



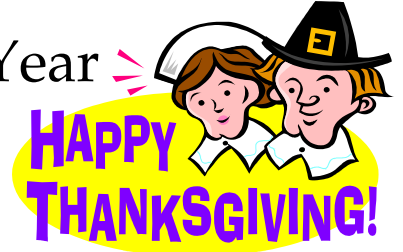
Vetech View

It's Already That Time of Year

Vetech Software Services, Inc. (800) 677-8832

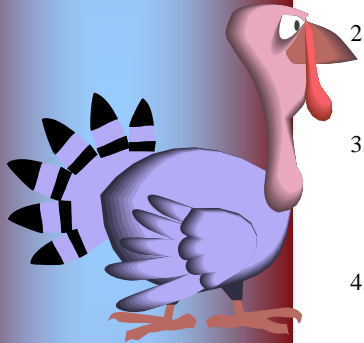
Get An Early Jump On The Holidays

By Matt Sanregret



Inside:

- Mailing Labels
- Trade Shows
- Holiday Schedule



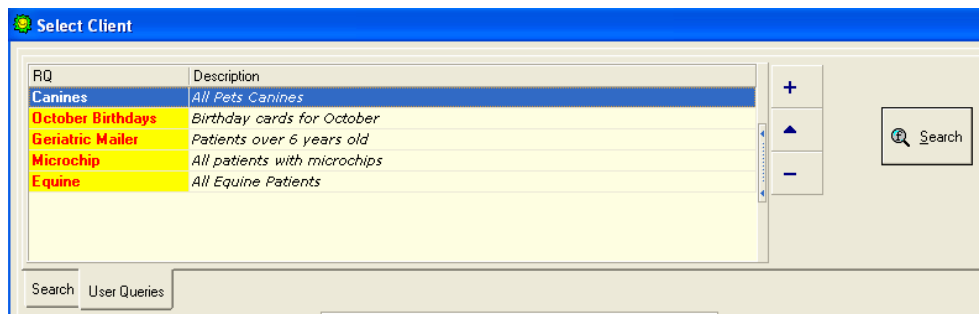
A common question we get this time of year is "How do I send Christmas cards to my top clients/active clients, etc."

Advantage allows you to search your client list using many different criteria. Searching by year to date purchases or date of last visit are two common searches. You can also search on patient information or transaction information. The User Query function is a great tool to perform these searches, and Advantage then gives you the ability to output your results to mailing labels, mail merge, e-mail, or postcards. Lets look at a specific example. Use your imagination to come up with other targeted searches to reach your clients.

Steps to a mailing:

1. Define your selection criteria. For instance: clients that have spent over \$1,000 at the practice this year.
2. Decide your communication method Letter (mail merge), E-mail, postcards, pre-printed card/brochure, etc. From Advantage you can print mailing labels, print postcards, perform a mail merge or e-mail merge right from any client selection window.
3. Configure your communication method. If you want to E-mail all clients then you need to have E-mail setup on your computer, if you want to print mailing labels, then you need to configure a mailing label format (File/Printer setup/Mailing labels), if you want to print postcards you need to setup some postcard messages (Lists/Client/Postcard Messages), etc.
4. Create your search and print.

For our example we will search the database for all clients that have spent over \$1,000 at the practice this year. This is a very quick search with the User Query function. Click on the Client icon to display the standard client selection window. Next click on the Lookup tab in the lower left and then on the User Queries tab. The user Query window will be displayed.



You may already have used the User Queries function in the past and there may already be some save searches. To create a new search, click the + icon in the upper right. Give the new search a name and description (*Top Clients, Clients Spending over \$1000 YTD*). In the Table column select "CLIENT", in the field column select "PURCH YTD", in the operator column select ">", in the condition column type in "1000". The window should now look something like this.



Thought for the day: I owe my success to having listened respectfully to the very best advice, and then going away and doing the exact opposite..- G. K. Chesterton



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Holiday Schedule

Thanksgiving

11/24/05 - closed
11/25/05 - half day

Christmas

12/23/05 - half day
12/26/05 - closed

New Years

12/30/05 - half day
01/02/06 - closed

We're on the Web!
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www.vet-software.com

Table	Field	Operator	Condition
CLIENT	Purch YTD	>	1000

Click the OK icon to save your search and you will see a new query added to your list in the User Query Menu. To execute the search, highlight this new query and click the Search icon. All clients that meet this criteria will be displayed.

No	Full Name	Home Phone	Work Phone	Status Code
1	Barnes, John & Dorothy	(925) 932-6554		OK To Char
2	Washington, George & Martha	(111) 222-3333 Ex 44444	(912)	Senior Disc
3	Adams, James & Abigale	(800) 555-1234	(800) 555-1212	Senior Disc
5	Madison, James & Madison-Smith, Dolly	(800) 999-9999		VIP
7	Adams, John Quincy & Lousia	(909) 123-4567		Regular
9	Van Buren, Martin & Hannah	(001) 233-6654		Regular
12	Polk, James K. & Sarah			VIP
15	Pierce, Franklin & Jane	(912) 888-4443 Ex 3333		Regular
16	Bruckner, James & Suzanne	(800) 555-1122		Senior Disc
18	Johnson, Andrew & Eliza	(001) 445-6666	(0)	

Once your list is selected, you can click the appropriate output option from the icons on the bottom of the window (postcards, labels, E-mail, etc).

Email: For this option you need to have Internet access from your computer and the appropriate email account information setup in File/Setup Practice/Practice. You should also have the document you want to email already setup as an .html file.

Mail Merge: You should already have the document that you want to mail merge already setup. Sample documents are installed during Advantage installation. It is suggested that you configure the clients address in the proper location to show through a windowed envelope so you don't have to print mailing labels also.

Mailing Labels: If you have a pre-printed notice or brochure that you want to send out and just need to affix a mailing label. This function is designed to print on a laser or page printer with sheets of labels. A common format is 30 per page laser labels.

Postcards: Advantage allows you to create a custom message that will print on standard size reminder cards. This is setup from the Lists/Client/Postcard messages menu. The clients name and address will be printed on the card along with your message.

Please visit us at the upcoming trade shows!

Illinois State Vet Assoc - Springfield, IL - November 4-5, 2005

America Assoc. of Equine Practitioners - Seattle, WA - Dec 4-6, 2005

North American Veterinary Conference - Orlando FL - January 5-11, 2006

Western Veterinary Conference - Las Vegas, NV - February 20-22, 2006