

Case Study

**Regular  
messaging drives  
appointment  
numbers and  
revenue**

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Chapman Animal Hospital,  
Western Australia

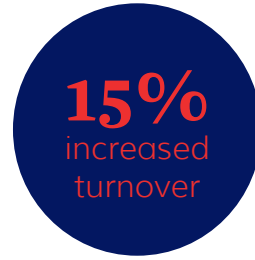


# Overview

Ben Mason, Managing Director of Chapman Animal Hospital in Geraldton, Western Australia had been using VisionVPM to help simplify practice management.

The team treat a wide range of small animals for their local community, and are relied on for up-to-date diagnostic and medical resources in the rural area.

In just over eight months, Rapport helped Chapman Animal Hospital generate an additional 1,100 appointments, two to three of which were online every week, with an estimated revenue of \$260,000.



# Challenge

For rural practices there are a limited number of clients, so ensuring your existing clients return for regular check ups and know about seasonal preventatives is key for their longevity in the community. The challenge for veterinary practices Mason was looking to combat is finding the time and resources to run these retention campaigns, and have a variety of online and offline options for clients to book their appointments.

**“We have gone from two to three online bookings a week to that same number each day”**



# Solution

"We had been using the automated reminder and online booking functions but weren't using the other functions much," said Mason, "After a particularly quiet few months, I decided to look at using the campaign function within Rapport."

Mason searched for outstanding reminders within VisionVPM identifying thousands of overdue wellness checks, dental checks and vaccinations.

"I uploaded this list to Rapport using one of the pre-existing templates and sent the reminders via SMS. In just over eight months Rapport has generated an additional 1,100 appointments, with an estimated revenue of \$260,000," said Mason. This represents an increase in turnover at a quiet time of 10-15 percent.

Mason has now built the SMS channel into a weekly campaign, inviting clients to make an appointment, or get in touch to update their records. "The great thing about Rapport is it demonstrates the success of each campaign. It details the number of appointments booked and the estimated revenue," said Mason, making it easy to identify his return on investment.

**"My advice is to get it if you don't have it and stick with it if you do. The results it delivers are powerful. I urge other veterinarians to stick with it and invest the time."**

The automation of the reminder and recall process has saved Mason significant time in associated labor costs while updating the database.

Client feedback to Rapport's reminders and recalls has also been positive. "I dispatch [campaigns] around 10.30am and clients start replying in their lunch break. Some are delighted to receive a reminder, because they've completely forgotten, and some didn't realise they had an appointment coming up."

Mason also includes a link in the SMS for clients to simply click and be taken online to complete a booking. This has led to an increase in online appointments from two to three per week to the same amount per day.

"There's plenty of positive feedback all the time; testament to this is the fact that they're making appointments."

## Contact

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