

 **vetstoria.**

Making the most of Vetstoria

The ultimate best practices guide to gain control of your schedule and more revenue

Here are some of the best practices that 3000+ practices using Vetstoria swear by

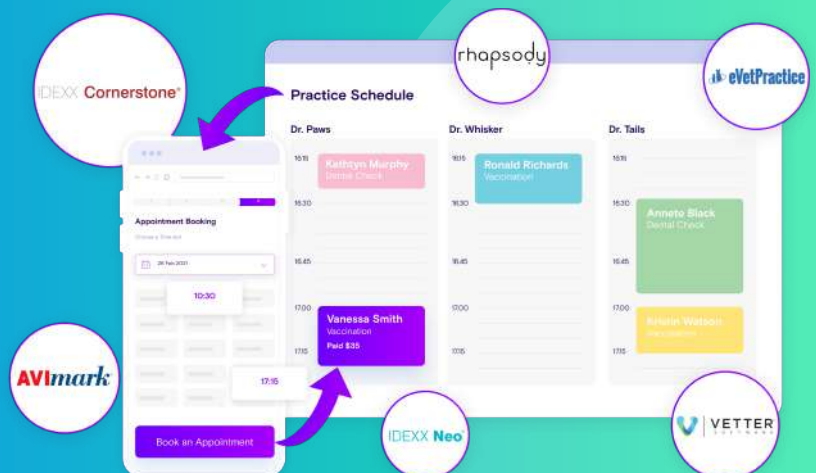


System checks

Once you get started with Vetstoria, you will need to do a few checks to ensure everything is running smoothly. Below is a quick checklist.

● Seamless PMS integration

It is important to remember that an automated system is running behind the scenes and that the schedule needs to be well integrated. For example, this would be the appropriate block offs set up in your PMS need to be reflected in Vetstoria. So double check if appointment durations, reserved slot counts are accurate and pet owners can view vet availability.



- Inform Vetstoria if there is change of schedule. We need to be made aware of any event which may influence the running of our software. For example if there is a change of vet or another important revision.
- It's advised to have your team also make test appointments to see if details are captured well and appointments are matched.

Monday	Tuesday	Wednesday
16.15	16.15	16.15
16.30	16.30	16.30
16.45	16.45	16.45
17.00	17.00	17.00
17.15	17.15	17.15

The table shows a grid of time slots for Monday, Tuesday, and Wednesday. A purple bar is placed over the 16.45 slot on Tuesday, with a purple arrow pointing to it from the right.

Save front desk time with customizations

Vetstoria's most popular feature is our capability to customize the platform as much as possible so you have control of your schedule and offer appointments based on your availability.



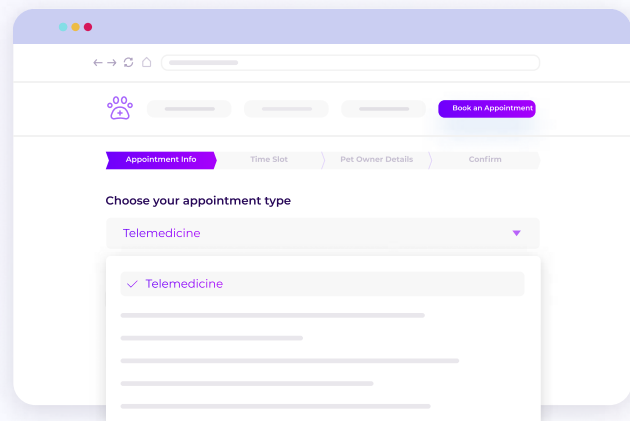
90% of bookings are 20-minute vaccinations and 30-minute ear checks. Monday and Friday afternoons are blocked for online booking so there's flexibility for emergencies.

LIBBE SOELBECK – VETERINARY NURSE
ANICURA VARDE – DENMARK



Prioritize team availability

You can set up appointment types based on veterinarian availability and different days of the week. For e.g.: you can avoid taking any appointments for vaccinations on a Monday morning and specify this on our platform. You can also mention which vet is available and the time slots based on their schedule. You can even specify the species that are open to treat.



Exclude slots you dont want to offer

Want to restrict time slots and open up for emergencies or manage during staff shortage? You can simply add a time slot you want to block from the online booking system so pet owners are not able to book and appointment at that time.

Exclusion	Week	Day	Time	Appointment types	Applicable Calendars	Status
Rule 1	☰	Mon	08:00 - 14:00	All	All	off
Rule 2	☰	Mon, Tue, Thu, Sat	08:00 - 14:00	0 sick/Trauma	Rabbit, Reptile	off
Rule 3	☰	Mon, Tue	08:00 - 14:00	All	Goat, Sheep	off
Rule 4	☰	Friday	08:00 - 14:00	0 sick/Trauma	Dairy Cow	off
Rule 1	☰	Mon	08:00 - 14:00	All	Rat	off
Rule 2	☰	Mon, Tue, Thu, Sat	08:00 - 14:00	0 sick/Trauma	Pig, Cow	off

Have plenty time in between appointments

With our “Gap to the earliest slot” feature, you can set up enough time for pet owners to arrive at the appointment. For example if it's a repeat prescription order, you can set the gap to earliest time slot as 48 hours so you have enough time to check your stock and refill.

Booking

How do I Create an Appointment Type? Show options for: Availability

Display name	Duration (min)	Hourly Slots	Reserved Slot Count	Gap to Earliest Available Slot	Enabled
Vaccination	1 Calendar Slot	All	0	15 minutes	Enabled
Excluded Species Alone					
Consultation	1 Calendar Slot	All	0	15 minutes	Enabled
Excluded Species Alone					

Save time with Intelligent triage

In some cases, your team will have to identify if the appointment is an urgency one. This has to be done on the spot and takes time especially during a call. With appointment screening you can add key words that would imply an “emergency” so it triggers an action for pet owners. For example, you can set up key words such as “vomting” or “bleeding” and that could prompt an action for the pet owner to call the practice. With this, you can automate the process of detecting the nature of the appointment saving time for your front desk. Additionally you can also triage with disclaimers and telemedicine.

Appointment Screening

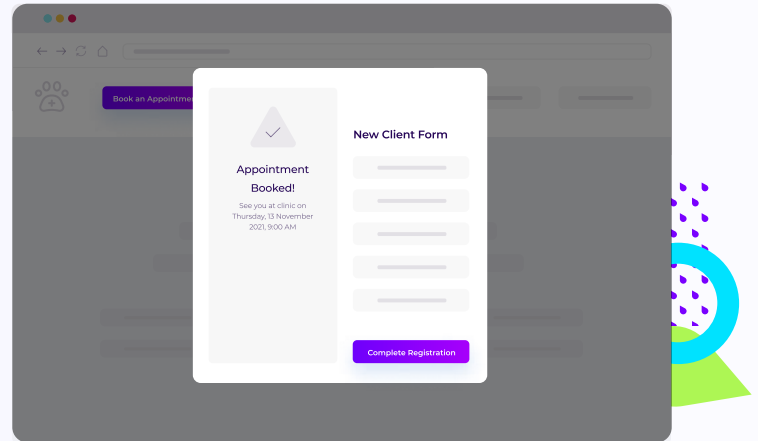
Booking

Type	Keywords	Appointment Types	Display Message	Caption for "ignore" check-box
Preventive	castration, operation, spay, spayed, neutering, spaded, speyed, snip, fix, sterilized, scan, extract, lump, remove	All	You appear to be booking an appointment for a surgical procedure, which may only be booked by the practice directly. please call 476398479	No, this is not for a surgery
Preventive	blood, bleeding, bled, bloody, cut, laceration, limping, can't walk, not moving, bite, fight, attacked, attack, hit by a car, bloat, crying	All	You appear to be booking an appointment for a emergency. Please call us immediately.	No, this is not an emergency

Automate manual tasks to cut down admin time

Enable the new client form

This will help reduce the additional call your team has to make to get new pet owner information. With the new client form, pet owners can share their details at the end of the booking an appointment - no 3rd party tool or forms. The information will be emailed to the practice so that can be later entered to the PIMS.



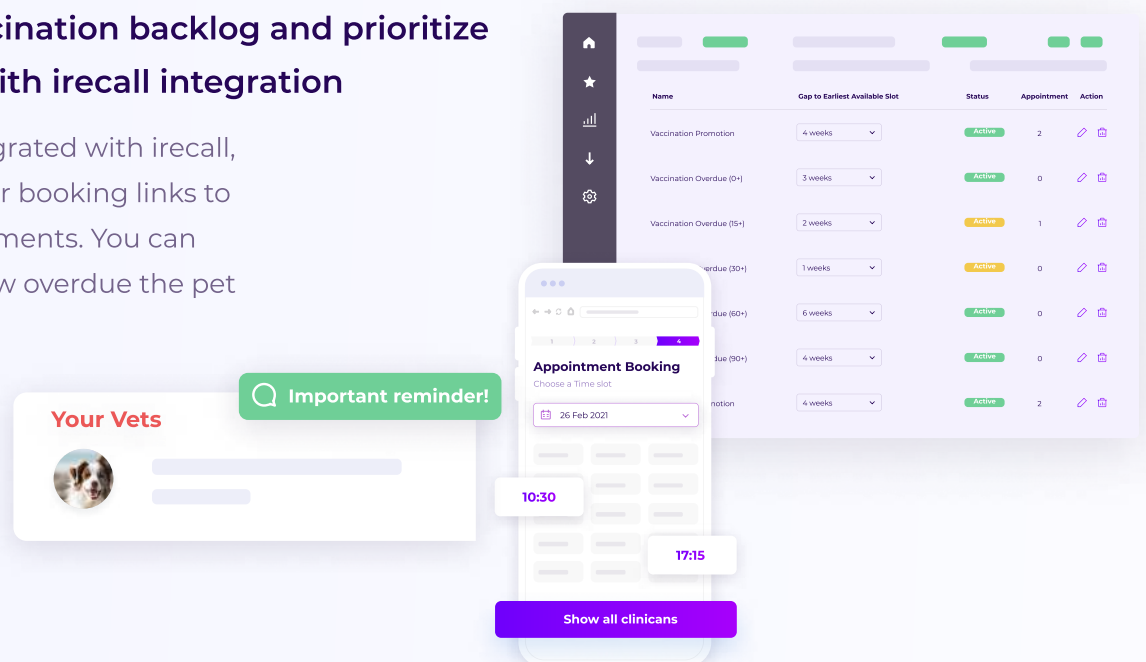
Enable Automated email reminders and confirmations

Vetstoria provides email templates, so that pet owners can get a confirmation email as soon as they book an appointment and when the day of the appointment is close. It will also have a link to enable user cancellation. This helps the admin team to save time on manually confirming or reminding appointments.



Manage your vaccination backlog and prioritize important ones with irecall integration

If your practice is integrated with irecall, it is easy to integrate your booking links to a vaccination appointments. You can prioritize based on how overdue the pet is for a vaccination.



Offer payment options to reduce no shows

Not only do you lose out an appointment you could have offered someone else, it also wastes time. Vetstoria offers payment options so you can pre-authorize or get the full payment for an appointment to ensure pet owners bring their pets for the appointments.



Vetstoria would like to connect to your Stripe account

Vetstoria will have access to your data, and can create payments and customers on your behalf



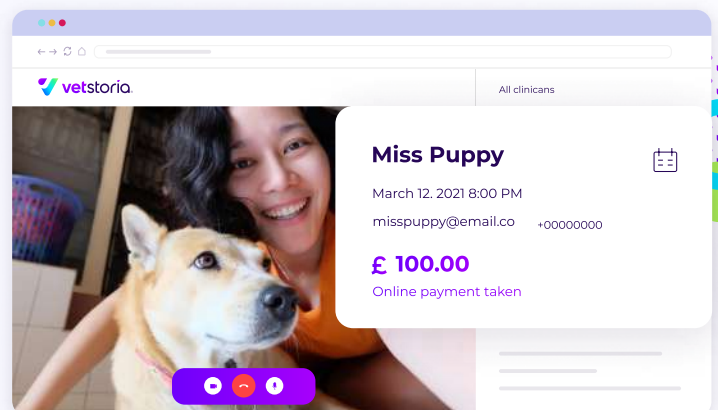
A number of clients have said they would book a telemedicine consult with or without the covid19 scenario. If it's marketed, there's no reason why telemedicine consults can't carry on into post-COVID. In my practice, I would like for telemedicine to become more commonplace, I will be actively advocating for it because it can utilize my staff in a different way. The nurses are doing their telemedicine appointments at home, I don't have them at the clinic, and that gives them a lot of flexibility.



MARTIN BRICE – VET & OWNER,
EMERSON'S GREEN VETERINARY SURGERY

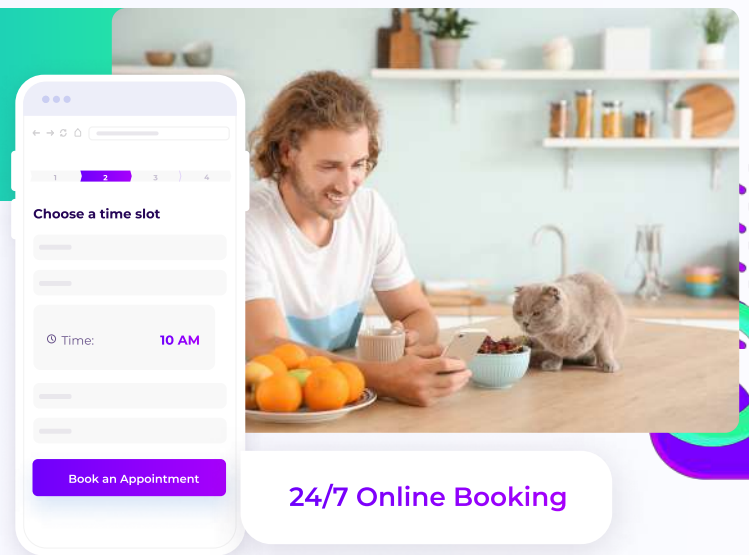
Offer telemedicine appointments for added flexibility

During the height of COVID, telemedicine took off because of practice closures or lock down. However, if pets require a quick diagnosis or post surgery check, your practice can still offer telemedicine appointment. There is a chance that your vets are directly approached for advice or get pet owners calls or texts. So offering telemedicine appointment can also help you monetize while offering flexible pet care.



Pet owner satisfaction and Experience

Pet owners love booking online. No customer calls an airline to request or make an appointment - they book online and same goes for appointment scheduling. According to Vetstoria data, 70% pet owners like making an appointment online. So how can you ensure pet owners book more appointments online so it reduces calls for you?

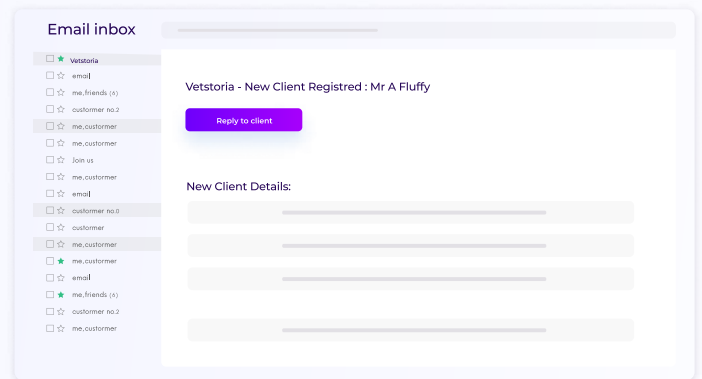


24/7 Online Booking

Tell your pet owners about online booking

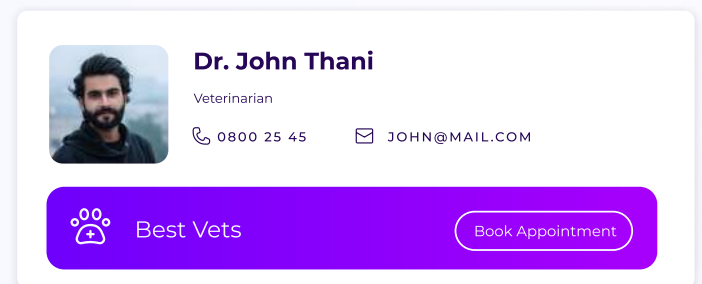
Announce via email

Make an announcement via email or newsletters to your pet owners that you now offer online booking so they do that instead of calling the practice. Ask your friendly customer success representative for resources you can use.



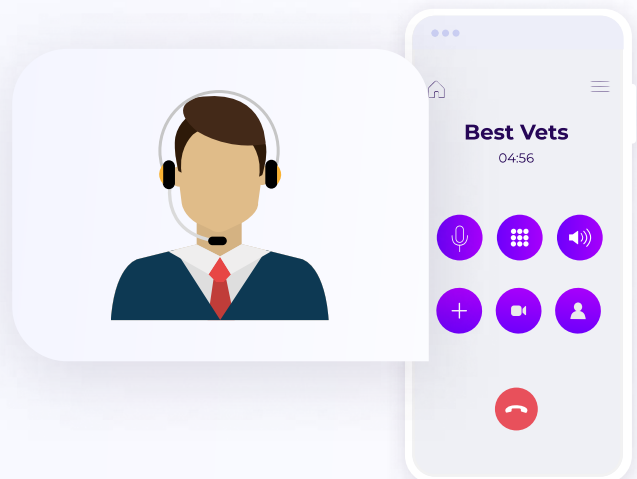
Add the booking link to your e-mail signature

Include a link in your email signature to expand awareness of the option to book appointments online. You can also add a banner to promote online booking more engaging than a hyperlink alone.



Add a "on hold" message to your hotline

When your pet owners call the practice and are on hold, have the automated voice tell them about online booking so they can opt for that instead.



Promote online booking on your social channels

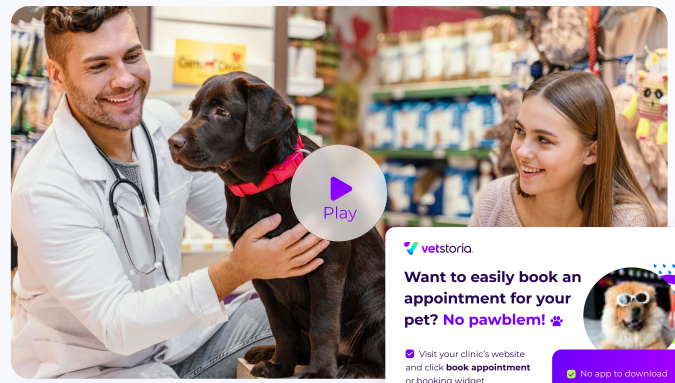
Use our social media and website banners to announce that you now offer online booking and it reduces holding time for pet owners. You can request these packs from your customer success representative.

Display in-clinic posters and brochures

Integrate a QR code to your flyers and brochures that leads your customer directly to the online appointment booking page. When scanning the code, your clients will be instantly redirected to the booking tool.

Pet owner guidance

Give customers clear instructions to make an appointment. You can do this by offering pet owners a “disclaimer” with our readily available templates. These instructions could vary from prepared for their pet’s appointment, COVID regulations or anything they need to know before a telemedicine appointment. You can go to content pages under settings, and “add disclaimer” with your advice based on the templates available.



We now offer online appointment booking with Vetstoria

Visit our website to book your next appointment.

- Visit your clinic's website and click **book appointment** or booking widget
- Fill appointments details
- Choose a date and time
- Share your details and done!

- No app to download
- No login required
- No forgotten passwords

24/7. On your phone, laptop, or tab!

With real-time booking, you can make an appointment

- Anytime
- From any device and
- No more waiting on hold

No more forgetting!

Get an automatic confirmation after you **book an appointment** and periodical reminders so you don't miss your appointment.

Important message about Coronavirus (COVID-19)

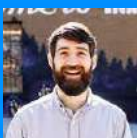
Due to COVID-19 restrictions, please call us when you arrive at the clinic to let us know you are here. Please wait in your car. We will then call you in when our staff are ready to see you. Please note we allowing 1 person per pet and please wear a mask. Thank you for your patience.

Appointment info	Time slot	Pet Owner Details	Confirm
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Make it easy for pet owners to book online

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I'm a firm believer that, now, people's first impression of your practice is the homepage of your website. Pet-owners land on the page and within 10 seconds, they make a conclusion about what type of practice you are, how well you practice medicine. We wanted our homepage to have the WOW factor which isn't something pet-owners see very often for on veterinarians' websites.



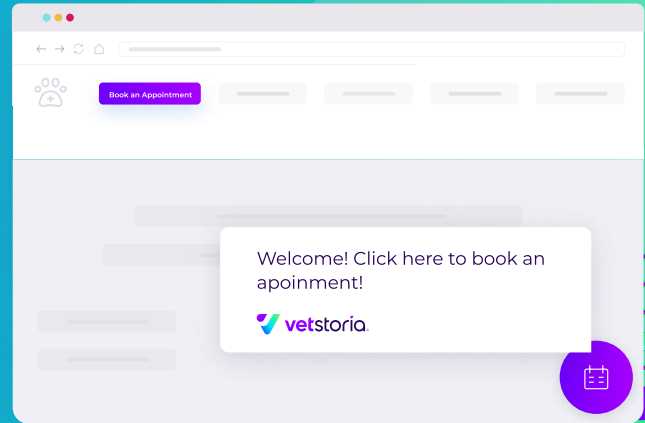
JOHN YOUNKER – OWNER,
COMMON COMPANION VET CO

Give more visibility to the booking button

Your “Book online” or “Book and appointment” button should be prominent so pet owners can find the widget easily. This way they don't spend too much time wasting trying to understand how they can book an appointment. Display it prominently on the navigation menu, top right corner of your website or even at the top centre of the screen.

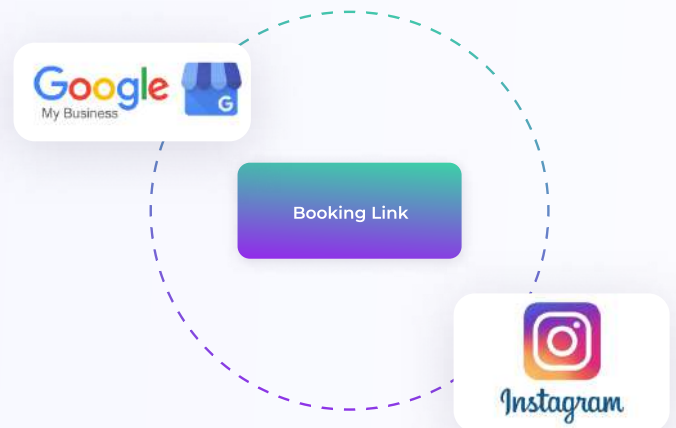
You can also enable the floating button so users can easily locate the booking tool.

This will quickly open up the booking link so pet owners can make an appointment in no time.



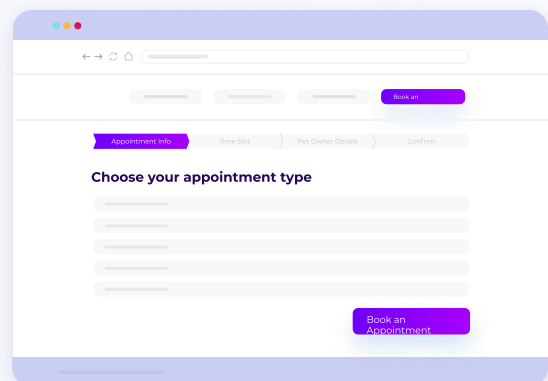
Offer Plenty options to book online

Provide as many access points as possible to book online. Integrate your booking link with other digital and social channels such as Google my Business, Instagram easily so pet owners can access the booking link easily from those channels.



Dedicated page

Direct users to a dedicated page that hosts the booking widget when pet owners click on “book online”.



Acquiring more clients

Vetstoria helps you to acquire new clients and drive more revenue so you can see the value that we can add to your practice. So how can you ensure you use the right features?



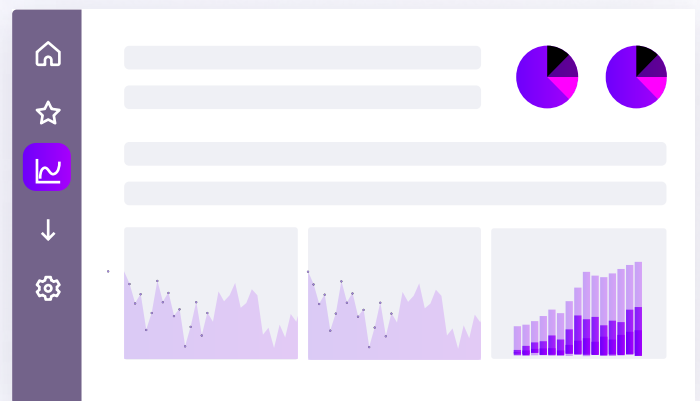
Before Vetstoria, we were trying to manually figure out client conversion data but now we can just log into the dashboard and see how a campaign performed by looking at how many appointments were booked, if people are dropping off and how we can optimize future campaigns.

EMILY ARNOLD, SENIOR DIRECTOR,
MARKETING, LAKEFIELD VETERINARY GROUP



Make use of our analytics dashboard

There are some key data that will help you understand pet owner behavior. This includes knowing the drop off stages of the booking process, most popular appointment types, popular vets in your practice, busiest day of the week and more. This will help to understand which hours of the day or week you need to optimize to get more bookings.



Add smart links for your promotional campaigns

Use the digital marketing link of Vetstoria to create and easily track your campaigns if you need to run a discounted check-up or a vaccine drive on selected dates. These links will directly link to the booking platform which helps book appointment easily and easy for you to track.

The screenshot shows a table with a dark sidebar on the left. The table has a 'Create new booking campaign' button in the top right corner. The table columns are Name, Link, Status, Appointment, and Action. The rows represent different promotional campaigns.

Name	Link	Status	Appointment	Action
Promotion Link test 1	https://serthsethsethsthrtyhsrthjrstjrtjryhjsrtj	Active	2	
Promotion Link test 2	https://serthsetdykyiligu9p89py89p	Active	0	
Promotion Link test 3	https://serthsethseth97gft16ujdr6	Active	1	
Promotion Link test 4	https://serthsedryjry6ky7k	Active	0	
Test 1 - No payment required	https://serthse76k9pfyukfukdr56se5th4jhrjyr	Active	0	
Test 1 - Pre - auth optional	https://sertrdyjdy7k7k7689x6BIBky6kt73ak	Active	0	
Test 1 - Full Payment mandatory	https://seryukyfukr67u4e58rtertgert5y6	Active	2	

We're excited to welcome you to Vetstoria. If you have any questions or need help with setting up any features, feel free to reach out to our team!



Get in touch with our support team



Visit our site

