

Check your progress

Recently you set out to make a change in your practice. Now it's time to see if that change has been implemented, and what impact it's had. Measuring progress is essential to successful program implementation. Here are two tools to help you do that.

Tips to track success

Follow these suggestions to quickly determine whether you're making progress toward:

1. Changing the way you deliver medical care

Tip: Check your internal reports

Look at your compliance report. It will tell you if all staff members are providing the standard of care that you agreed on.

2. Increasing revenue

Tip: Check the numbers

Has your business grown? Did it grow in the area you wanted it to? For example:

- **Sales increase**—Indicates staff performed more testing
- **Efficiency gains**—Shows staff is running more tests in less time or you're able to see more patients without increasing time or staff
- **Compliance increase**—Indicates clients are agreeing to more testing because staff is educated and confident in both their recommendations and the value of testing

3. Improving client satisfaction

Tip: Listen to your clients

Are clients leaving satisfied with the knowledge that your clinic practices the best medicine possible? Do they feel your staff take the best possible care of their pet? Are they comfortable with your charges because they understand the value your staff provides with each test run and service rendered?

Tip: Consider anecdotal experiences

Are there cases where an underlying disease was discovered or an abnormal result was found that might otherwise have been missed without running the new protocol (i.e., the comprehensive CBC with reticulocytes for classification of anemia or an abnormal glucose reading)?

Barrier/Solution chart

The chart below highlights common barriers to adopting your new protocol. If you are not seeing the changes you desired or are noticing any of these signs, follow the recommended steps to remove that barrier.

Barriers	Signs to look for	Steps to removing the barrier
1 Staff communication	Some staff members seem unaware of the change or have forgotten what to do.	<ul style="list-style-type: none"> • Revisit the change in a team meeting and determine if another session is needed. • Be sure the new protocol is posted in an easily accessible place for reference. • Be sure new staff members are well-trained and are using the script. • Consider role-playing at the meeting. • Have a successful staff member share what works for them.
2 System and process documents have not been updated	Staff members are trying to comply, but their efforts cannot be actioned.	<ul style="list-style-type: none"> • Make sure Practice Management Systems are updated • Make sure all tools required by staff are available
3 Staff can't fully explain the importance of testing	Clients are refusing testing for their pets.	<p>Staff hasn't completely bought in to the medical message, or doesn't understand it well enough. Have staff:</p> <ul style="list-style-type: none"> • Reread the evidence and published materials. • Spend time with a team member who is completely comfortable with the new process and can help explain the importance of testing. <p>The more information your staff has and understands, the more confident they will be that the recommendations they're making to clients are in the best interest of the patient. Clients know when staff members are confident and it helps them trust testing recommendations.</p>
4 Staff is uncomfortable talking about the costs of testing	Clients are refusing testing, are disputing the costs or are unhappy with cost of services. They don't understand the value of the tests and services your staff provides.	<p>Staff is not familiar enough with the script to be confident talking with clients. In addition, they need to fully appreciate the benefits of the tests to the pet. Once staff understands the benefits of each test and service, it is easier to talk to clients about their value. Clients know when staff members are confident and it helps them trust testing recommendations. Have staff:</p> <ul style="list-style-type: none"> • Review the scripts. • Role play and practice with other team members who are more comfortable talking with clients about price, using the appointment reminder and the brochure.
5 Clients are refusing testing for their pets	Treatment records show that some services are not being provided to patients.	<p>Clients refuse testing when they don't fully understand the value of the tests and services being offered. Staff members need to be very familiar with the reasons and benefits for testing so they are more confident in their recommendations. Clients know when staff members are confident and it helps them trust testing recommendations. Have staff:</p> <ul style="list-style-type: none"> • Identify if there are any additional educational opportunities with your clients that will help emphasise the importance of the service you are offering. • Review the scripts. • Role play and practice with other team members who are more comfortable talking with clients about price. • Practice using the appointment reminder and the brochure.