



Summer Internship at Brandermill Animal Hospital

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Brandermill Animal Hospital

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Introduction

Brandermill Animal Hospital

- Brandermill Animal Hospital is a small general clinic located in Richmond, Virginia.
- A variety of companion and laboratory animals, including many reptiles, are seen on a daily basis.
- Services offered include wellness exams, standard procedures, radiology, and in-house pharmacy.

PetDesk

- PetDesk is a communications management platform that offers tools and resources for managing prescriptions, tracking patient information, business status reporting, and more to help create better client and office communication practices.
- PetDesk offers a core platform and additional features for a fee, such as PetDesk Pay. This feature is similar to PayPal as PetDesk Pay sends invoices and receives payments through a secure network.



"Enhance Patient Connection"
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Daily Responsibilities

- Daily responsibilities include caring for the clinic cats, performing physical assessments of a variety of patients and recording observations in the AVImark computer database.
- Managing surgical materials and equipment and keeping the operating room properly prepared for associated medical procedures.
- Collecting and preparing specimens and samples for in-house and outside laboratory analysis.
- Administering medications, vaccines, and treatments as instructed by the veterinarian.
- Educating caregivers on animal care, nutrition, medical conditions, and disease management.

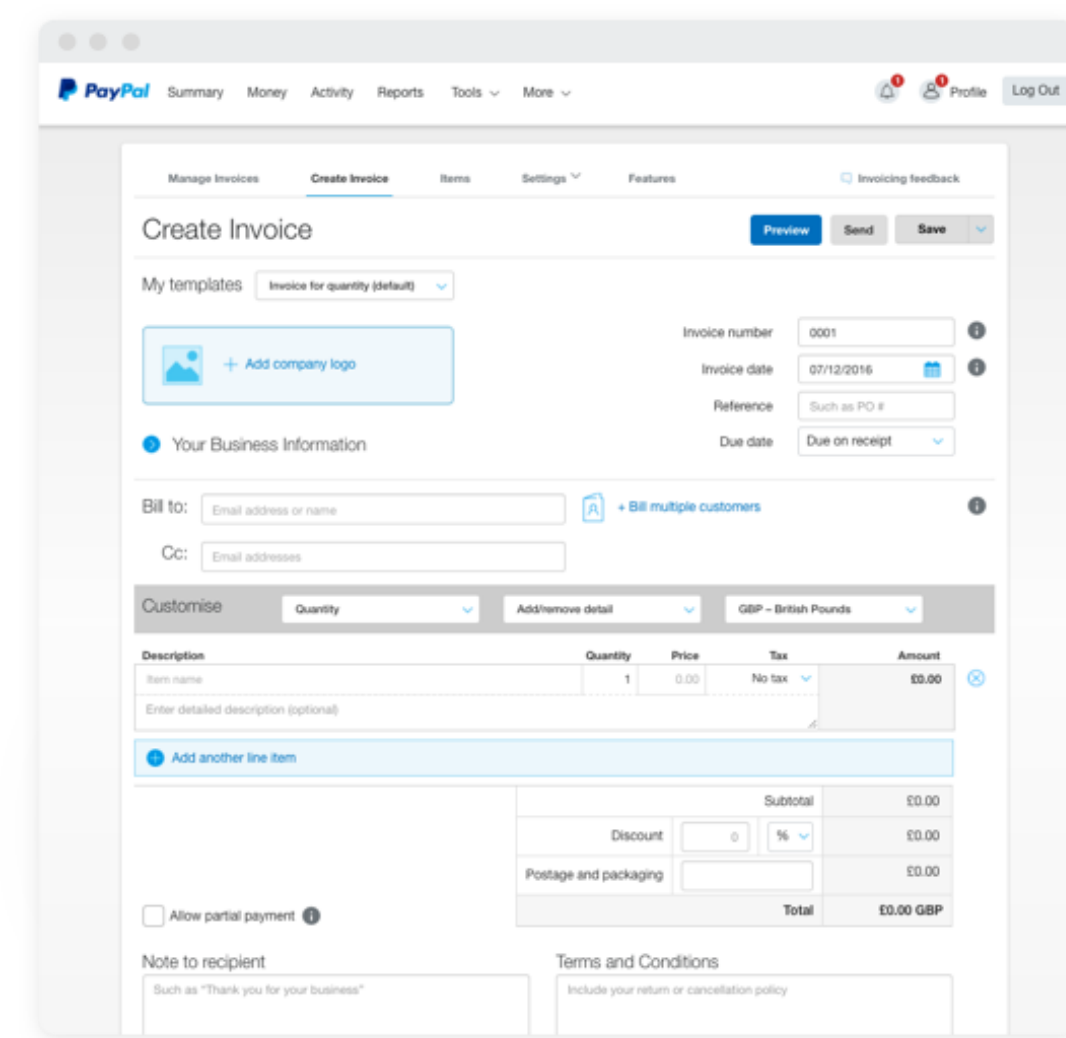


The clinic cats,
Spooky and Maxine

Project

Abstract

- Beginning in the summer of 2020, Brandermill Animal Hospital, along with many other veterinarians in Richmond, began to see a sudden increase in clients and appointment requests.
 - This increase led to much longer wait time for an appointment, as well as an increase in the amount of cancellations and no-shows.
- This pattern of many cancellations and no-shows led to a decrease in the amount of patients seen and decrease in overall revenue.
 - A greater proportion of the cancellations and no-shows occurred with the potential new clients rather than established clients.
- To help curb this behavior, Brandermill Animal Hospital introduced a new client twenty-five-dollar (\$25) deposit fee.



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- For staff, a total of three applications had to be used to send the invoice and confirm the appointment, including AVImark, Gmail, and PayPal.
- The process was time consuming and allowed for many mistakes to occur.

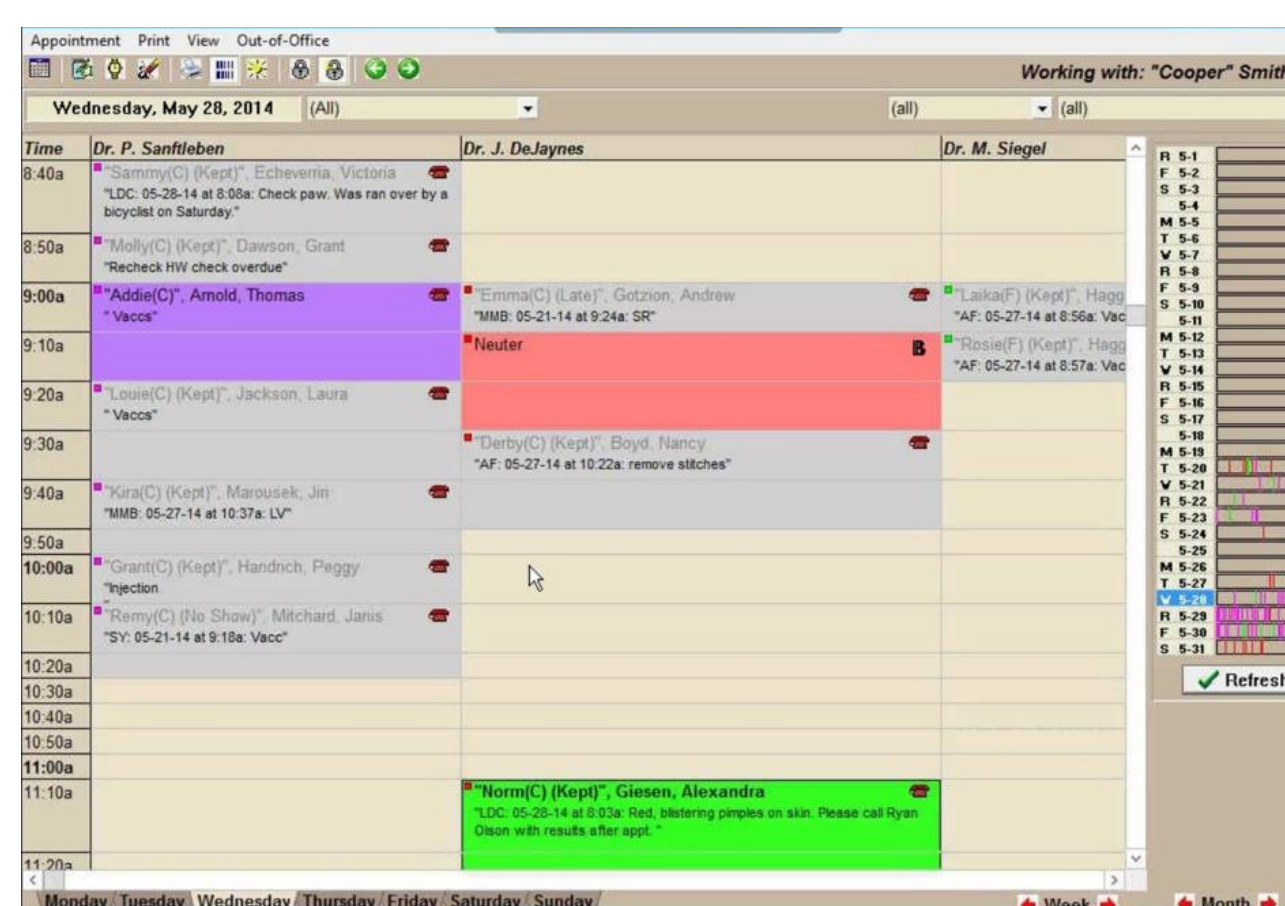
- The main objective was to validate the efficacy of the PetDesk application, including new client appointment retention and client status, that could help improve overall client interaction and create a standard operating procedure that could be modified to match the concerns and needs of the veterinary practice management.

Materials and Methods

- The PetDesk software provides the practice's statistics with supplemental data from AVImark, the practice management software.



"Clinic Analytics"
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- Data was collected through AVImark's practice analysis and PetDesk analysis on the number of new clients, the number of invoices sent, and, out of how many of the invoices were sent, how many were paid in time.

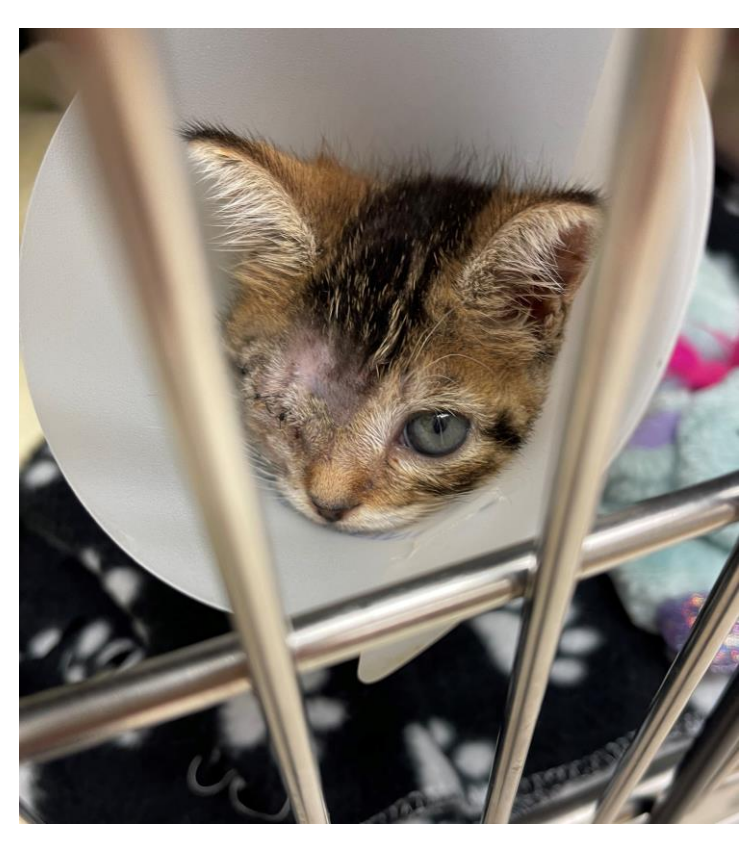
- Six months between three years of data and information were collected then transferred to an Excel sheet and analyzed.

Conclusion

- In the summer of 2020, a total of 1214 clients were seen.
 - Thirteen (13) of the 1214 clients were new clients.
 - Thirty-two (32) potential new clients had their appointment cancelled or were no-shows.
- In the summer of 2021, a total of 1222 clients were seen.
 - 114 of the 1222 clients seen were new clients.
 - Twenty-nine (29) potential new clients had their appointment cancelled or were no-shows.
- In the summer of 2022, a total of 1289 clients were seen.
 - Eighty-one (81) of the 1289 clients seen were new clients.
 - Forty-two (42) potential new clients had their appointment cancelled or were no-shows.
- The retention time of new clients nearly doubled with the introduction of the new client deposit fee.
- The retention time observed with PetDesk Pay and PayPal were very similar, with slightly better success with PayPal.
- On average, employees believed it took less time to set up and confirm an appointment with PetDesk Pay than with PayPal. PetDesk has helped with time management and retention time with new clients.
- While the addition of PetDesk and PetDesk Pay did not result in a significant increase in client retention or revenue, PetDesk has proved successful and useful in other ways. Before PetDesk Brandermill Animal Hospital did not offer an application where clients could observe their pet's medical history, request appointments, and pay their invoice all at once.
- I was able to create a standard operating procedure that was deemed practical and useful. The format allows for adjustments and flexibility when needed. My time at Brandermill Animal Hospital was wonderful and I greatly enjoy my time. I was able to learn a lot on veterinary practice management, a portion of veterinary medicine I was very unfamiliar with. I was able to gain a better understanding on client interaction and customer service with my time as an assistant and researching the practice management software information.



The clinic snake who was recently adopted by one of the staff of Brandermill Animal Hospital.



Miso Soup recovering from his surgery.

Literature Cited

Images Provided by Petdesk.com and Brandermillvet.com and PayPal.com. PetDesk. "Assist Your Staff." Accessed October 28, 2022. <https://petdesk.com/product/feature/assist-your-staff/#pay> Environmental Protection Agency (2007). Guidance for Preparing Standard Operating Procedures (SOPs). Epa.gov. Accessed October 28, 2022. Retrieved from <https://www.epa.gov/sites/default/files/2015-06/documents/g6-final.pdf>

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