



Phone Script #1 – Cat households/Appointment Call (Current Patient)

Caller: Hi, I need to get my cat _____ scheduled for a wellness/annual appointment.

Reception: No problem, has _____ been here before? What is the last name?

Caller: Yes she has, her name is _____ but she hasn't been in for X years so I just want to get her checked out.

Reception: That sounds great – has _____ had any issues we should know about? Or just a general check up and catch up on vaccines?

Caller: Just a general check up. And yes to vaccines as well. We haven't had them done in a while because she was so scared last time it was really tough.

Reception: I understand. I know that the veterinary visit can be especially tough for cats, we see it quite often. Here at _____ Clinic, we offer Happy Cat Packs that are intended to make the visit to our office less stressful. They include Zylkene, a stress relieving supplement, pheromone wipes to use with the carrier, catnip for the car and while at the visit and some treats to use during the carrier and transfer process to build their comfort levels. {*Optional:* Add gabapentin if that is also included – or other inclusions unique to your clinic.} We also provide literature and tips on the previsit process and carrier process, which can help decrease their stress quite a bit before they arrive at the clinic.

Caller: That sounds great, is there a cost?

Reception: Yes, they are just \$10 which we can add to your account / wellness visit invoice. The cost is primarily to cover the medication cost and we can either ship it to your home or you can drop by and pick it up if that's convenient. Instructions on the medication will be included but if you have any questions or concerns feel free to call us back. If we ship that out today, how about if we set your appointment for _____ - would that be ok?

{*Optional:* You may choose to offer a discount on the cat packs upon their wellness visit completion}

Caller: Sounds great, please go ahead and mail one to me – Thanks!

Phone Script #2: New Cat Patients

Caller: Hi, I need to get my cat _____ scheduled for a wellness/annual appointment.

Reception: No problem, has _____ been here before? What is the last name?

Caller: No we are a new patient, her name is _____



Reception: Ok great, will you be needing a full wellness exam with vaccines or is there a specific problem you are wanting us to check out?

Caller: Just a general check up. And yes to vaccines as well. She hasn't had them done in a while because she was so scared last time.

Reception: I understand. I know that the veterinary visit can be especially tough for cats, we see it quite often. One thing I might suggest, here at _____ Clinic, we offer Happy Cat Packs that are intended to make the visit to our office less stressful. They include Zylkene, a stress relieving supplement, pheromone wipes to use with the carrier, catnip for the car and while at the visit and some treats to use during the carrier and transfer process to build their comfort levels. *{Remember: Zylkene can be given without a previous patient/client relationship so it's a great option for new patients}* We also provide literature and tips on the previsit process and carrier process, which can help decrease their stress quite a bit before they arrive at the clinic.

Caller: That sounds great, is there a cost?

Reception: Yes, they are just \$10 which we can add to your account / wellness visit invoice. The cost is primarily to cover the medication cost and we can either ship it to your home or you can drop by and pick it up if that's convenient. Instructions on the medication will be included but if you have any questions or concerns feel free to call us back. If we ship that out today, how about if we set your appointment for _____ - would that be ok?

{Optional: You may choose to offer a discount on the cat packs upon their wellness visit completion, especially for new patients}

Caller: Sounds great, please go ahead and mail one to me – Thanks!

Phone Script #3 – Dog Patients with cats at home

Caller: Hi, I'd like to make an appointment for my dog _____

Reception: Okay no problem, what will we be seeing _____ for? Just a check up or is there a specific problem?

Caller: Just a check up this time and update on vaccines.

Reception: Ok no problem – it looks like Dr. _____ has _____ date and time, will that work ok?

Caller: Sure that's great.

Reception: Ok and just checking, has _____ had any behavioral changes since our last visit? Any trouble with the car or concerns you might have bringing him in?



Caller: No, nothing I can think of at this time.

Reception: Ok great and while I have you on the phone, I noticed that you also have a cat, _____, that we haven't seen for a while. Is _____ doing ok? Should we look at making a wellness appoint for him also?

Caller: Yeah, ____ has been doing ok. I don't think he needs an appointment right now but thanks for checking.

Reception: Ok and just letting you know that for cats, we are now offering Happy Cat Packs to help make the veterinary visit less stressful. When it's time to bring _____ in and you're concerned about the carrier/car or how he'll do in our office, let me know and I can provide you with more information. It's a great way to help cats who get really anxious about going to the vet.

Caller: That sounds great, I will definitely call you about that.

Reception: Awesome, and in the meantime, I can go ahead and send you some more information via email just so you have it.

Caller: Perfect – thanks.

Reception: Ok, see you and _____ soon.