July 14, 2018

Dear Colleague:

Because of the incredible success of last year's **Ready. Set. Go! Forward Booking** initiative, VMAE is collaborating again with Partners for Healthy Pets (PHP) to provide you with the opportunity to bring another valuable program to your members.

Thanks to a joint effort with PHP, we've developed the **Ready. Set. Go2! Inactive Client** initiative. Like the Forward Booking initiative, the Inactive Client initiative will require minimal time on your part and provide great value to your members and your organization.

There are two main features that set apart PHP's Inactive Client program from traditional reminder programs:

> **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.

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 or three years. This led to healthier pets and healthier practices!

Even better news is that this program will be readily accepted by practices as it involves no staff training or changes to current practice team protocols. Practices need only to identify one or two staff members to undertake three actions:

STEP ONE: Identify inactive clients.

STEP TWO: Email those clients with PHP's proven and ready-to-use empathetic messaging.

STEP THREE: Start booking appointments!

Here's why Partners for Healthy Pets and VMAE decided to undertake this initiative:

We recognize that VMA executives want to deliver value to their members, and that providing a set of turnkey resources makes it easier for everyone to execute.

We know that the PHP Inactive Client Reminder Program is a proven and effective tool to re-engage lapsed clients in a way where other reminder programs fall short.

We believe that a united campaign focused on just one tactic – re-engaging lapsed clients – can get attention within each VMA and across our VMA borders.

We are supplying you with an array of materials for your use – you just need to insert your specific VMA information and include the items in your communications schedule. We've even created an implementation checklist to guide the way. Similar to the Forward Booking initiative, *we are proposing a collective campaign where participating VMAs will roll out communications about the Inactive Client initiative from January 1 through June 30, 2019.*

We CAN, through collective action, help motivate absentee pet owners to bring their pets back to their veterinarians for important and needed care. We guarantee if you take on this initiative the way it is designed, it will require minimal time on your part and provide great value to your members, to you, and your organization. *Ready. Set. Go2!*

Sincerely,

Ralph Johnson

Ralph Johnson
CEO | VMAE

VMA EXECUTIVES: *The Time Commitment For You*

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Review materials and sign pledge card.
Estimated time for you to execute: **1 HOUR**

Acquaint yourself with the Inactive Client Reminder Program for veterinary practices.

A complete digital toolkit and step-by-step user guide is available **HERE** on the PHP website. The multi-piece kit includes:

• The Inactive Client Reminder Program published white paper

• A webinar entitled "Bring Back Your Practice's Inactive Clients"

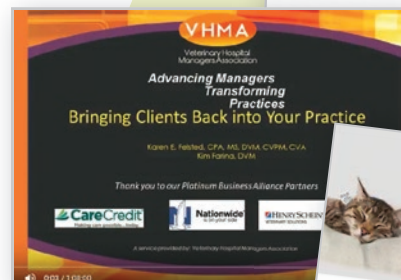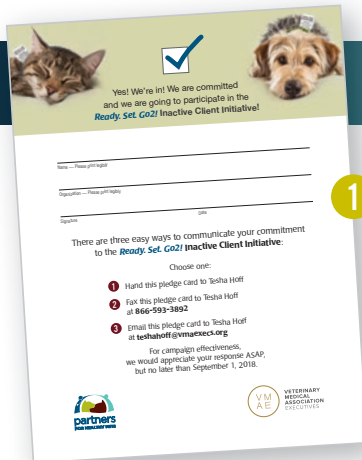• Ready-to-use email templates containing PHP's proven messaging

Estimated time for you to acquaint yourself with the tools: **1/2 HOUR**

Estimated time for you to prepare these tools for practices: **ZERO!**

Send monthly communications to members (already prepared for you and available on the VMAE website.

Estimated time for you to implement the initiative: **1 HOUR PER MONTH**

Estimated time for you to draft and design these promotional materials: **ZERO!**