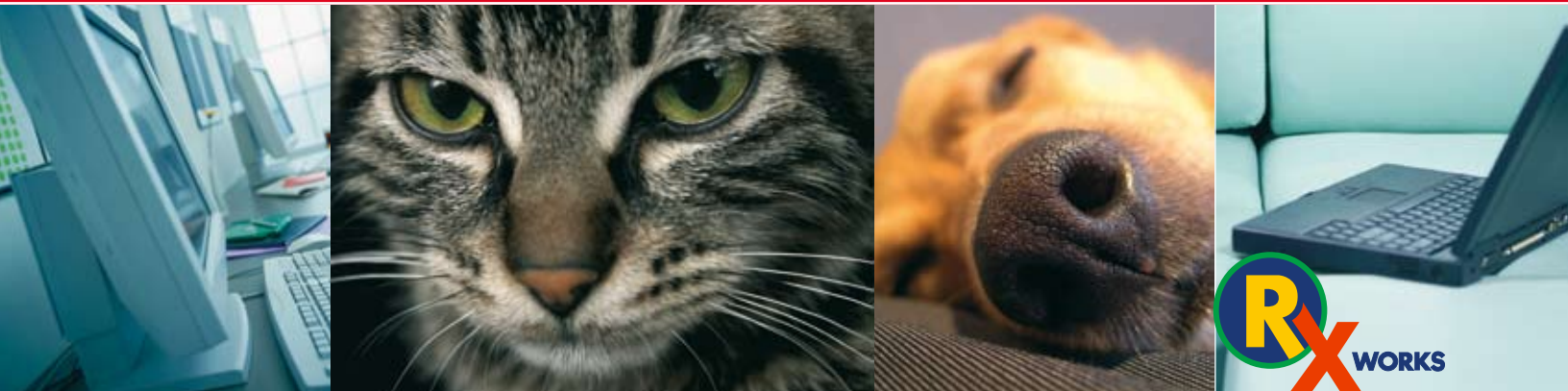


HealthCare Manager: Case Study Wigmore Veterinary Centre, Kent, UK



Wigmore Veterinary Centre, Gillingham, Kent
Specialty: Small Animals
**Staffing: One vet, five nursing staff,
fourteen clinic staff members total**

Well known and highly regarded in the community it serves, Wigmore Veterinary Centre (formerly Flowers Veterinary Centre) has been in operation for more than 20 years. Since 2003, the clinic has utilised RxWorks practice management system to help achieve specific goals related to client service, operational efficiency and practice growth.

The following conversation with Sarah Miller, Head Receptionist at Wigmore Veterinary Centre explores the Centre's use of RxWorks HealthCare Manager to drive compliance with practice-specific standards of care and support increased clinic turnover.

RxWorks' software, and its Healthcare Manager enhancement, are designed around real-time progress-tracking and notes-driven updating of medical records. This design approach differs from many practice management systems available today. "Invoice-driven software systems tell you what you did and what you missed at the end of the month. Conversely, for each pet you treat, RxWorks HealthC are Manager software captures standards of care information, tells you what needs to be done, and through automated alerts, ensures action is taken by your healthcare team." Phil Scanlan, CEO, RxWorks.

Conversation with Sarah Miller, Head Receptionist

What would you consider the most unique aspect of your practice – one that other practices might want to emulate?

"We have a thriving practice with only one vet, who often successfully attends to multiple appointments at one time. In fact, other clinics often contact us to find out how we manage so successfully. Our secret is the vet to nursing staff ratio. All of our nurses are fully trained and able to handle routine vet procedures under Schedule 3 limitations. Of course, the vet always supervises the appointment and attends to the pet for

activities like heart exams or illness diagnosis and treatment. However, while the vet attends to a pet in one exam room, a nurse may be talking with a client in a second exam room about diet or dental regimens – or perhaps by giving a full health check in readiness for a vaccination.

What do you consider the primary goal of your practice?

"We have an ongoing duty to clients and pets to offer the best services and treatment in the marketplace for the entire lifetime of the pet. A primary goal is to ensure the client understands the benefits of preventative treatment and health checkups.

To accomplish this, we recognize that our nursing staff must be given sufficient time to build a relationship with a client - to bond with the client and his or her pet(s). We believe clients and pets should be seen regularly first - for a full health check and vaccination, then a further health check six months later where the nurse and client discuss a preventative treatment plan. This lays the groundwork for a positive, long-term relationship with the client and the pet."

How do you track the success of your client service?

"We set service standards in core tasks, then monitor activity to see how well we're doing. This includes tracking activities like client waiting time and courtesy callbacks after a visit. By tracking standards of service, we can determine where we may need extra staff training. More importantly, we can not only meet client expectation – we can stay a step ahead in the level of service we provide."

Is the entire staff involved in growing the practice from a business perspective?

"Absolutely. We have specific turnover target objectives and the entire staff is encouraged to develop ideas that will grow turnover from existing and new clients."

What attracted you to add HealthCare Manager to your system's functionality?

"We wanted better control of compliance within our routine healthcare recommendations. We've always been assertive about client education and notification. For some time now, we've used telephone and mail reminders extensively – and not just for vaccinations. We send flea reminders and notices for senior exams, for example. We also invite clients to nursing clinics on topics like dental care, care for young animals and senior care.

However, there are limitations to how much you can customize any reminder, and we were eager to add features to our system that would take us further down the compliance path. Healthcare Manager accomplishes that."

How specifically has HealthCare Manager helped you to improve compliance?

"It's helped us in a variety of ways and the end result is much better and more efficient control of a patient's entire healthcare picture – and better tracking of our products and services.

Essentially, HealthCare Manager gives us the ability to track and record clinic workflow from the time a pet arrives at the clinic, through consultation, treatment and checkout. We set triggers and prompts such as the last dental or wellness check, that help our staff better inform and serve clients while ensuring compliance with standards of care. When the patient screen displays, all healthcare indicators pop up to show exactly where that patient stands in terms of wellness.

For "needed" care items – i.e. wellness checks or other activities that are part of our standards of care, we've established a "required response" default linkage, which guides the veterinarian, nurse or other staff member to note a specific action, set an appointment, defer treatment, or indicate a waiver.

We also have much better control over product tracking. We enter all food and healthcare products into the system and indicate how and when we want the indicator to pop up. When someone comes in and wants to buy a flea product for example, the system displays all products available along with the information you want the client to be aware of for each product. That information is also printed on the client's receipt. Also, we have much more information about our clients' history of product usage. For example, when Mr. Smith visits the clinic, an indicator may pop up which not only says Mr. Smith is due for Stronghold for his dog, but also indicates the volume of product he's purchased in the past."

What effect has this degree of automation had from a business perspective?

"Well, certainly, we're able to serve more clients, more quickly and we've increased compliance with standards of care and driven increased sales of products. Since clients are more aware of our wellness regimens, they're booking more appointments and buying more products. We've also reduced missed charges by entering standards of care treatments and products into the system.

To measure our success, a recent report examined activity during this quarter versus the same quarter last year. We've increased the sales of flea products by 24% and the volume of product sold by 18%. Worming also shows an increase of 18% in sales and 16% in volume of product sold. These are significant increases that we can attribute in large part to the use of Healthcare Manager."

Are you using RxWorks in unique ways to support patient care, client service, ongoing marketing, or other activities?

"We're certainly putting the system to work in terms of marketing. We rank our clients regarding compliance with our standards of care, and concentrate on encouraging those who are less active. We want to get all clients with pets over the age of seven, for example to attend a senior clinic and learn about care for the aging pet. We use the system to pull a list of those clients with pets over seven who are due for a booster that month, then we take a personal approach by calling to remind them of the booster – and at the same time to advise them of the wellness clinic. The system allows us to pull client lists on any number of factors, which enables true target marketing."

How has your staff adapted to using the system?

"No problem whatsoever. We have ten workstations in place and are also able to log onto the system from home. It's very easy to use and staff love the time it saves. Plus, we're eliminating all of those time-consuming hand-written notes that can be so hard to decipher!"

What ideas do you have for future use of technology in your practice?

"We plan to continue adding features that will help us better serve our clients and our pet population. For example, we look forward to supplying clients with a healthcare "map", that shows on one page a pet's treatment and wellness regimen and provides suggestions for future healthcare.

We pride ourselves on providing the best possible healthcare and the finest levels of service – and our RxWorks system is a large part of that success equation."



How to contact us

To arrange a demonstration, or answer specific questions, please contact one of our Practice Advisors:



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