



February 2009

Volume 19, Issue 2

Vetech View

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Happy
Valentine's
Day!



Tough Economic Times? Put your computer to work!

It's hard to get out of bed these days without being reminded about how bad the economy is. All VETECH Advantage software users have a tool to fight back against the economic slowdown and create your own stimulus package. Your computer and Advantage software work 24/7 and you don't have to pay them any overtime.

Here are just a few ideas to put your computer to work. Be creative and you can come up with your own ideas also. Contact our office to discuss any of these features in detail.

Increase Revenue

Reminder system checkup: When was the last time you reviewed your reminder strategy for recurring products and services? Use the standard reminder report (Reports/Patient/Reminders) to create a list of all patients that are overdue for services. Enter a date range in the past such as 09/01/08 through 12/31/08 and print the report as a phone list (list option for output). You may be surprised at the number of patients not in compliance.

Also check to make sure that reminders are setup properly for all your recurring services and products?

Use Product Bundles to avoid missing charges: Tired of trying to remember all the items that went into that surgery that you are trying to invoice? Try setting up some product bundles to save time during invoicing and help prevent charges from slipping through the cracks. Product bundles are a simple method of grouping several products and/or services into a single master item to save data entry time during the invoice process.

Quote of the Month: Bite off more than you can chew, then chew it.
Plan more than you can do, then do it.

- Anonymous



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Promote Your Products to your existing clients: Advantage offers a number of ways to target your existing clients with specific messages. Quickly create a targeted client list (all canines over 6 years old, all active clients, all inactive clients, only top clients, etc), then create your message and send out via E-mail, traditional mail, or postcards. Mailers could introduce a new product or service or just be used for general practice announcements, such as a regular newsletter.

Take Advantage of our Partners: Don't have time or energy to tackle a project like this? Let one of our partners like Healthy Pet Marketing, VetStreet, or DVM Reminder do it for you.

Decrease your costs

Of course the other way to help the bottom line is to cut your costs. Here are a few ideas to lower your day to day operating costs.

Cut your credit card processing fees by using X-Charge: X-charge will offer a free rate comparison vs. your current merchant. Recent VETECH clients have saved as much as \$300 per month by switching to X-Charge. Even if X-Charge comes in with similar rates to your current merchant, the time savings alone from an integrated payment solution with your Advantage software will save you money. No monthly rental fees either! Contact our office for more information.

Save money on labels: Compare VETECH's price for prescription, file, and Cage labels to your current supplier. We will meet or beat any other suppliers label price (price must be in writing). Call for a label quote. Still handwriting or typing labels? If so, please call –we can help save both time and money.

Western Veterinary Conference

Please stop by our booth #1052 at this month's Western Veterinary Conference in Las Vegas and say hello to VETECH staff there. Remember that a busy trade show floor is not the right environment for software training and support issues.

A tour bus driver is driving with a bus load of seniors down a highway when he is tapped on his shoulder by a little old lady. She offers him a handful of peanuts, which he gratefully munches up.

After about 15 minutes, she taps him on his shoulder again and she hands him another handful of peanuts. She repeats this gesture about five more times.

When she is about to hand him another batch again he asks the little old lady, "Why don't you eat the peanuts yourself?"

"We can't chew them because we've no teeth", she replied.

The puzzled driver asks, "Why do you buy them then?"

The old lady replied. "We just love the chocolate around them."

We're on the Web!

See us at:

www.vet-software.com