



Pawsitive Integration of Products and Services

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Abstract:

The introduction of new products and services into a veterinary practice involves several factors that will impact the short and long-term profitability of the products or services being launched. By breaking the process down into 5 steps, the integration becomes more understandable and ultimately more successful. How the product fits into the larger scheme of what your practice has to offer needs to be congruent with both current offerings and plans for future growth. Financially speaking, this new product or services must make sense for both the practice and the client. If it involves a piece of equipment, this involves the larger concept of a return on investment that lives within the repayment cost of the equipment, the frequency of use, upkeep cost of the equipment, and potential for frequency of sale to the client. Whether it is a product or service, the perception of value for the staff and the client will ultimately determine the viability for short and long-term delivery/sale of the product/service. This begins with the proper training of staff. Their ability to understand the product/service will directly lend to their perception of value, and ability to convey that perception of value to the client. Once the staff has been properly trained, a quick and reproduceable pitch must be developed to present the product/service to the client. With respect to the impact on the total purchase for the client, this includes having payment options available to allow the client to afford products/services that are higher than the average purchase at your practice. Once these factors have been well-addressed, it is time to launch your product or service

In conclusion, . This involves pricing, where and how it is advertised in your practice, payment options for the client, packaging with other products/services, and proper communication to the client in the correct timing. Utilizing the detailed bullet points included below, carefully



analyze the factors that will help you pawsitively launch your new product/service into your veterinary practice.

Biography:

Claire Pickens has been in the veterinary industry for over 30 years, and is currently a national Director of Learning and Development for a scaled veterinary organization in the United States. In her background she has also founded, co-owned, and successfully sold a private practice. She has spoken on leadership and communication across several industries, and she is published in a reputable veterinary business journal. She has special interests in the area of ethical business practices in veterinary medicine, the coaching and training of veterinary hospital teams, the successful implementation of business strategy, and the clear communication required to build and maintain high performing teams. Educationally she holds a bachelor's degree in business with an emphasis in human resources and marketing, as well as an executive master's in business with an emphasis in executive leadership. She holds several certifications including as a certified veterinary practice manager, a certified human resource professional, Fear Free, and holds a green belt in Six Sigma.

Publication of speakers:

1. Got crabs?2018
2. Overcoming Management Blues, 2017
3. DISCOVERING YOUR PRESENCE,2017

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