



Your Veterinary Guide to Telemedicine



From best practices to clinical scenarios, training and marketing ideas, Medici has you covered.



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INTRODUCTION

Today, animal owners see their non-human friends as part of the family. Whether you are a companion animal veterinarian or work with livestock, specialize in exotic animals or have a mixed practice, current technology has conditioned your clients to demand immediate feedback.

You are already practicing telemedicine (and likely without compensation) every time you answer a text or phone call, or respond to an email or Facebook message, from a client about their animal. When you are not available your clients are turning to costly emergency departments or Google. Your business is at risk unless you accept, adopt and integrate a structured telemedicine offering into your clinic.

But the implementation of telemedicine in your clinic is not a one-size-fits-all proposition.

This guide will show you how to easily customize your individual program and services to fit the needs of both your client population and your clinic.

WHAT IS TELEMEDICINE

Telemedicine is an overarching term that refers to the breadth of technology and tools available for the remote delivery of health or medical information. Telemedicine refers to the tools used, not the medical or health discipline.

The appropriate application of telemedicine can enhance an animal's care by facilitating text, voice and video communications; diagnostics; treatments; client education; scheduling; and other administrative or operational tasks.

With the exception of advice given in an emergency care situation, telemedicine should only be conducted within an existing VCPR and must comply with the state-specific laws and regulations.



BENEFITS OF TELEMEDICINE

Incorporating telemedicine into your client offering will make both significant and positive differences in your clinic by:

Developing the relationship you have with your clients

Your clients will always receive better and more qualified care through you than the internet, with faster assessments and greater continuity of care.



Use Medici for follow-ups and re-checks with your clients, ensuring you and your team are their first line of defense in the care of their animal.

Teletriaging pre-appointment screenings

By creating a virtual workflow to triage and conduct intake BEFORE your clients arrive in your office, you can reduce administrative burdens otherwise placed on your front-office staff.



Use Medici to pre-screen client needs, and facilitate pre-appointment intake so that your in-office time is more efficient and less costly.

Reducing cases lost to after-hours emergency departments

Animals, like people, need care 24/7. By providing an easy, convenient and affordable option to your clients for after-hours care needs, you increase their loyalty and confidence in you.



Use Medici to be available anytime you want, so that your clients turn to you before they use an after-hours emergency department, incurring unnecessary expenses and stress on their animal, and taking potential revenue out of your pocket.

Strategically optimizing your in-office time

By reducing or eliminating non-emergency calls from clients taking up valuable real estate in your office, you allow your staff to prioritize the office for higher acuity cases.



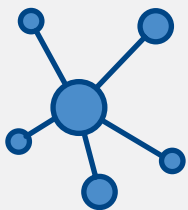
Use Medici to improve your clinic workflow through scheduling what require in-office appointments and keeping low-acuity visits outside of your office, and managed virtually.

CLINICAL SCENARIOS



General wellness advice

Most veterinarians already provide general wellness advice via phone, text, email and social media, and almost always free of charge. Implementing Medici provides you with a platform for offering general wellness advice while also being compensated for it. Additionally, you can use the platform to upload and store education and other information you wish to make available to your existing clients or for use in attracting new clients to your clinic.



Expanding access to your care

Both your existing as well as potential clients will have times when a trip to your office is actually a deterrent to their seeking care. Instead of directing them to an emergency department, or worse, foregoing care altogether, use Medici to provide them with a customized solution making the access of your services more convenient.



Post-surgical care

This is critical for successful outcomes. You can use Medici for monitoring incision sites to check on the healing process via secure photo or video upload; monitoring the pet's stride and mobility via a secure video chat; conducting re-checks; and general observation of the pet's demeanor and recovery after surgery.



After-hours care

Your patients expect 24/7 care for both themselves and their animals. However, providing your clients with your phone number or email almost always results in a work/life imbalance, and too often without any corresponding compensation. Use Medici to set your after-hours schedule, and provide for the after-hours care you are comfortable with, without having to share your personal phone or email, and with a guaranteed means of receiving compensation for your after-hours time.



Hospice care

Sometimes a trip to the hospital would exacerbate a pet's health. Medici allows you to assess an animal's overall well-being and decide whether an in-person visit is required.



USE CASE 1

Bella

Bella, a two-year old female Golden Retriever, was suffering from what Tim, Bella's owner, described as a "persistent and pained" cough. Tim contacted his veterinarian via text over Medici who asked Tim to upload to his Medici app a short video of Bella's breathing, and to count Bella's respiratory rate.

Within minutes Tim's veterinarian was able to review the video and determined Bella's regular rate and rhythm was high, and advised Tim to bring Bella into the office where an exam and tests revealed a moderate case of pneumonia.

A few days hospitalized and some antibiotics and Bella went home happy and healthy. Tim was then delighted to have his veterinarian follow up via secure text message on Bella's progress.

USE CASE 2

Ali

Lauren became concerned when she noticed Ali, a four year old Holstein dairy cow, was no longer eating well, and then discovered what she thought was swelling along Ali's jaw.

Lauren texted her veterinarian on Medici a description of what she was observing in Ali. At her veterinarian's urging Lauren then uploaded several photos of Ali's jaw on the app. Lauren's veterinarian was able to immediately diagnose an abscess formation, and that it was fairly new. Ali was prescribed an antibiotic immediately, and the veterinarian scheduled time to come out to Lauren's farm to drain Ali's abscess of its fluids.

Because an assessment of Ali's case was started immediately via telemedicine, Lauren's veterinarian was able to begin treatment immediately and thus prevent the abscess from becoming worse.



TRAINING & MARKETING

Execution is everything in developing and managing a successful telemedicine offering in your clinic. And your front-office staff and assistant staff are your best resources. Here are four simple tips to help you and your staff manage a first-class telemedicine program.



Get The Word Out

Post on your social channels that you are now available on Medici. Send your clients an email or SMS letting them know they can now reach your on Medici without having to fight traffic, make appointments or inconvenience their animals.



Encourage Your Clients

Make it easy for them, and use language that builds their confidence. For example, "I am now just a text away on Medici. For routine re-checks and questions, or even by uploading a photo or video, I can provide your animal with care without him/her traveling to see me."



Promote Yourself

Medici has both digital and print materials you can order for promoting your telemedicine offering in your clinic and online. Reach out to your Medici support representative at support@medici.md to order your supply.



Don't Stop

Change is often difficult. Helping your clients become comfortable with reaching you on Medici may require time and patience. Encourage them with positive affirmation anytime you engage with them via the Medici app, and they will soon feel the app to be an extension of your office.

BEST PRACTICES

Start small

Consider limiting your new telemedicine services to a particular subset of your clients who you believe would most benefit, and expand outwards from there.



A recent Medici study found that clients who use telehealth services spend an average of 25% more than those who don't, with the majority of new referrals coming from telehealth clients.

Dedicate specific tasks to Medici

Migrate the following tasks to your Medici app, freeing up your clinic schedule for clients who need to be seen on-site: surgery follow-ups, office check-ins, and prescriptions.



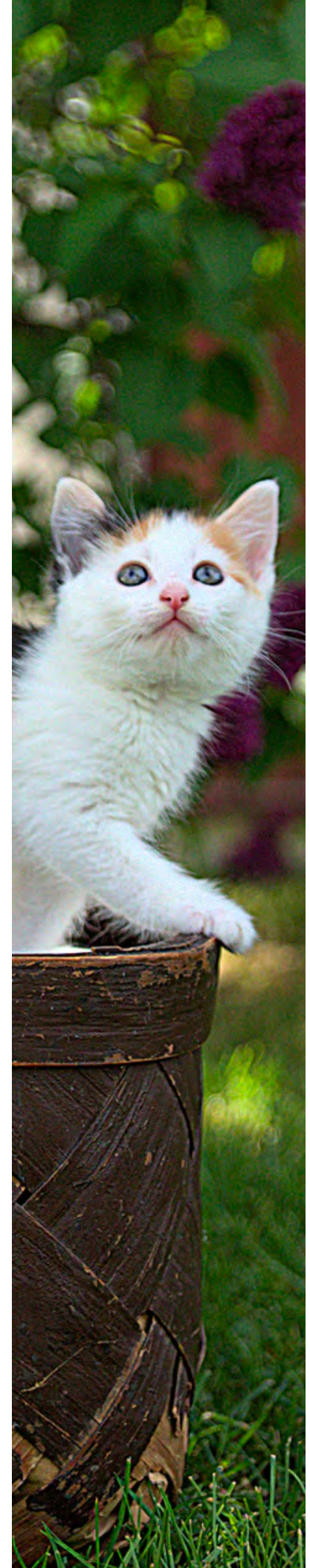
You will find that introducing telemedicine into your clinic actually generates more, not less, free time.

Train your front desk staff

Your front desk staff could educate your clients at every touchpoint. At check-in, inquire whether clients have already connected with you on Medici. At check-out, remind your clients that any follow up questions or concerns can and should be made on the Medici app.

Leverage your team

Your team can help triage your virtual cases. You can add up to 8 staff on your Medici app to triage all incoming inquiries. Additionally, you can allow them to monitor all communications with the client so they are able to respond accordingly based on your specific training.



Let us add your staff to Medici

Let Medici set up your clinic staff as users on Medici so that any enabled team member can answer basic questions and offer your clients the same customer support they expect from an in-office visit.

Set your boundaries

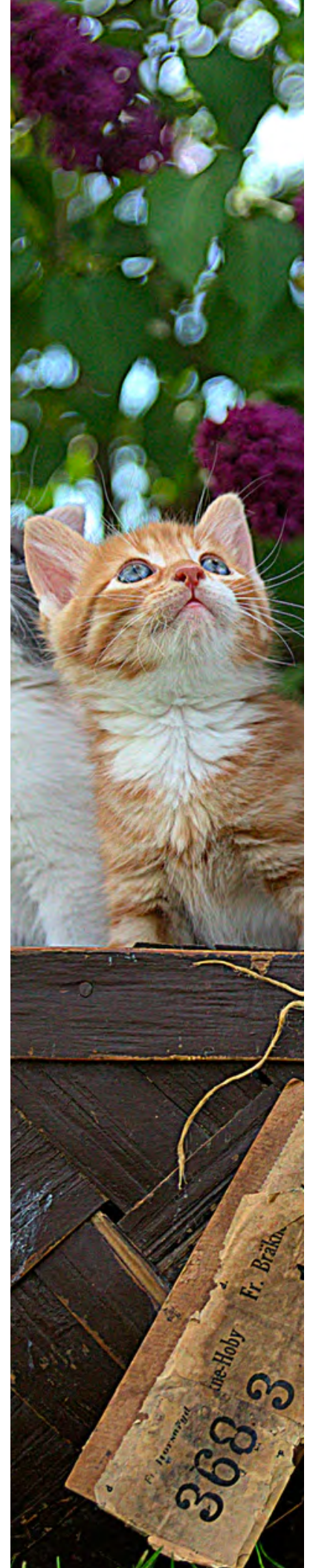
Define your availability from the start, setting and socializing your “offline” times so that your clients know and understand when you are, and are not, available to answer their messages (such as when you are having dinner with your family, on vacation, or sleeping).

Give your clients positive affirmation

It is difficult to communicate emotion via text messaging, so be sure to provide your clients with written affirmations that can help replace the emotional tone often lacking or even misunderstood when using text messaging. For example, “Great job staying consistent with your walking of Olive (mixed breed poodle).”

Take full advantage of Medici’s features

Secure asynchronous text messaging is a great way to maintain a positive client-doctor relationship, keep your clients and staff in the know without having to interrupt the work day or evening with a phone call, and maintain detailed records that document each and every consultation throughout.





CONCLUSION

A successful implementation of telemedicine in your clinic can help you grow revenue, offer your clients more access to your practice, optimize your in-clinic workflow, and all while freeing up more of your valuable time.

We sincerely hope you found this guide useful. We expect telemedicine to dramatically affect the world of veterinary care in an effort to improve quality, access, and value in animal health.



**Want to speak with one of our
telemedicine implementation
specialists?**

To schedule time, visit medici.cx/vets