VMA Executives: Use this letter as a template to email, fax or mail (on your letterhead) to your members in clinical practice. Use it on your website as your welcome message on your Inactive Client Reminder Program initiative page.

Dear xVMA member:

As you may know, [state veterinary medical association] is a proud Associate Member of Partners for Healthy Pets (PHP) and we are very pleased to announce another program between PHP, Veterinary Medical Association Executives (VMAE) and our association. We believe this initiative, just like last year’s Forwarding Booking program, will have a significant impact on the health of your patients and your practice.

This collaborative program focuses on the importance of re-engaging Inactive Clients and bringing them back into the veterinary practice. **This is not your typical reminder program!** First, it is based upon a client’s visitation history and not a timetable for a specific service. Second, a key difference is in the messaging itself. PHP’s unique empathetic messaging consists of three compelling points: recognizing that pet owners are busy but want to provide the best care for their pets, expressing sincere concern from the practice for their pets’ health, and conveying that an annual exam is as important as food and love. This program does not replace, but is actually complementary to, your current reminder program.

Not convinced? During 2015-2016, 1,612 practices enrolled in PHP’s Inactive Client Reminder Program, which resulted in reactivating an average of 128 clients per practice (many of whom had been absent for two to three years). This led to healthier pets and healthier practices!

The even better news is that this program is incredibly easy to utilize as it involves no staff training or changes to your practice team protocols. You need only to assign one or two staff members to identify lapsed clients and the rest is as easy as 1, 2, 3!

**STEP ONE:** Identify inactive clients.

**STEP TWO:** Email those clients with PHP’s proven and ready-to-use compassionate messaging.

**STEP THREE:** Start booking appointments!

To get started, go to the Partners for Healthy Pets website at <https://www.partnersforhealthypets.org/inactive_client_program.aspx> and review the readily accessible resources provided: A copy of the Inactive Client Reminder Program white paper; a webinar explaining the compelling and proven results of the program; and the easy-to-use email templates with PHP’s unique and proven pet owner communications.

[State veterinary medical association] is very excited to provide this opportunity to you and your practice. It’s as easy as 1, 2, 3!

Regards,

Your Name

Executive Director – State Veterinary Medical Association