

Practice Marketing Checklist

	Yes	No	Comments
Internal Marketing			
<i>Practice Exterior</i>			
Signage - attractive, modern, visible, logo apparent?			
Grounds-well kept, clean, landscape modern and appealing?			
Parking lot - clean, surface well kept, parking adequate?			
Lot lighting - well kept, well lit?			
Exterior building - in excellent condition, paint, stucco, siding-appearance?			
Front door, windows-clean, 'fresh' paint appearance?			
AAHA logo prominent on front door or windows at entrance?			
Pet waste receptacle visible to clients?			
<i>Lobby Interior</i>			
No 'pet' or antiseptic odor upon entrance?			
Flooring clean and modern?			
Interior windows are clean and ledges are 'dust free'?			
Paint /wallpaper/pictures are modern, clean and well kept?			
Front desk uncluttered and 'welcoming' design?			
Reception desk well stocked with Veterinarian business cards and practice brochures?			

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Clients and pets acknowledged 'by name' immediately upon entrance to lobby if possible?			
Front staff attentive to arriving clients, making eye contact: voice and body language greeting with energy and warmth?			
Front staff appearance 'clean cut', no visible tattoos or body jewelry, attired in 'color coordinated' uniforms that are new and crisp in appearance. All staff wearing name tags that are new and readable to clients?			
Waiting area 'feels' comfortable, with 'good separation' for pet families and species?			
Cat friendly seating areas?			
Play materials for children? Seating area for children?			
Restrooms clean and inviting?			
Client 'service imperative' by reception staff following client arrival at optimum level?			
Organizational 'impression' of front office area?			
Lobby bulletin board, client education materials of high quality?			
Lobby noise level comfortable?			
Lobby client amenities available? Drinks, pet products, etc.			
<i>Lobby ceilings are dust free and hair free?</i>			
<i>Exam Rooms, Veterinarian and Tech Staff Appearance</i>			
Tech staff uniforms and appearance equal to reception staff?			

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Techs smiling and able to communicate well with pleasant demeanor and good eye contact?			
Vets attire professional and clean-preferably in lab coat and professional work clothes-extra points for male Vets in short sleeved dress shirt and tie?			
Veterinarians wearing name badges that are clean and readable?			
Exam rooms are clean, neat, and have seating that is clean, modern, and comfortable. Décor is warm and welcoming. Medical instruments and exam tools are clean, neat, modern, and in good repair. Exam rooms contain quality client education literature or video capability?			
<i>Internal Client Communications</i>			
Initial phone greetings are 'in person' and reception staff uses consistent phone greeting that is warm, calm, and client focused?			
Practice uses phone script protocols for shoppers?			
Practice has developed a clear payment policy for distribution to clients?			
Staff appears to be well trained in client service imperatives over the phone and in person?			
On-hold protocols are apparent when staff places a client on hold?			
Client service times/waiting times are tracked?			
Admittance protocols permit clear communication with clients that are quick and efficient?			

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Veterinarians participate in client releases whenever possible following hospitalization or surgery?			
Release protocols focus on short waiting times for clients?			
All clients receive a follow-up phone call from staff or Vets each time they visit for any reason?			
Practice uses a consistent client survey program to determine client satisfaction with services. Survey results are shared with the entire staff and problem surveys are followed up on by Vets or lead and management staff?			
Practice sends out both 'snail' mail reminders and e-mail reminders?			
External Marketing			
Practice has developed a robust website that is updated at least monthly?			
Digital marketing efforts may include an e-mail newsletter, blog, or Face Book page?			
Practice has outsourced or retained a 'reputation' monitoring service to audit on line postings?			
Practice has developed a method of responding to on-line postings both favorable and critical?			
Practice has developed a written community relations program that mandates that Associate Veterinarians volunteer time to speak on pet care topics at local schools, churches, synagogues, and other community organizations?			
Practice offers tours of the practice for local youth groups and others?			

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Practice has committed itself to high profile community involvement and has developed a presence at one or two events annually. Event preferably benefits 'pets and people'?			
Practice has developed 'client education' seminars held at the practice at least twice annually for the purpose of engaging clients in current pet care topics?			
Practice conducts 'focus groups' with select client groups to learn about client needs as well as determine how best to connect with select client groups?			
Practice has created an annual marketing plan with a calendar, timeline, budget and staff responsibility list?			
Practice monitors and tracks all internal and external marketing results and alters plans and programs based on marketing program results?			