



# Communication in the Care of Companion Animals

Regan Baldyga

All For Paws Animal Clinic | 175 Shoppers Way NW, Christiansburg, VA 24073

Paws and Claws Mobile Vet Clinic | Huntersville, NC and surrounding areas



## Overview

I found the area of communication within the veterinary field to be increasingly important while the number of patients and clients continues to rapidly expand. My aim for this project was to highlight the importance of client-communication and effectively reduce the overall workload associated with the veterinary team.

## All For Paws Animal Clinic

My work experience at All for Paws Animal Clinic ranged from August 1st, 2020, to January 22nd, 2022. My responsibilities included providing the primary care to the animals residing in the boarding facility as well as assisting the veterinary team with clientele. From this experience, I was able to obtain multiple perspectives of veterinary-client interactions through personal encounters, observations, or second-hand retelling. During this experience, I had the opportunity to observe an incredible working environment and learn from the dedicated veterinary team.



Figure 1 and 2 : Patients at AFP; "Itty Bitty" and "T'challa"

## Capstone Goals

For my Capstone Project, I explored various methods of communication within the veterinary field. The most common forms of communication included phone calls, text messages, email, fax, mobile app messaging, social media outlets, etc. From this, I created an informational piece to display the most effective ways to communicate with clients as well as areas to improve. My overall goal for this project was to explore alternative approaches to mitigate the increasing workload.

This experience allowed me to further establish my comprehension for the general practice and care for companion animals. I received multiple perspectives across many different positions and years of experience throughout the field of vet-med. From the intel I obtained, I translated the material into an informational piece. I intended for this project to create a means of making this information more applicable to real-life situations. The gathered information will be more accessible to the public to gain a better understanding for their pets.

## Veterinary Demand

All veterinarians want to provide the best possible care for these animals. However, veterinary practices are commonly experiencing an increased volume of patients with a shortage of staff. Team members are tirelessly working to manage the constant flow of cases. Many owners are turning to emergency clinics when their primary providers are unable to attend to their animals in a timely manner.

There has been a recent shift in the veterinary field to accommodate the increased volume of patients. Many veterinary practices report difficulty in managing such a large client intake and meeting the demand for their services. Along with increased appointments, clients are spending more per veterinary visit. These factors indicate that the field of animal care is lacking the resources to maintain their productivity levels from previous years.

## Expanding Access to Veterinary Care



Figure 3: Digital Platforms for Online Veterinary Care

- It is becoming less feasible for the veterinary team to engage with every client, answer each question, or receive feedback.
- As a means of efficiently serving clientele, many veterinary practices are utilizing virtual platforms.
- Digital methods advance workflow and practice managements.
- The use of these digital tools also allows veterinarians to network and collaborate with other veterinary professionals.
- These applications give clients and patients access to credentialed veterinary authority for both educational and communication purposes.

## Client Feedback

- Client feedback is essential to practice management. Receiving evaluations gives veterinary teams the opportunity to assess their efficiency and quality of care
- Providing a platform for client-communication allows for continual improvement and individual reassurance for both the owners and team members.

## Mobile Vet Clinic

Mobile vet clinics provide an alternative form of service for clients and their beloved animals. The purpose of these clinics is to offer a more accessible health care option in place of a primary provider. These practices create an affordable and personalized solution to the expanding veterinary field.

With a mobile veterinary clinic, patients can receive care in the comfort of their own home. This form of care elevates the relationship between the veterinary team and their clients.

## Paws and Claws Mobile Vet Clinic

As a mobile professional limited liability company, this veterinary team specializes in formulating a harmonious relationship between people and animals.

They excel in client communication and are available in place of a pet's primary provider to assist with their needs. These establishments provide an alternative form of care to help alleviate the responsibilities of the expanding veterinary field.

### Services:

- Exams and Consultations
- Nutritional Counseling
- New Puppy/Kitten Exams
- Dentistry
- Surgery
- Vaccinations
- Diagnostics
- Microchipping
- Flea and Tick Prevention
- Grooming Services
- Hospice



Figure 4 and 5: Patients at AFP; "Hershey", "Midnight", and "Mittens"

## Conclusion

During my capstone experience, I received an incredible opportunity to interact with devoted veterinary professionals and animal care advocates. I observed the lengths at which these establishments would reach to serve their patients and provide quality care.

## Contact Information

Regan Baldyga | bregan@vt.edu