RECAPTURING LOST PATIENTS
THE ISSUE: LAPSED PATIENTS

• Lapsed patients are becoming increasingly common in companion animal practices.

• Many practices are not aware of the number of lapsed patients they have.

Do you know how many patients in your practice are lapsed?
THE ISSUE: LAPSED PATIENTS

How do we define lapsed patients? **>18 months since their last visit.**

The number of lapsed patients of dog owners and cat owners is on the rise.

- **46%** of dog owners and **51%** of cat owners in 2012
- **53.4%** of dog owners and **58.6%** of cat owners in 2015

Source: AAHA 2016
WHY ARE YOU LOSING CLIENTS?

- Dr. Google: The Internet is increasingly becoming the default source of information on pet healthcare, replacing veterinary examinations.

- Clients have a poor understanding of the value and importance of regular exams.
  - Many clients rely on veterinarians only for routine vaccinations.

- Cat owners often avoid professional veterinary care because of the stress involved with transportation and physical examination of their pet.
MAKE AN EFFECTIVE CHANGE

Retention Mistake:
Forgetting About Lapsing/Lapsed Patients
Veterinary practices are hyperfocused on attracting new clients.

Practices easily spend 1-3% of gross income focusing on new client acquisition.

New client acquisition marketing is meant to get clients in the door, but what are you doing to keep them coming back?
WHAT IS YOUR PRACTICE’S BONDING RATE?

A bonding rate measures the number of customers who are returning to the practice after 18 months. If your bonding rate is under 30%, you should take immediate action.

BONDING RATE

77% Visited the practice in the past 18 months.

23% Have not visited the practice in the past 18 months.

In the average practice, just over 20% of the customer base hasn’t been seen in the last 18 months.

Source: HSVS Pilot Program 2017
Target patients who have not visited the practice in 18+ months.

Reach out to clients
- Email campaign
- Postcard

Track success, learn from clients, and clean up your practice database.
Henry Schein Veterinary Solutions conducted an extensive pilot program in 2017.

Our data shows that in a typical 2 vet practice, 20% of the client base is lapsed. On average, we see a practice of this size having approximately 7,000 clients. 20% of those are lapsed, or 1,400. With a recapture rate of 4%, we could see about 56 appointments being made. If the average value of a recaptured appointment is $150.00, that would be approximately $8,400 in revenue lost from the clinic.

By recapturing $8,400 in revenue per year, you can reinvest in your practice to create positive, long-term momentum.
WHAT IS OUR PATIENT RECAPTURE PROGRAM?

• Patient Recapture targets lapsed clients who have not visited the practice in the past 18 months. We reinforce the importance of preventative care by encouraging clients to schedule an appointment through a series of postcards and email communications.

• Our communication approach will provide the greatest success for your practice without your practice needing to manage the protocol or cadence strategy. The costs are based on performance so we are responsible for optimizing the process for your practice’s benefit.

• Practices pay $25 per recaptured patient.
“I loved that we didn't have to do any work and saw a nice amount of revenue in return.”
Stacey, Buena Vet Clinic

“I was very happy with the results, and surprised that the average transaction was so high with these visits.”
Jennifer, The Cat Doctor and Friends

“I thought this was a good program. Overall, I was impressed with the number of returned visits. Also, it was automatic, so I didn't have to think about it much.”
Rosie Hahs, Fairbanks Animal Clinic

“I think $25 per visit is reasonable to pay for this recapture program. It’s a great idea and very beneficial to the practice.”
Alex, North Hollywood Animal Care Center
QUESTIONS?
Our Patient Recapture Program targets patients who have not visited your practice in the past 18 months. Through a series of postcards and email communications, we reinforce the importance of preventive care by encouraging the owners of these patients to schedule an appointment.

Bonding Rate

77% visited the practice in the past 18 months.

23% have not visited the practice in the past 18 months.

In the average practice, just over 20% of patients haven’t been seen in the past 18 months.

ACT NOW!
THANK YOU

FOR MORE INFORMATION:
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