

New: Performance Pack

RxWorks recent introduction of Performance Pack provides clients with an innovative and exciting capability in managing that element that has the most significant impact on the health of your practice - your fees!

The goal is to help you create and maintain a fee structure reflecting the true cost of today's veterinary services and products. However your services do not only encompass fees. We need to build the infrastructure in the services to support your Standards of Care. Performance Pack does that at the same time as calculating the appropriate fee. The result is a sound base for your practice - both for business and health care management.

The True Cost

RxWorks Performance Pack calculates the true cost of your time - both veterinarian and nurse. It determines the real costs of your medications and consumables, not just the price you pay vendors.

The Fees will reflect the profit margins you want from each of the various revenue centers of your practice. You can now manage profit goals not just gross revenues.

It clearly identifies the impact of "shoppable" and value-added services. Performance Pack provides tools to project the effect of various fee strategies you want to consider. No more blind guesses.

It automatically adjusts your RxWorks database to reflect any fees you have charged. No more tedious or indiscriminate global fee updates.

Pre-defined treatment Procedures or templates that support your Standards of Care are built in to the system. They encourage client compliance and consistency of health care for your patients - as well as reducing "missed" charges. Reminder and Recall processes based on the treatments are automatically created. Improving the perceived professionalism of your practice and client retention.



- Performance Pack allows you to manage and manipulate your practice's fees easily

Industry Standards

It is impossible to manage anything without a point of reference. So we have included industry standard factors such as typical Cost of Goods Sold (COGS) percentages for each type of practice, standard surgery times, etc. These are there for you to use as a baseline to compare with your own situation. From the information you enter about your practice, Performance Pack calculates costs and suggested "standard fees". You can of course vary these, and will need to for your discounted services.

Review

As this concept is new to most practitioners and you may have limited availability of the necessary financial information, we suggest that you work "backwards" initially.

This means entering your existing fees and using Performance Pack with RxWorks for two or three months. At the end of that period, review the differences between the "standard" fees and your actual results with your RxWorks trainer. Using this approach, you will quickly identify those services that need attention in order to improve the return on the investment in your practice. The

underlying goal is to provide you with an easy-to-use tool to continually monitor profitability of every service and product - a tool that doesn't need a degree in accountancy to understand.

Creating these costs and fees can be a time-consuming task. That's why we have spent considerable time and effort in collecting the industry standard information for you to use as a starting point. The outcome is that once it's done, you will have a set of baseline metrics to easily modify in your environment. As with all standard-based systems it creates the framework for consistent, accurate and dependable operation of your practice processes.

The Good News!

The good news is that the tools in this system do most of the detailed work required and allow you to concentrate on the key factors in managing your practice. Experience so far is that the review of your fees and their costs will show that you are undercharging for your professional services and charging more than non-veterinary competitors do for products. Performance Pack gives you the tool to shift the margins over a period of time from product to service.

JOIN THE COMMUNITY



Have you seen RxWorks redesigned website recently? RxWorks' Community Facilitator, Susan Werner, explores some of its new features and how you can contribute

We function in an ever-changing veterinary and general business landscape. Just when you think you are successfully managing the needs of patients and clients, new technologies, improved standards of care, government regulations or even general business innovations can suddenly require significant changes in the ways your practice must be managed.

Our job at RxWorks is to provide you with continually improved management tools to help you successfully meet your business challenges. This effort requires a solid understanding of your real-life workplace needs and a collaborative approach between you and RxWorks. When I attended our Netherlands and UK User Conferences this spring, I learned that RxWorks' users are admirably not shy about sharing management strategies. Nor are they hesitant about voicing their suggestions for changes and improvements to the program.

Dialogue

Such dialogue benefits attendees who share management strategies and innovative ways to use RxWorks. Equally important, it also provides valuable information to our support, training and development teams.

To further stimulate interactive dialogue, we've re-designed the Community section of the RxWorks' website. We like the definition of

Community as "a group sharing common interests or characteristics". This section is meant to encourage discussion, innovation and information-sharing among RxWorks users, the RxWorks team and the veterinary community.

Review

Review postings, enter comments or add your own queries on a broad range of topics in Discussion Forums. Topics include Practice Management, Quality of Care, RxWorks, Focus Groups, Standard Resources and more. Contribute your own suggestions, learn how other users have addressed similar problems and get feedback from the RxWorks team.

RxWorks Blogs from RxWorks staff discuss subjects ranging from stock control to invoice customization. Some practices have even incorporated blog information directly into their practice's Procedure Manual!

The Practice Management Handbook is another collaborative management resource co-created by RxWorks staff and users. While all website visitors can review, comment and rate the Handbook, only RxWorks users can contribute entries. Be sure to check out the Handbook's Home area for a quick usage overview and review the Index for topics and Recent Changes for the latest entries. Let's raise the management bar and build a dynamic Handbook that is a valuable

management resource for everyone.

Knowledge Base

Specific questions about using RxWorks? Knowledge Base is typically your first stop. Our new easy-to-use online Manuals and Release Notes also do a great job of answering most user questions. Can't find your answer? Move on to Discussion Forums or log in a support request.

Our terrific new ELearning Courses provide a fast and simple way to understand existing and new functionality in RxWorks. ELearning Courses are great training tools for new staff and "refresher" courses for established staff. Couldn't be easier, turn it on, sit back, watch and listen! And let us have your comments and ideas for improvement.

Don't miss Users Conference, Announcements, our calendar and the latest RxWorks news. Post a job advertisements, sell equipment or check out general business resources.

Bryan Williams, RxWorks General Manager-US and an experienced Practice Manager, reminds me often that optimal design and use of software requires ongoing collaboration between users and the software company team. Join the Community dialogue and help us all do a better job of veterinary practice management!

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We understand that for clients to accept any fee changes, unless they are noticeable reductions, there must be a well-reasoned explanation. The fee changes should be gradual and need to be prepared for by ongoing client communications that reinforce the value of your professional knowledge.

These client communications need to convey the value of services, empathy and professionalism – focusing client attention on value rather than fees and encouraging compliance with the veterinarian's instructions for patient care. Fortunately, RxWorks already provides the tools needed for these tasks.

If you would like to implement

Performance Pack in your practice we will be rolling this out to current clients over the coming months. Contact your Account Manager to get first in line.

BACK TO SCHOOL!

Looking for extra knowledge and training on your RxWorks system? In addition to the new material on our website, RxWorks has a range of training modules available, ranging from one hour telephone training sessions, to day training on all aspects of the software. Ring your account manager to discuss your requirements.

NEW DICOM LAUNCH

RxWorks has launched the RxWorks Dicom Platform. This allows you to store, view (within the RxWorks network) and manipulate any Dicom image (Xray, ultrasound, MRI, etc) on one networked platform and link to the patient and visit record in RxWorks.

The platform is non-vendor specific so you can purchase or use any Dicom device. You can even access the Dicom images from outside the practice.

For further information call your RxWorks Account Manager or visit www.rxworks.com



RxWorks' Rohan Gladman looks at defining Standards of Care and below, the value of decent printed notes on your client's invoice

Standards of care - a perspective

I arrived at a busy small animal practice in the middle of a city. A team of seven veterinarians were working out of four consult rooms and performing a variety of first opinion work and surgery. The owner had seen HealthCare Manager and was keen to improve standards of care and the bottom line.

So I began the process of tidying the fee structure within RxWorks and fine tuning the reminder systems. Along the way, I discovered many different fees for vaccinations, some rarely used or poorly configured.

Seven Vets

It led me to ask the question, "How do you vaccinate your patients?"

From seven different veterinarians, I received seven different answers. Now I am pretty comfortable with the concept of vaccinations for cats and dogs, but I'm sure I spilled my coffee when I heard that they had seven differing procedures within one practice for this simple protocol.

When it came to the question of parasite control, I found a similar approach had been taken, with large volumes of stock, but infrequent use. Each member of staff had their own opinions as to the best course of action when dispensing a product.

Distill your answers

Other questions were raised, such as:

- Is a yearly health examination enough?
- Do you grade teeth & recommend action if needed?
- What is the recommended treatment for arthritis?
- Why is worming prevention important?

On each occasion, it was impossible to distill the answers to these questions into a protocol for the business, at least not in the short amount of time available. Essentially, it became an impossible task to establish an integrated and robust healthcare

management system, when in essence, there was no system.

HealthCare Manager

In order for any business to take advantage of HealthCare Manager, serious thought needs to be given to the process of developing standards of care. Defining the practice's "standards of care" starts with some soul searching, and walking arm in arm with a quality healthcare doctrine. For instance, "When is it humane for a vet to leave an animal in pain?"

Susan Werner has written a great article in the RxWorks Practice Management Handbook, *Setting Your Standards of Care* to help you get the ball rolling. Dr Tom Cat has also raised the issue in RxWorks Forums *Defining Standards of Care* (visit the Community section at www.rxworks.com)

If you would like to implement HealthCare Manager in your practice, ring your RxWorks Account Manager.

Procedure Notes

A useful tool to print on your client's invoice which will convey the service you are providing

Procedures are becoming more and more powerful. They are a valuable tool for communicating the value of your professional services and standards of care. Procedure Printed Notes should be used to explain exactly what a cat castrate is.

"The surgery involved a thorough pre surgical health examination and pre anaesthetic blood screen. Equipment and consumables are autoclaved to protect against infection. A professionally trained nurse monitored anaesthetic and assisted the surgeon at all times. Reproductive organs have been safely removed by a qualified veterinary surgeon. Hospital observation in a separate cat recovery ward was assisted by a professionally trained veterinary nurse. Pain relief was administered through I.V. Fluids and further pain relief has been prescribed."

Put yourself in the shoes of your client. If it was my cat, this description would definitely help me understand the invoice and help develop an appreciation for the service provided.

Many practices would like to include standard medications in Neutering Procedures, but want to show the medication billed at 0.00. This can help demonstrate to clients the usage of surgical consumables & medications while building value on an invoice that usually says, "Castrate Cat - \$80.00".

When you add the medication to your procedure invoice, use a variable quantity of 0.01 - That's enough to push the fee onto the invoice, but the dollar value will show as \$0.00.

You might ask, "how will this affect my stock control and sales figures?". You can track the medication sales in your reports, but the sales figures will show as \$0.00. In addition your onhand level will be reduced by .01 each time you invoice the item.

There are other methods for controlling surgical consumables, which can be found in the RxWorks Inventory Manual.

Rohan Gladman writes a regular monthly blog in the Community section of www.rxworks.com.

Employee Profile:

Becki Thomas, RxWorks Development Team, Brisbane



Becki Thomas has always been connected with the veterinary industry: Her parents started the successful County's End Veterinary Hospital in Lancashire when she was two weeks old and have been building it up ever since.

Now a key member of the development team in Brisbane, Becki joined RxWorks support office in the UK in 2003. Having got a BSc in Artificial Intelligence from Durham University her career over the past 4 years has taken a more exotic route than most of her degree peers – with travel in the UK, US & Australia.

What attracted you to RxWorks in the first place?

After finishing university, the inevitable task of job searching began. An advert in one of the veterinary magazines for the RxWorks position offered an opportunity that didn't involve graduate recruitment interviews and assessment centres! My parents were using Visual Vetaid in their practice at the time and so I knew the basics of the program and the job seemed like the perfect way to combine IT with my veterinary knowledge. Of course, the prospect of travel to Australia helped as well!

What area did you start in the UK?

I started in the support office, back

when the office consisted of a small room with 3 desks and 4 people. When I wasn't in the office dealing with support cases, I was travelling to new clinics around the country to train their staff and take them live with RxWorks. It was very interesting to see the different types of clinics out there and customising solutions to suit their individual needs.

What are you now doing for RxWorks?

I have worked with the development team since moving to Australia in 2005. Having focussed on Quality Assurance and top level support for the past 2 years, I am now moving into more of a development role. I get involved in analysing and designing future enhancements, creating reports, working on new features, keeping the documentation team up-to-date and adding to the new website.

What do you see as the biggest challenges for the industry as a whole?

Increasing accountability seems to be an issue that is facing the industry globally over the past few years. Be it legislation that requires detailed batch traceability to be recorded to greater client expectations with regards to the care of their beloved pets. The increase in the popularity of the internet seems to have helped fuel clients' expectations for a more proactive approach to veterinary medicine – a vaccination and quick check over once a year is

often no longer acceptable. It is also becoming more and more imperative to make sure the medical record is as complete as possible to back up the decisions being made on a day-to-day basis in clinics.

What aspects of your job do you most enjoy?

I enjoy having input in the evolution of the program. At times, I catch glimpses of clinics that are running early versions from 2 or 3 years ago and it is almost unrecognisable! It is rewarding to see enhancements progress from basic ideas through to reality and then see them being used in veterinary clinics around the world, helping with the running of their business.

What aspects of your job do find hardest?

Dealing with the differing priorities of a worldwide market can be a challenge at times as lots of good ideas come through to us and we have to maintain a balance. It also seems that at times, it would be much easier if the entire world worked to one time zone – it would definitely help with the late nights and early mornings that are sometimes required!

What do you do in your spare time (if you have any spare time!)

Getting out and soaking up the Brisbane sun – before the summer kicks in and it's too hot!

Rxround-up ...

NL: Support and implementation staff, Casper Holt and Marcelle Wiegand-Bruss are now based in The Netherlands, the aim to offer a closer service to our Dutch clients. Casper and Marcelle will be contacting clients shortly.



AUS: The Australian Users Conference will be held at Legends Hotel on the Gold Coast on 7th & 8th September. Nataile Heiner joins as Practice Advisor for Queensland, Northern Territory, Western Australia and South Australia; Sue Gilbert joins as Account Manager for Victoria and Western Australia. Cyril Hospital joins the support team and Ron Butterworth has been hired as Senior Financial Accountant. The existing account management team has been reassigned as follows: Jeffrey Sawyer is Account Manager for Queensland, Northern Territory, South Australia and Tasmania. Ravi Nath looks after NSW and ACT.

UK: James Barnes, formerly Practice Manager for the Beaumont Veterinary Hospital, joined the UK team in early 2007 as Practice Advisor. Roger Waite has recently moved from Brisbane to the UK support office for a two-year stint. Ruth Miles joins as Client Services & Account Manager. RxWorks will be at BEVA in Edinburgh from 13th September - 15th September and SPVS IT day on 16th November in Coventry.



Malaysia: We are pleased to welcome the Malaysian Racing Association as a client.



Ireland: A big welcome to Anicare and other Irish clients.



US: Michael Nutt joined us in July as Practice Advisor. Michael has a number of years experience in Veterinary Software sales.



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