



# Strong Client Communication Tools

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# 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!

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