

“Yeah, well we all thought the same thing about *Forward Booking*...interesting idea but can it really work for me?”

So Why Am I Skeptical? Oh let me list the reasons... “My first thought was that the owners would not want to make appointments that far out. Secondly, I assumed that they would never remember the appointments anyway and thirdly, I hate change. My staff hates change and the clients hate change. As a veterinarian with these perceptions, I began to wonder how I would overcome the barriers I perceived that would plague my practice and turn my staff against me. In reality, I was just afraid that it would be a waste of time.

I have always heard that education is the best defense of fear, so the first thing I did was to educate myself more thoroughly about *Forward Booking*. I remembered how often I, myself, ‘forward booked’ in my own life with doctor and dentist appointments and I remembered that it actually saves me time. And then I remembered that I don’t often forget appointments so I shouldn’t assume that others would too. As for the staff, I figured that maybe donuts in the breakroom would go a long way in helping with the transition.

Once I was educated, I asked myself, “So how does *Forward Booking* impact the quality of patient care we deliver?” Well, for one, the patient is actually seen; two, we are able to continue with their care on a regular basis; and three, the patients are better taken care of, which makes them happier and also makes their owner’s happier.

What would you say to encourage veterinary practices to start *Forward Booking*?

I would say....Just Do It, It Works!! Start with 6 month rechecks, blood work and ProHeart injections. Once the staff and you see how well that it’s working, then move on to *Forward Booking* everything else.

My last word of advice would be “Just Get Ready, Set, Go!!

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