

Marketing

Creating the Future: 5 Trends to Know & Use Now in Practice

“Even if you are on the right track, you will still get run over if you just sit there.”

- Will Rogers

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The purpose of this talk is to help you see and consider emerging opportunities to lead change in your own practice and ensure a bright and vibrant future.

Do you realize how profoundly and rapidly the world is changing and how immigration and an aging population are shifting demographics here in North America? These changes will impact the type of clients that we see as well as the labor pool that is available to staff our hospitals and clinics. How can you thoughtfully and productively respond to these changes and make them work for your practice?

Clients are saturated with information and more aware than ever of the choices they have for pet care. They are increasingly skeptical and searching for answers online. They are careful where they place their trust and they hunger for authentic connections and personalized care for their pets. As the market for pet care continues to grow and evolve, clients are bombarded by new options for pet care and products to buy. Others, outside of veterinary medicine have been quick to see the emerging opportunities. What are you doing? And what innovative strategies and new services are you ready to provide to meet the changing needs of pet owners?

Are you “green” enough? Do you understand the importance that clients place on healthy and organic treatment alternatives? Are you leveraging the new realities of the marketplace and workforce to grow your practice?

Opportunities abound once you see them! This talk provides information and ideas to help you choose how you want to use the major marketplace trends in practice. Practical tips and ideas to consider right now include:

- Personalized pet care
- Less invasive treatments, tests and procedures
- Growing the market for Cat care
- Customized Care for Pet Life Stages
 - Pet Rehabilitation
 - Pet Hospice Care
 - Pet Home Nursing Visits
 - Pet Behavior Counseling
 - Pet Weight Management
 - Pet Genetic Testing
 - Whatever you want!

There has never been a more exciting or challenging time in veterinary practice. The future is yours to make. I hope these ideas will give you some ideas to get you started!

Resources:

JAVMA, Vol 232, No. 4 February 15, 2008 *Special Report: Impact of the owner-pet and client-veterinarian bond on the care that pets receive*
American Veterinary Medical Association *US Pet Ownership and Demographic Sourcebook 2007*
www.healthycatsforlife.com or www.catvets.com Subtle Signs of Sickness; Feline Wellness Checklist