



Netvet Dr. Julia Adams

WITH

New 'VetAlerts' Launch

The new look 'VetAlerts' email pet health reminder system is here! Not only do Vet Alerts look professional and eye-catching, their content is fully editable and easy to manage through your Provet e-Practice website's administration system.

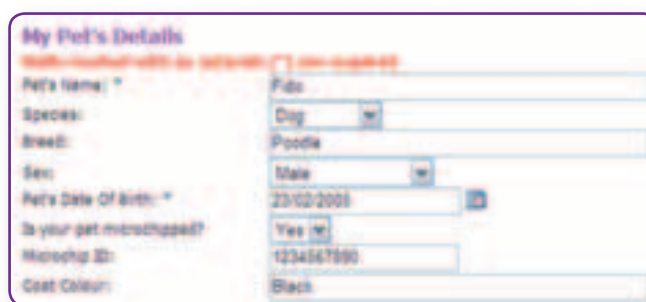
Flexibility is the key

You have told us you want more control so now you've got it! Vet Alerts comes with a range of pre-installed alerts that you can customise and build upon:



- Vaccination Reminders – dog, cat, rabbit, equine
- Heartworm Prevention Reminders – dog (annual or monthly), cat (monthly)
- Desexing Reminders – dog, cat
- Dental Check Up Reminders – dog, cat
- Flea Treatment Reminders – dog, cat
- Intestinal Worming Reminders – dog, cat
- Tapeworm Treatment Reminders – dog, cat (quarterly or 6-weekly)
- Senior Pet Checks – dog, cat (after 6 years of age)

Relevant health information is provided for each reminder, and you can also customise each reminder with your specific practice recommendations. Alternatively, you can easily create your own Vet Alerts according to your practice requirements or specialities, such as bird, ferret or reptile health checks, weight checks, or regular eye or hip checks.



Clients who register on your website are able to maintain a list of their pets, including each pet's species, breed, age, sex, microchip information and distinguishing features. They can then sign up for Vet Alerts that are available to their pet based on species and age.

The all-new client management facility allows you to mark a pet as deceased, delete or undelete a client's pets, or completely unsubscribe a client from all Vet Alert emails. You may also choose to have a copy of each Vet Alert sent to your practice email address for follow-up or marketing purposes.

What is the value of using Vet Alerts?

Permission-based email marketing, such as subscription newsletters and registered pet reminders, is a timely and cost-effective way to regularly communicate and build a relationship with both existing and potential clients, as well as create a valuable database.

Personalised and interactive tools like Vet Alerts make it easier for pet owners to keep track of their pets' health needs and assure them that you are providing the best service possible. This helps establish customer loyalty and, at the same time, provides you with a unique opportunity to educate your clients about responsible pet ownership.

How can I offer Vet Alerts to my clients?

The latest version of Vet Alerts requires a Provet e-Practice website. Existing Provet e-Practice websites that have Vet Alerts installed will have this feature upgraded automatically.

To learn more about Provet IT's comprehensive range of website solutions including e-Practice, email itbusinessservices@provet.com.au or contact a member of the IT Business Services team on 02 9894 2066.