goals - Mission



- ▣ Intake Prevention
 - See them now or later?
 - Punishment v. Happy Home without funds

- ▣ Target Demographics
 - Communities & Neighborhoods
 - Species and/or Breeds
 - Future Supporters

Goals - Revenue

- 2009 - \$15,000
 - ▣ Average over 50 pets per event & less events
- 2013 - \$48,000
 - ▣ Average over 100 pets per event



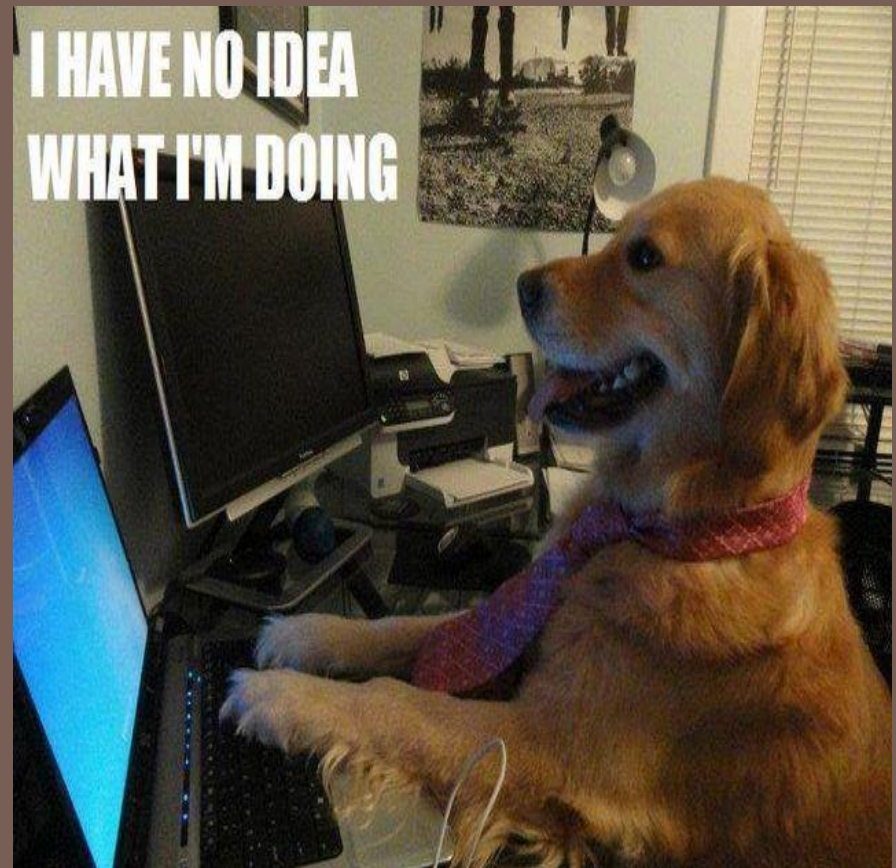
Veterinarian Community

- But what about the Veterinarians in my community – won't they hate us?
 - ▣ Communicate!
 - ▣ Who is helping you?
 - ▣ Who will NEVER help you?
 - ▣ Consumer Reports
 - Sticker Shock prevents pets from getting vaccines/vet visits
 - ▣ The good and bad of overpopulation – lots of clients for everyone!



Organization – When?

- Schedule the initial one 3 months out
 - ▣ Start Small
 - ▣ Short Time - 2 hours
- Use a consistent schedule if possible
 - ▣ Every 3rd Saturday of the month



Organization - Marketing

- Flyers & Signs
- Word of Mouth WILL Grow
- Social Media
- Outreach!
 - ▣ Pet Stores
 - ▣ Laundromats
 - ▣ Convenience Stores
 - ▣ Places of Worship
 - ▣ Local Municipalities
 - Partnership for Licensing



**WHEN**

Saturday, July 12, 2014
9:00 a.m. - 11:00 a.m.

WHERE

Humane Society of Huron Valley
Veterinary Clinic
3100 Cherry Hill Road
Ann Arbor, MI 48105



CATS ARE
ALSO
WELCOME!

VACCINATIONS

Prices are not valid with any other discounts.
Please bring previous vaccine records.

Rabies & Distemper Together - \$20

Rabies Only - \$25

Bordetella (dogs only) - \$20

Distemper Only - \$15

Heartworm Test (dogs only) - \$20

Microchip I.D. - dogs \$25 , cats \$15

Feline Leukemia Vaccine - \$25 *
Must provide proof of a negative test within the past month.

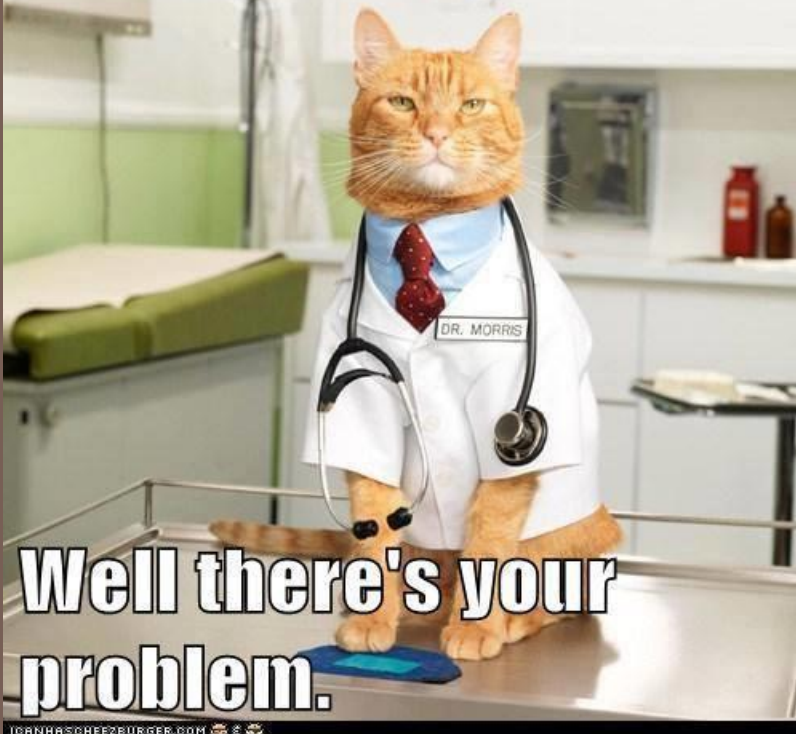
Heartworm, flea, and tick preventative
offered at low prices!

For safety reasons, dogs must be on
leashes and cats must be in carriers.

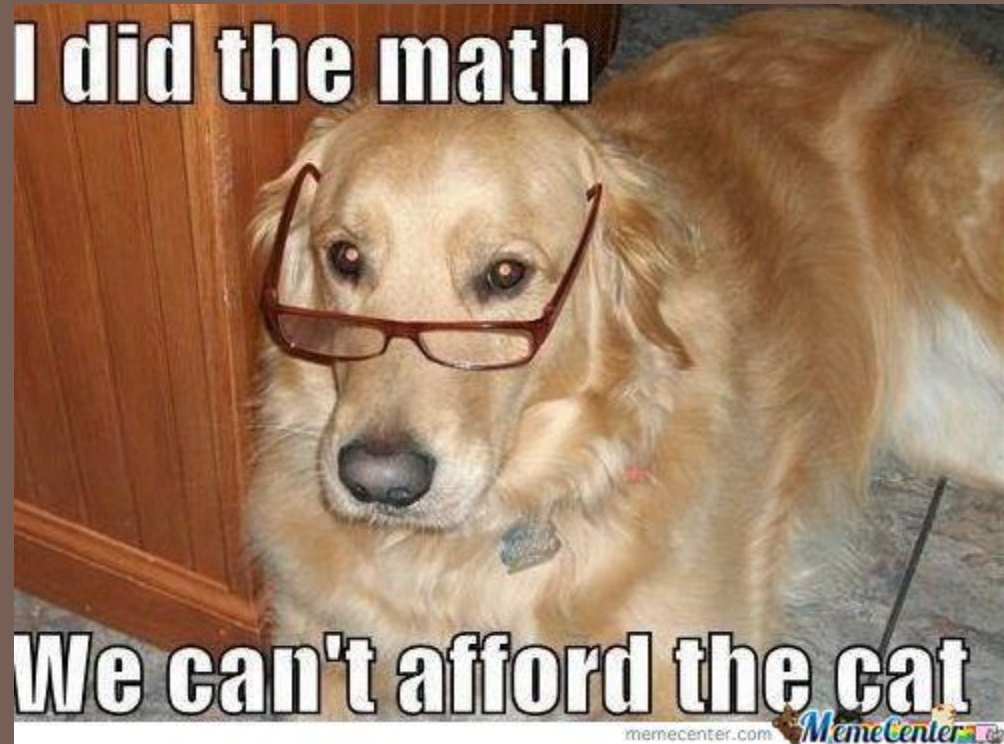


Organization – Dogs & Cats?

You're a dog person?



I did the math



Organization – Flow

- Think Assembly Line...
 - Line Formation
 - Filling in Paperwork while in line
 - Check-in Area
 - Review Paperwork and Medical Records
 - Accept Payment/Issue Receipts
 - Hand client form to present to vet tech
 - One-on-One Animal Care
 - Administer Vaccines/Testing
 - Answer Questions & Assess Animal Health
 - Rabies Certification and/or Licensing Area
 - Offer to fax or email to speed up process


Organization - Space

- Space Considerations
 - ▣ Quiet place for stressed cats to wait
 - ▣ Quiet place for procedures for stressed animals in general
 - ▣ Waiting area for test results
 - ▣ Areas that don't allow for a lot of animal to animal interaction
 - ▣ Owners who need a better handle on their animals and how to assist
 - ▣ Weather conditions

Organization - Staffing

- Staff
- Volunteers
- Jobs to do:
 - ▣ Customer Check In/Out
 - ▣ Vet Techs
 - ▣ Veterinarian
 - ▣ Crowd Control
 - ▣ Behavior Help
 - ▣ Selling Products
 - ▣ Vaccine Certificates

Organization – Forms

 Humane Society of
Huron Valley

3100 Cherry Hill Road | Ann Arbor, MI | 48105
(734) 662-4365 | www.hshv.org/clinic

Low Cost Vaccine Clinic

Owner Information: _____ **Date:** _____

First: _____ Last: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number(s): _____ / _____

Email: _____

Animal Information: ~~New HSHV client?~~ Yes No

Name: _____ Dog Cat Breed(s): _____

Age: _____ Weight: _____ Male Female Sterilized?: Yes No Color: _____

Rabies & Distemper Combo \$20.00

Rabies Vaccine ONLY \$15.00 1 Year 3 Year (Must have records)

Distemper Vaccine ONLY \$15.00

~~Bordetella~~ Vaccine (Dog Only) \$20.00

Feline Leukemia Vaccine (Cat Only) \$25.00 Must have proof of negative test within the past month

Heartworm Test (Dog Only) \$20.00

~~24hr Watch Microchip D.~~ \$25.00 Dog \$15.00 Cat

~~Head Guard Plus:~~

1-25 lb	1 dose \$10 <input type="checkbox"/>	6 pack \$35.00 <input type="checkbox"/>	12 pack \$70.00 <input type="checkbox"/>
26-50 lb	1 dose \$10 <input type="checkbox"/>	6 pack \$40.00 <input type="checkbox"/>	12 pack \$80.00 <input type="checkbox"/>
51-100 lb	1 dose \$10 <input type="checkbox"/>	6 pack \$45.00 <input type="checkbox"/>	12 pack \$90.00 <input type="checkbox"/>

Signature: _____ Print Name: _____

----- STAFF USE ONLY BELOW THIS LINE -----

Payment amount: \$ _____ Donation amount: \$ _____ Total amount: \$ _____

Paid By: Cash Check# _____ Credit Card

Microchip Sticker:

Staff Initials: _____

Organization – Forms



Last Name: _____ Date: _____

Payment amount: \$ _____ Donation amount: \$ _____ Total amount: \$ _____

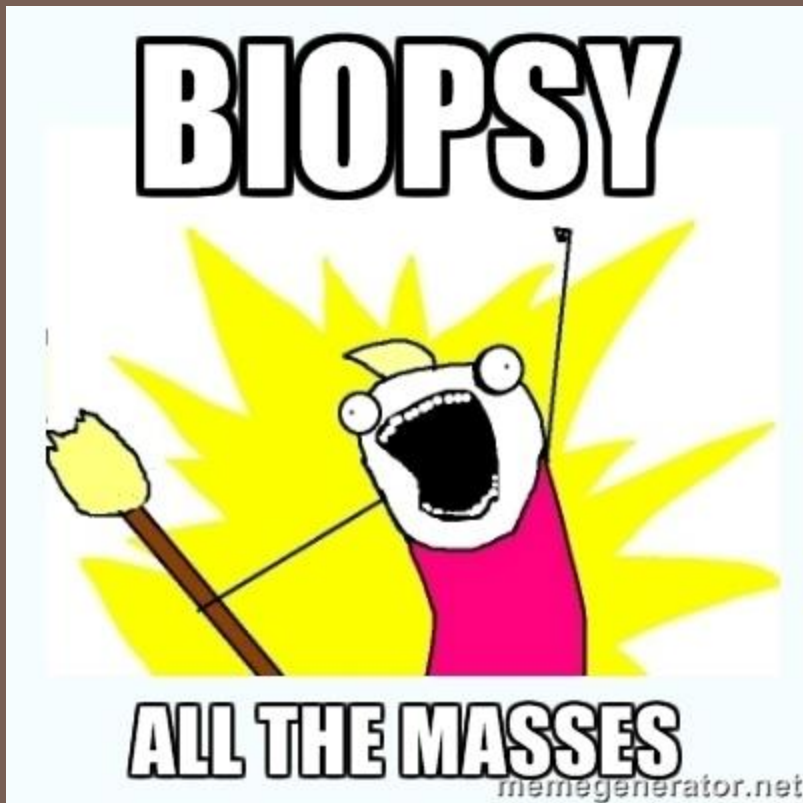
Paid By:

Cash
Check
Credit Card _____ DHLPP-C
Card Type: _____

Services:

Name: _____	Name: _____
RV 1 or 3	RV 1 or 3
Bordetella	Bordetella
FVRCP	FVRCP
HW Test	HW Test
Microchip	Microchip
HeartGard Plus	HeartGard Plus

Organization – Set Limits



- Start Small
- Expand Services & Products
- Records for 3yr Vaccs
- Give advice for future vet care, can't do everything that day!
 - Great way to get community vets on board if you offer referrals

Organization – Good, Bad and Ugly

- Everyone has a horror story
 - Use as opportunity to improve & educate
- Do what you do best – Care for Animals!
- Captive Audience
 - Opportunity to share other programs
 - Behavior
 - Spay/Neuter
 - Free Services
 - Food Programs
 - Intake Prevention



Questions

