

Example of an article that is simultaneously B2B and B2C; see notes on p3.



Merchant Log-in



CrossCheck Blog

Here's some content we wrote just for you! Got an idea for a blog article? [Shoot us an email.](#)

The Fear Free Advantage for **Veterinary Specialists**

Posted by *Jessica Beaudry* on Wed, Aug 09, 2017 @ 10:45 AM

Tweet **Share** 10 **Like 5** **Share**



Veterinary visits can take an emotional and physical toll on companion animals and their guardians. Stress, fear and health ramifications experienced by a portion of animals and animal guardians due to visits significantly contributes to clients staying home and seeking out alternatives, **Fear Free** states. To improve the emotional and physical well-being of patients and clients, increase revenue and client turnout, and attract potential clients, **veterinary specialists** can maintain a stress and fear free environment.

With a mission to prevent and reduce fear and stress in companion animals through education, Fear Free introduced its standalone certification program in March 2016. Fear Free Certification and continuing education courses are designed for all veterinary professionals from technicians at animal hospitals to **mobile vets**. Fear Free Certification offers **veterinary specialists** various business-

Subscribe to Blog

Email (we keep it private)*

Notification Frequency*

- Instant
- Weekly
- Monthly

Subscribe

Free Guide Download



Get More Information

First Name*

Last Name

This important value statement ties the article to one of our target markets and the related keywords.

enhancing benefits:

- Increased client satisfaction and positive patient experiences
- Increased visits and referrals
- Improved team communication
- Safer working conditions
- “Vital sign readings are more accurate, enabling veterinarians to provide better diagnosis and treatment options”
- Exposure to potential clients with the Fear Free [directory](#) (currently 7,204 certified professionals)
- Access to Fear Free marketing materials — lab coat logos, business cards and other branded materials

Fear Free Certification for **Veterinary Specialists**



Produced by the Fear Free Executive Committee and field experts — veterinary behaviorists, veterinary technician behavior specialists, board certified veterinary anesthetists and practice management experts — Fear Free Certification requires the completion of eight modules in consecutive order. The online [certification program](#) offers professionals the ability to self-pace and work remotely. Certified professionals will receive nine hours of Registry of

Approved Continuing Education [RACE](#) credits.

Module 1, Fear Free Behavior Modification Basics, reviews “the stress response,” body language, learning theory, behavior modification and the perception of social and physical environments.

Modules 2 – 6 focus on fear free methods and procedures specified to one location:

- Module 2 outlines successful and stress-free transportation of cats and dogs to and from veterinary businesses.
- Module 3 tackles the challenges and solutions for a fear free waiting room.
- Module 4 demonstrates how to conduct a positive exam room experience.
- Module 5 discusses in-hospital care and module 6 serves as a guideline for fear free procedures.

Module 7a teaches pre-visit protocols with therapeutics, behavior management products and pharmaceutical agents while module 7b teaches the “when and how” of in-hospital sedation.

[Module 8](#) is comprised of parts a, b and c. This final course provides professionals with the tools to incorporate Fear Free into practices.

Furthering the Conversation: Continuing Education and other Resources

The demand for low-stress, positive veterinary visits requires **veterinary specialists** to remain knowledgeable on the latest fear free methods, tools and equipment. In addition to Fear Free Certification, professionals can further explore the Fear Free initiative with [Level 2 Fear Free Certification](#), along with continuing education courses such as [Fear Free Kittens and Puppies](#) and [Behavior Training for Veterinarians](#). The following resources are accessible to Fear Free certified professionals:

- [Fear Free Podcast Series](#) discussing recent case studies, expert advice and more
- [Private Facebook Group](#) for Fear Free experts and industry



I hate SPAM and promise to keep your email address safe)*

Phone

Questions/Comments

Subscribe to Blog*

[Get More Info](#)

Browse by Tag

- [ACH](#) (4)
- [Al Arco](#) (1)
- [Alan Levine](#) (3)
- [ALS Association](#) (1)
- [Andrew Donahey](#) (6)
- [Associations](#) (4)
- [ATV Dealers](#) (1)
- [Auto Aftermarket](#) (40)
- [Auto Dealers](#) (8)
- [Auto Dealerships](#) (114)
- [Auto Industry](#) (1)
- [Auto Repair](#) (41)
- [Auto Sales](#) (87)
- [Automotive](#) (5)
- [Awesome](#) (18)
- [Baby Boomers](#) (4)
- [bitcoin](#) (1)
- [Boating](#) (1)
- [Bounced Check](#) (2)
- [Brandes Elitch](#) (11)
- [Brandon Weaver](#) (106)
- [Building Materials](#) (56)
- [C.A.R.S.](#) (41)
- [Case Studies](#) (5)
- [Charity](#) (2)
- [Charles Dortch III](#) (27)
- [Check Fraud](#) (22)
- [Check Guarantee](#) (194)
- [Check on Delivery](#) (10)
- [Check Processing](#) (51)
- [Check Processing Equipment](#) (2)
- [Check Verification](#) (20)

peers to share tips and information on tough cases

- [Fear Free Toolbox](#) offering downloadable forms on client communication, marketing, treatments and staff resources
- [Educational Library](#) filled with articles, videos and white papers



Fear Free Certification is only available to individuals. The [Fear Free Practice Certification program](#) will launch in 2018.

Individual and group registration rates for Fear Free Certification vary. Refer to the pricing grid [here](#).

The American Animal Hospital Association (AAHA) provides [special pricing](#) for AAHA-accredited practice team members.

Increasing Veterinary Visits and Revenue

All clients desire a stress-free experience whether or not their companion animals suffer from increased fear and or anxiety at veterinary appointments. **Veterinary specialists** can satisfy this need by conducting crucial care with a fear free approach. By practicing the Fear Free methodology, professionals can increase trust and satisfaction from both clients and patients, improving visit turnout and increasing profits.

In addition to the transport and treatment of companion animals, the payment of veterinary services can also present challenges for clients.

As a payments guarantee company with over 34 years of experience assisting merchants, CrossCheck understands the importance of maintaining consumer satisfaction while increasing sales and mitigating risks.

Our [Multiple Check](#) service allows veterinary professionals to cooperate with animal guardians to create a payment plan that satisfies both party needs. Clients write 2 – 4 checks that will be deposited over a 30-day period. All approved checks will receive guaranteed funding by CrossCheck when deposited. With Multiple Check, professionals can continue to provide care to pawed patients while clients receive extra time to fund all services. To learn more, [download](#) our free guide.



call to action

- ~~Checks~~ (15)
- Chris Schumacher (4)
- COD (10)
- Conferences (3)
- Construction (9)
- Controllers (1)
- Credit Card (10)
- CrossCheck (9)
- Customer Service (2)
- Data Security (2)
- Dave Siembieda (7)
- Debit Card (2)
- Dentists (23)
- Donations (1)
- Electronic Transactions Association (17)
- Electronics (1)
- Employee Theft (2)
- EMV (3)
- Eric Stegner (3)

transition

Tags: [Veterinarians](#)

Notes

1. Keywords (highlighted in yellow) are used once in the title (H1) and five times in the narrative, including one subtitle (H2).
2. The content should address the who, what, when, where, why and how of the title and subject.
3. All articles transition to a call to action about one of CrossCheck's services.
4. All notes mentioned here apply to curated articles (such as this piece about an existing service) or unique articles that build a thesis.
5. We generally write B2B, but in this instance, the audience is simultaneously "veterinary specialists" (B2B) and pet parents (B2C).

- Hold Check (63)
- Holiday Shopping (12)
- Holidays (5)
- Home Furnishings (71)
- Identity Theft (2)
- In Home Layaway (5)
- Increase Sales (9)
- Independent Sales Organization (ISO) (28)
- Insufficient Funds (1)
- Jason Lindell (12)
- Joe Gargiulo (27)
- Kevin Walli (3)
- Las Vegas Market (25)
- LVM (3)
- Maria Tzouveleakis (18)
- Matt Nern (1)
- MED-RDC (22)
- Medical (29)
- Merchants (9)
- Midwest Acquirers Association (2)
- Mike Harris (1)
- millennials (3)
- Mobile Payments (8)