

StayWell

In Practice



Impact through partnership: The StayWell Four-Stage Plan

Aurora Veterinary Care | Waunakee, WI

Aurora began their StayWell partnership with Zoetis Diagnostics in 2023. At 6 months old, Aurora had a clear focus on their why – to “heal, support, and comfort pets and the people that love them” – but needed guidance and support in implementing diagnostic health screening in a way that made sense for their practice and clients.

Step 1: PlanWell

Maximize the potential of diagnostic health screening



Zoetis Diagnostics makes it easier to implement a preventive care program in your practice.

Together we create a plan to help you achieve your goals and deliver best-in-class service to your clients. It includes:

- ✓ Communicating to your clients more comfortably and confidently
- ✓ Engaging your healthcare teams
- ✓ Choosing a new diagnostic protocol with respective pricing compliance

StayWell helped Aurora pair expert recommendations with the practice’s philosophy:

“We started our practice knowing that diagnostic health screening was going to be important for us, but we didn’t quite know how to maximize it. We came to them and said we want to do this better; we want to do diagnostic health screening, but we want to make sure it’s successful and that our whole team is on board. And they really came in and supported us and helped us do that.”

Dr. Poulsen, Veterinarian and Owner | Aurora Veterinary Care

Step 2: LearnWell

Understand the importance of team influence and communication

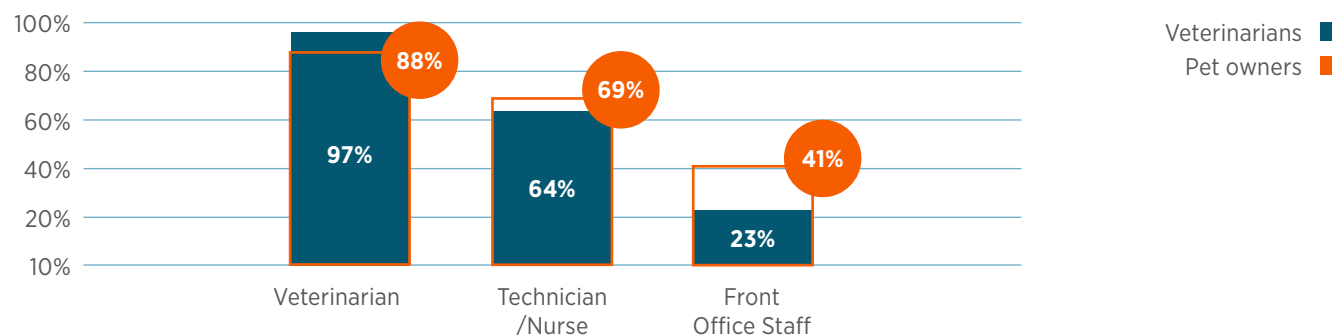


StayWell helps make diagnostic health screening a more comfortable conversation for your staff with tailored training and support:

- ✓ In-person workshops and presentations
- ✓ On-demand courses
- ✓ Live, interactive webinars

Pet owners value staff influence more highly than we recognize

Perceived importance of staff on pet owners' decision to pursue diagnostic health screening¹



Improve communication for better patient outcomes

The way you communicate with clients, especially on preventive care, influences the relationship they have with you and with your hospital. This is how you gain their trust, their compliance and their loyalty.

Aurora understood that staff can have significant influence on client decision making and StayWell helped align their team on the value of diagnostic health screening:

"We give all of our owners advice and recommendations for diagnostic health screening for every one of our pets who come in for annuals. Some advice that I would give for clients or clinics for in- or out-of-house screening would be that the worst thing the client can say is no, so don't be afraid to offer the things that are gold standard in care for their pets."

Sydney, Certified Veterinary Nurse | Aurora Veterinary Care

LOOK DEEPER

Learn more at zoetisdiagnostics.com/StayWell

Step 3: WorkWell

Increase engagement, revenue and compliance



Aurora grew their practice and saw improved long-term financial outcomes with StayWell

One year after exceeding their diagnostic health screening compliance goal:

60% of existing Aurora clients comply with diagnostic health screening²

128% increase in diagnostic health screening, from 25% to 60%

StayWell helps ensure clients have the facts about diagnostic health screening and helps staff communicate their value to pet owners:

“Once the team was aligned, we collaboratively set a compliance goal for diagnostic health screening over a month with a lofty 70% target. The team exceeded expectations, achieving a remarkable 93% compliance rate. This success demonstrated the team’s belief in their recommendations and reflected positively on our bottom line.”

Dr. Poulsen, Veterinarian and Owner | Aurora Veterinary Care

Based on AAHA guidance³, adding just one more patient for diagnostic health screening per day can add \$50,000+ in annual revenue for a typical US practice

What could an additional patient per day mean for your practice?

Common Routine Testing Package	Average Pricing*	Your Practice
Chemistry, CBC, Urinalysis and Heartworm	\$225.00	
Your Revenue Opportunity		
Per week (x5)	\$1,125.00	
Per month (x20)	\$4,500.00	
Per year (x240)	\$54,000	

*Pricing is based on AAHA guidance and adjusted for inflation.

Step 4: CareWell

Make every visit count



StayWell supports and celebrates team successes with:

- ✓ Feeling comfortable and confident in client conversations
- ✓ Identifying gaps and opportunities
- ✓ Becoming a more valuable client partner



AURORA PATIENT

Meet Gizmo, a 14-year-old domestic shorthair

Case Presentation

Preventative care exam, overall healthy appearance and no reported issues

Diagnostic Approach

Dr. Poulsen recommended a senior diagnostic health screening based on Gizmo's age, leveraging her training with StayWell to communicate its importance even in the absence of symptoms

Diagnosis

Hyperthyroidism was caught early with diagnostic health screening

Care Plan

Gizmo was started on methimazole to slow disease advancement and preserve his quality of life

Key Takeaway

Often when cats are diagnosed with hyperthyroidism, they're already in a more advanced stage and showing symptoms

As your trusted partner, StayWell helps you enable more productive client communication so you can make the most of every visit.

"It made me feel really good to know we made a strong recommendation to the client, they did the screening and we were able to save their cat from probably the next couple years of having undiagnosed hyperthyroidism. We were able to find it very early and start the cat on medications so it never had to be ill from that disease."

Dr. Poulsen, Veterinarian and Owner | Aurora Veterinary Care

References: 1. Data on file, Study No. TI-08168, 2022, Zoetis Inc. 2. Data on file, 2023, Aurora Veterinary Clinic. 3. Veterinary Fee Reference. Vital statistics for your veterinary practice. 9th ed. American Animal Hospital Association; 2015.

Speak with your Zoetis Representative to begin your StayWell journey today!

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