



# **Set Client Service Standards with Your Team**

**Tracy Dowdy, CVPM  
Management Resource Group  
704 Cabernet Court  
Grapevine, Texas 76051  
817.966.9369  
tdowdy@mrgconsult.com**

# Staff Empowerment

Can only be achieved  
through  
staff training

# Training Can Be a Daunting Task for the Practice Owner

Questions and  
Decisions:

What to Train?

How to Train?

When to Train?

How to Empower?



# Staff Training

The top priority is to train every health care team member about the standards and core values the practice's vision represents:

Standards of Patient Care

Standards of Professional Image

Standards of Excellent Communication

Standards of Exceptional Service

Standards of Professional Conduct



# Setting Standards of Patient Care

The standards of care are determined by the veterinarian which represent the level of care a pet receives in the practice

The standards of care are set high and the healthcare team is trained as to why they are essential in the delivery of excellent pet care

# Standards of Patient Care

Wellness Standards

Diagnostic Standards

Therapeutic Standards

Hospitalization Standards

Anesthetic Standards

Surgical Standards

Treatment Standards



# Wellness Standards

**Examinations**

**Vaccinations**

**Preventions**

**Routine Diagnostics**

**Dental Care**

**Grooming/Behavior**

**Nutrition**



# Importance of Physical Exam

- What is the common fee?
- How often is the exam recommended?
- Verbalize the 12 Body Systems to the client to add value and to educate
- Send home a summary of the normal and the abnormal findings along with recommendations



# Preventatives

Set a standard recommendation for:

Heartworm Prevention

Flea/Tick Control & Prevention

Intestinal Parasite Control & Prevention



# Routine Diagnostics

Heartworm Test

Fecal Test

Healthy Pet Blood  
Profile



# Nutrition

Set a standard  
recommendation for:

Maintenance Diet  
Prescription Diet



# Client Communication Tools

Create value in wellness recommendations with excellent client communications tools

## Love and Protection Guidelines ....

12 Body System" Comprehensive Exam

Annual Health Profile (bloodtest)

DA2LPP/CPV vaccination: yearly

Heartworm Test (bloodtest)

Rabies vaccination and license

Intestinal Parasite Exam (fecal)

Strategic Deworming

Bordetella vaccination: yearly booster

EKG\*

Nutritional, Behavioral Review and Counseling

Health Maintenance Recommendations

# Diagnostic Standards

**Does the practice have a standard of performing diagnostic tests before treating the pet?**

# Diagnostic Standards for Routine Cases

## Skin

- ✓ Blood Work
- ✓ Scraping & Analysis
- ✓ Fungal Culture
- ✓ Wood Lamp Exam
- ✓ Allergy Testing



# Diagnostic Standards for Routine Cases

## Eyes

- ✓ Corneal Staining
- ✓ Tonometry
- ✓ Schirmer Tear Test



# Diagnostic Standards for Routine Cases

## Ears

- ✓ Cytology
- ✓ Culture & Sensitivity
- ✓ Ear Mite Exam





# Therapeutic Standards

Medications

Injections

Conversion Charts

Dosage Rates

Charts for fluid flow  
rates

Catheter  
maintenance



# Animals' Bill of Rights

Right to have a clean cage, food and water

Right to have affection

Right to preventative care

Right to accurate diagnosis



# Hospitalization Standards

Care of the pet  
Visitation  
Evaluation of the  
pet  
Medications and  
chart updates



# Anesthetic Standards

Pre-anesthetic profiles  
Pre-medications  
Fluid therapy  
Monitoring standards  
Isoflurane gas  
Pain Management



# Surgical Standards

Sterile technique  
High tech Equipment  
Surgical wound  
appearance  
Laser surgery  
Post surgical care  
Release instructions  
Bandanna



# Treatment Standards

Keep It Simple:

**12**            **Body systems**

**10**            **Routine cases per body system**

**120**            **Treatment Protocols preloaded  
in the computer**



# Treatment Plans By Design

Creates consistency with quality of care

Empowers the healthcare team

Efficiency of the workflow

Regional Emergency Animal Care Hospital  
677 Brevard Road  
Asheville, NC 28806  
828.665.4399  
\*\*\*Quality Care With Compassion\*\*\*

Client:	Jim Guenther	Date:	4/7/03
Patient:	Alice	Number:	070543
Procedure:	Pyometra 21-50#		

Code	Service	Quantity	Fee
<b>Day One</b>			
EXP	Exam	1	35.00
EHBO	CBC	1	28.50
	General Panel	1	42.50
	Ultrasound-Single Organ	1	65.00
ULT	IV Catheterization	1	25.50
ETVF	IV Catheter	1	4.50
	IV Set and Extension Set	1	3.50
	Randage	1	3.00
	IV Pump	1	15.00
INT	Intensive Hospitalization	1	55.00
EIGA	Induction Charge	1	25.00
	Monitors	1	25.00
	Isocfluane per minute	40	25.00
ESSC	Operating Room Fee	1	15.00
	Sterile Surgical Pack	1	22.50
	Sterile Caps/Gowns/ Gloves	1	3.00
	Sterile Blades	1	3.00
SUT	Sterile Suture	4	34.50
CAPYSO	Canine Pyometra 21-50#	1	175.00
TORS	Tierogeesic 10mg/ml	.5	18.50
CEFI	Cefazolin inj. 100mg/ ml	5	25.00
CEFI	Cefazolin inj. 100 mg/ml	5	25.00
<b>Day One</b>			
HOSPIC	Hospital Progress Check	1	17.50
LRS1	Litter LRS	1	8.50
CEFE	Cephalexin 500 mg	21	28.50
	<b>Total</b>		<b>\$807.50</b>

For your convenience we have prepared a detailed Patient Standard of Care (Estimation) for the services expected along with their potential costs. Estimates cannot predict actual costs, and some of the items will be adjusted due to length of surgery or by quantity of medication used or dispensed.

I, the undersigned owner or agent of the owner of the pet identified above, certify that I am \_\_\_\_\_ I am not \_\_\_\_\_ (check one) eighteen years of age or over and authorize the veterinarian(s) at REACH Hospital to perform the above procedure. I understand that some risks always exist with anesthesia and/or surgery and that I am encouraged to discuss any concerns I have about those risks with the attending veterinarian before the procedure is initiated. My signature on this form indicates that any questions I have regarding the following issues have been answered to my satisfaction:

# Setting Standards of Professional Image



# Setting Standards of Professional Image

There's an old saying in management, that the "First Four Minutes" is all you have to make a great impression to a new client.

# Which is More Appealing?



# The Building

- What does the sign, parking lot, landscape, and the exterior of the building say to you



# Reception Area

Does the image of the practice represent the quality of medicine and client service?



# The Waiting Area

- Is it clean, odor free, and organized?
- Are the plants alive and healthy?
- How about the receptionists desk area?



# What About The Rest Of The Hospital?

- Are the offices clean and organized?
- What type of message does the treatment area give?





# Standards of Professional Image

Personal appearance has an influence on the development of trust and effective communication between individuals.

By following a written protocol in regard to appearance, the practice is better able to foster trust and communication between team members and the clients they serve.



# Standards of Professional Image

## Printed and Electronic Materials

Invoices

Reminders

Business Cards

Correspondence





# Setting Standards of Professional Conduct

# Standards of Professional Conduct

**The practice should utilize a written protocol for professional conduct such as:**

Respect for other team members

Respect for clients

Respect for animals (alive or deceased)

Conduct when in the presence of a client

Positive Body language

Verbal and written communication



# Standards of Professional Conduct

A written protocol ensures that the practice team accepts responsibility for and demonstrates a uniform and high level of professional conduct, ethics and behavior



# Standards of Conduct . . .

- **Be Communicative.**
  - Our healthcare team must be able to answer questions, volunteer information and communicate knowledge to our clients and our fellow healthcare team members.
- **Be Conscientious.**
  - Our healthcare team should assist clients with their pets. Minimize noise as much as possible. Report client's comments for future action and be alert to remember references to other clients or clinics. Listen for complaints from our clients. Do not allow a client to wait for service and make eye contact when cannot speak to a client.
- **Be Considerate.**
  - Always give the client the right of way. Excuse yourself when leaving the exam room or the presence of a client. Use words such as "please" and "thank you," "good-bye" and "good morning". Respect other healthcare team members' needs.

# Standards of Conduct . . .

- **Be a Self Starter.**
  - Start necessary jobs even if it is not part of your job description. Ask intelligent questions and volunteer suggestions to our clients and to the healthcare team.
- **Be Reliable.**
  - We must make good on our promises in a dependable and accurate fashion in order to be reliable. Be on time for your scheduled shift and be thorough in work.
- **Be Willing to Accept Direction.**

# PROFICIENT SKILLS

## Abilities:

- Have natural inclination for serving people
- Able to follow directions
- Able to be neat in your work
- Able to concentrate in a fast-paced environment
- Possesses "loyalty" for the job because of interest in pets and people

## Organization:

- Able to multi-task, "catalogue" orders and plan work to save steps
- Reduces trips to and from exam room, reception area, treatment area, and pharmacy

# PROFICIENT SKILLS

## Promptness

- Energetic
- Quick
- Enthusiastic
- Active
- Readiness to act -- a "self-starter"

# HOW TO CONDUCT YOURSELF IN THE HOSPITAL

## Your Personal Conduct

- Be sure to walk quickly but never run in the hospital.
- Speak softly in the hospital.
- Smoking, drinking, eating will not be tolerated in the reception area or in view of a client.
- Be alert and attentive at all times. Your hands should be at your sides not in your pockets or on your hips.
- Remember NO short cuts. This is a health care facility and excellent health care is our business.
- No profanity or emotional actions in the clinic.
- Do not sit on or lean against the counter.
- Clean up your mess as soon as possible and definitely before leaving your shift.



# You and Your Co-Workers

- Avoid unnecessary conversations with your co-workers in front of clients.
- Don't complain to other co-workers about work-related difficulties. They cannot change the problem. Go your supervisor and/or the practice manager team to resolve the issue.
- Never stand around in groups.
- Always conduct yourself in a professional manner when interacting with other staff, to ensure smooth operation.
- Treat personnel as LADIES and GENTLEMEN.

# You and Our Clients

- Always greet your clients, referring to the pet by name.
- Never argue in the hospital, especially with a client
- Do not count money or jingle coins in the presence of clients.
- Don't hurry our clients.
- Always be courteous, even if you disagree with a client.
- Don't point in the hospital. Take a client to where he/she needs to go.
- A client should never have to request a service.

# Setting Standards of Exceptional Service



# Standards Of Exceptional Service

Detailing practice philosophies in written protocols provides:

Consistency of communication

Enhances client trust

Supports the value of client service within the practice team



# Standards Of Exceptional Service

Greeting our clients  
and patients

Meeting our clients  
needs

Bid a fond farewell



# Greeting Our Clients and Patients

Welcome clients as quickly and courteously as possible with eye contact and a smile



# Meeting Our Clients Needs

In a client/patient centered practice, the top priority is to meet the needs of the client and the pet

# Take “No” Out of Your Vocabulary

Identify ways to  
say “Yes” to  
clients





# Bid the Client a Fond Farewell

Communicating to the client that we appreciate serving them is essential to compliment the overall experience

# Standards Of Exceptional Service

## The Essentials of Politeness

Eye contact and facial expression

Use of distinctive phrases of anticipation and gratitude

Use of personal names

Positive body language

# Eye Contact and Facial Expression



# Use of Distinctive Phrases of Anticipation and Gratitude



# Use of Personal Names

Using the client's name and pet's name is like music to their ears

It is a sign of recognition and respect



# Body Language

**Negative  
body  
language**



**Positive  
body  
language**



# Setting Standards of Exceptional Communication



# Standards of Excellent Communication

Telephone

Email

Medical Records

Clients

Entire Team





# VERBAL COMMUNICATION

- Our choice in words is very important because it represents the image of our hospital and the image of our veterinarians.
- The goal for Friendship is to have a professional healthcare team who communicates with our clients on a professional level in order that the client instills confidence in our entire team.

# Responding To Clients

## Professional Verbiage

“Welcome”

“Good morning”

“Certainly”

“My pleasure”

“Have a nice day”

“Yes, of course”

“It’s a pleasure to meet  
you.”

“How may I help you?”

“Could you please hold?”

“Thank you”

## Unprofessional Verbiage

“Hi”

“What’s up?”

“OK”

“Yeah”

“Un-huh”

“No problem”

“I don’t know”

“Hang on”

“Kind of”

“Pretty much”

“I think”

# Standards of Communication

- It is very essential we communicate sincerely and speak from our hearts with a smile -- convincing the client that we care for their pet's well being.
- As a team, we must hold everyone accountable for changing our habits in our own personal communication while in the hospital. Be open to your peers and your supervisors of reminding you to use professional verbiage.

# EACH CLIENT IS VALUABLE

- Be cooperative and useful. Make the client feel he/she is getting your personal attention. Be careful not to convey impatience. The client doesn't know it may have been a bad time to call.
- Dealing with clients in a professional manner helps establish trust, respect, and confidence.

# Communication Tools



# Medical Records

**SOAP Format**

**AAHA Standards**

**Entire team is  
held accountable**



# Using the Telephone





# Answering the Phone By Saying...

**Thank you for calling Advanced  
Animal Care Centre, this is  
Tracy.**



# You and Your Voice Makes the Difference

**Your voice** reflects your attitude and enthusiasm.

**Your pace of speech** is the tone and inflection

**Your clarity** reflects how fast or slow you speak.



# Answering Questions and Giving Information by Telephone

When a caller asks the price of a service, respond by telling them what the service includes, ....

**Then give the price**

# Dealing with a Rude or Irate Client

Seek First to Understand

Ask for Clarification

Show Understanding

State What Action Will  
Be Taken

Follow Up



# Additional Telephone Training

Using the intercom  
Placing calls on hold  
Taking messages



# Setting Standards is Essential

In order to:

Increase the capacity for service

Empower the healthcare team

To be a Client/Patient Centered  
Practice

To be a Success!



# Thank You!

Tracy Dowdy, CVPM  
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817.966.9369  
[tdowdy@mrgconsult.com](mailto:tdowdy@mrgconsult.com)  
[www.mrgconsult.com](http://www.mrgconsult.com)

