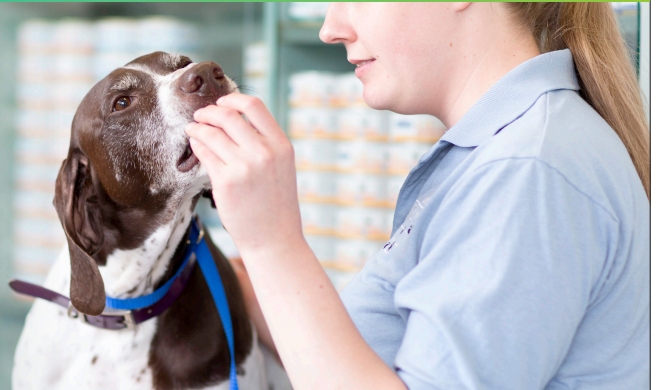


Best Practices for Your Home Delivery Program



Get your entire staff involved.

- + We've found that the most successful practices get their staff involved in their Home Delivery programs from the very beginning. If they understand how the program works and how to use it, they'll feel comfortable and confident discussing it with all of your clients.
- + When each member of your staff is trained on our ScriptRight® ePrescribing tool, everyone wins. You can schedule additional training sessions with the Practice Support Team at any time. We also have a new Help function that makes using ScriptRight even easier.
- + Choose a workflow that fits into your daily routine (e.g. who in the practice enters the Rx, etc.). Many practices make this process fun by setting team goals and offering prizes or team parties when goals are met.
- + Bookmark the Services Home landing page on every computer in your practice. To guarantee timely approval of client requests, we've found that practices that encourage doctors to review pending orders daily have very happy clients who receive their orders in a timely fashion.

Admin setup is key!

- + Did you know that by utilizing the Electronic Funds Transfer option we can seamlessly transfer the proceeds of all your transactions directly to your account each month? Plus, the more manual option of cutting a paper check has a \$15 fee associated with it, and of course we'd prefer to save you money and get you your funds as quickly as possible.

Since conversations about medications, food and OTC health care products happen everywhere in your practice — over the phone, in the lobby and in the exam room — training your entire staff will help you utilize every client interaction to promote your Home Delivery program.

- + **Pro tip:** Adjust prices by percentages rather than dollar amounts to protect hospital profits in case of future price changes. We do research to make sure that our suggested prices are competitive and leave you with a healthy profit margin, but you always have the option to adjust your pricing. Use the Help function in the Hospital Admin portal to easily adjust your prices.

Spread the word!

- + Enroll in PetMailSM — our free email marketing program. Through PetMail, Vetsource will engage your clients on your behalf with targeted emails designed to drive them to your online store and build brand awareness — all at no additional cost to your practice. PetMails contain Vetsource- and manufacturer-sponsored promotions good for valuable savings on products available in your online store — without affecting your profit margin.
- + Make sure to promote key Home Delivery features such as AutoShip and RemindMeSM. With AutoShip, clients can schedule regular deliveries of their pets' medications and food at their convenience — with no shipping charges!

With RemindMe, your clients can schedule individual doses of their pets' flea, tick and heartworm medications for convenient Home Delivery each month when they need them — with no shipping charges! Your clients will also enjoy the affordability of paying for each dose one at a time. And your practice will benefit from improved compliance, enhanced client relationships and increased revenue.

- + When you launch your Home Delivery service, let your clients know that you've chosen to partner with Vetsource as much for their pet's safety as for their convenience. Emphasize that every item in your online store is sourced directly from the manufacturer, so they will never have to worry about receiving counterfeit or expired products. You can find additional Talking Points in the Marketing Toolkit.
- + Take advantage of our Marketing Toolkit. It has assets designed to help you share the benefits of your Home Delivery program with your clients, including:
 - Buttons for your website designed to drive traffic to your online store
 - A downloadable list of Talking Points to help your staff share the benefits of your Home Delivery service with your clients
 - Specially designed content for you to share on your social media channels (We'll be updating this each month!)
 - A printable counter sign to place at your front desk
 - Content to promote your Home Delivery program on your website
 - And more!



Check out these helpful resources at vetsource.com/marketing-toolkit

A best practice is to assign at least one person on your team to keep an eye on the ScriptRight approval tab and check it at least once a day.