

Vetech View

Get the Most Out of Your System

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“Unique Client” Statistics

Have you seen the term “Unique Clients” on some of your Advantage reports and thought “How do they know my clients so well?” Unique clients is the way Advantage differentiates statistics when the same client visits the practice multiple times. If the same client visits the practice four times this month, this generates four client visits and probably four invoices. However this is just one “Unique Client” visit since it was the same client on these four visits. This statistic is important to give you the actual number of clients not just total invoices or visits.

A way to look at this is the following example. You invoice the client for a surgery and the total invoice is \$500.00. The client pays this invoice and on the way to the car they realize they should pick up a bag of food while they are at the practice. The bag of dog food is \$10.00 and you create a 2nd invoice for this. This makes your average charge per invoice = \$255 ($\$510 \div 2$). However your average charge per client would be \$510. This is why your average charge per client will be higher than your average charge per invoice.

Want to make your staff happy today?

An inexpensive way to do this is with a new monitor, keyboard, and mouse. These devices get used all day long and at most practices take them for granted. If these accessories are not what they should be at your practice consider upgrading. Here are some easy upgrades for your system.

Computer Monitor: 17” or 19” LCD “flat screen” monitor: If you have 15” screens and they seem a bit small, that’s because they are small! 15” monitors have not been available for over a year and it seems that 17” screens are getting replaced soon also. Big LCD monitors are very cheap these days and will make a huge difference for the person using it. If you have many columns on your appointment schedule, consider a wide screen model. New monitors range from \$150 to \$300.

Keyboard & Mouse: Are the actual letters on your keyboards worn out? Does more than one key get stuck frequently? Is your mouse still sticky from the last drink you spilled on it? Did the scroll wheel stop working? Does it not have a scroll wheel? **It’s time for new input devices!** A typical wired keyboard/mouse combination will cost about \$25. If you are tired of tangled cables and want to free up some desk space consider a wireless keyboard and mouse. Wireless packages start around \$50 and typically don’t require any software installation for basic functions necessary with Advantage.

Thought for the month [The customer doesn't expect everything will go right all the time; the big test is what you do when things go wrong.](#)

- Sir Colin Marshall



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Pet Portal Update

Many Advantage users have been reaping the rewards of Pet Portals for the past few years. Pet Portals are a family of AUTOMATIC communication services that strengthen client relationships, grow practice revenue and improve compliance. Clients using Pet Portals **increase annual spending by 34%!**

Get Pet Portals, and you're all set for:

- Pet Portals Postcard Reminders: AUTOMATICALLY send great-looking cards tailored to the individual pet
- Personalized Pet ID Cards: Strengthen the client/clinic bond by AUTOMATICALLY sending laminated ID cards with post-visit letters.

See how Pet Portals will benefit *your* hospital—get a quick telephone demo or watch a brief video at <http://www.petportals.com/movie/>

Or call VetInsite directly at 888-799-8387 and tell them you use the VETECH Advantage software.

Tales from the E-Mail

For all of us who feel only the deepest love and affection for the way computers have enhanced our lives, read on.

At a recent computer expo (Comdex), Bill Gates reportedly compared the computer industry with the auto industry and stated, "If GM had kept up with technology like the computer industry has, we would all be driving \$25.00 cars that got 1,000 miles to the gallon."

In response to Bill's comments, General Motors issued a press release stating:

If GM had developed technology like Microsoft we would all be driving cars with the following characteristics (and I just love this part):

1. For no reason whatsoever, your car would crash Twice a day.
2. Every time they repainted the lines in the road, you would have to buy a new car.
3. Occasionally your car would die on the freeway for no reason. You would have to pull to the side of the road, close all of the windows, shut off the car, restart it, and reopen all the windows before you could continue. For some reason you would simply accept this.
4. Occasionally, executing a maneuver, such as a left turn, would cause your car to shut down and refuse to restart, in which case you would have to reinstall the engine.
5. Macintosh would make a car that was powered by the sun, was reliable, five times as fast and twice as easy to drive - but would run on only five percent of the roads.
6. The oil, water temperature, and alternator warning lights would all be replaced by a single "This Car Has Performed An Illegal Operation" warning light.
7. The airbag system would ask "Are you sure?" before deploying.
8. Occasionally, for no reason whatsoever, your car would lock you out and refuse to let you in until you simultaneously lifted the door handle, turned the key and grabbed hold of the radio antenna.
9. Every time a new car was introduced, car buyers would have to learn how to drive all over again because none of the controls would operate in the same manner as the old car.
10. You'd have to press the "Start" button to turn the engine off.