

# **FEB'25 ON-HOLD UPDATES**

February is **National Pet Dental Health Month!** This month, you may want to devote messages to dental health as well as promote your monthly specials. Here are some other ideas for the month:

- **Dental Month Specials?** Is your practice doing anything to promote dental month? Discounts, free screenings, etc. Please indicate on the worksheet and we will create urgency in a basic dental message about dental disease, etc. and taking advantage of any special discounts or offerings this month...
- **Bird Flu and Outdoor Cats-** Cats that spend time outdoors or consume any type of raw diet containing poultry such as duck, turkey or chicken may be susceptible to the H5N1 Influenza Virus. Select this topic on the worksheet if this an issue in your area so we can inform cat owners...
- **Its Spay/Neuter Awareness Month-** The purpose is to encourage people to have their pets spayed or neutered before the spring and summer months when most animal shelters experience an unmanageable increase in animal intake.
- **Feb is National Cat Health Month-** Another terrific opportunity to talk about how important it is to have feline pets seen at least once a year as they are exceptionally good at hiding illness and pain....
- **Spring Break Boarding Reservations-** Yes, it's already time to remind clients not to wait to reserve a spot for spring break week...
- **Pets Can Get Hypothermia, Too-** With the wintry weather continuing, this would be a good time to mention some of the danger signs of Hypothermia to look for this winter to make sure pets stay safe, etc....
- **Most Popular CAT Names of Last Year-** Last month we featured the top Dog names, this month it's the popular cat names of the past year!
- **Valentine's Promotions in Feb? –** Are you doing anything special to recognize Valentines Day or something that can carry-through the entire month? Everything from free treats to a Facebook photo contest, etc. Just include on the worksheet....

Please select these or any other topics for the new February on-hold message program and fax or email back the worksheet page back ASAP so we can get a script out to you for approval. You can also reach us at **888-546-3949**.

**NOTE:** This is not a "junk fax" or advertisement. You are receiving this fax because (at some point) you requested information or are a valued client. If you received this fax in error, please accept our apologies.

# FEB '25 ON-HOLD WORKSHEET

Please select the following topics for your new on-hold marketing tape: Choose five (5)

- |                          |   |                          |  |
|--------------------------|---|--------------------------|--|
| <input type="checkbox"/> | <b>Promote our Website, our website address is:</b> _____ | <input type="checkbox"/> | Annual Exams Important                   |
| <input type="checkbox"/> | Ask About Drop Off Appointments!                          | <input type="checkbox"/> | 24-48Hr Notice for Med Refills           |
| <input type="checkbox"/> | <b>It's Dental Month (List Specials)</b>                  | <input type="checkbox"/> | Technician Appointments Available        |
| <input type="checkbox"/> | <b>Valentines Themed Promos (List)</b>                    | <input type="checkbox"/> | Annual Blood Panel                       |
| <input type="checkbox"/> | Urinary Blockage Serious in Cats                          | <input type="checkbox"/> | New OA Drugs Available                   |
| <input type="checkbox"/> | Other Ways to Contact us (Text, email)                    | <input type="checkbox"/> | Puppies and Parvo                        |
| <input type="checkbox"/> | <b>Bird Flu and Outdoor Cats</b>                          | <input type="checkbox"/> | <b>Feb is NTL Cat Health Month</b>       |
| <input type="checkbox"/> | Buy Meds from OUR Pharmacy Benefits                       | <input type="checkbox"/> | Review us on Facebook/Google             |
| <input type="checkbox"/> | Diabetes is on the Rise in U.S. Pets                      | <input type="checkbox"/> | Ask About Pet Insurance                  |
| <input type="checkbox"/> | <b>Rover Popular CAT Names Last Year</b>                  | <input type="checkbox"/> | Refer Us to Family/Friends               |
| <input type="checkbox"/> | We offer Grooming Services                                | <input type="checkbox"/> | Keep Pet's on Leash During Visit         |
| <input type="checkbox"/> | Make Appointments Online                                  | <input type="checkbox"/> | Anti-Freeze Poisoning                    |
| <input type="checkbox"/> | We're an AAHA Hospital/Meaning                            | <input type="checkbox"/> | <b>Wellness Plans are Available</b>      |
| <input type="checkbox"/> | Pet's Coughing? Wait in Your Car                          | <input type="checkbox"/> | Laser Therapy now Available              |
| <input type="checkbox"/> | <b>Feb is Spay/Neuter Awareness Month</b>                 | <input type="checkbox"/> | Update Email/Contact Info                |
| <input type="checkbox"/> | Cats Sleeping in Engines and Wheel Well                   | <input type="checkbox"/> | <b>Spring Break Boarding Filling Up!</b> |
| <input type="checkbox"/> | Microchipping Can be done at any visit                    | <input type="checkbox"/> | Tips for Cats Visit to the Vet           |
| <input type="checkbox"/> | Be Kind to Our Staff Message                              | <input type="checkbox"/> | Pet Allergies                            |
| <input type="checkbox"/> | Medical Records XFR from New Clients                      | <input type="checkbox"/> | 24HR Notice to Cancel Appts              |
| <input type="checkbox"/> | Pay w/Care Credit, Scratch Pay, etc...                    | <input type="checkbox"/> | <b>Hypothermia</b>                       |
| <input type="checkbox"/> | <b>Other Items to Include (List Below)</b>                | <input type="checkbox"/> |  |

Your Name: \_\_\_\_\_

Clinic: \_\_\_\_\_

PHONE: (     ) \_\_\_\_\_ FAX: (     ) \_\_\_\_\_

Email: \_\_\_\_\_

**Any Comments for the month:**

*NOTE; USE THIS SPACE BELOW TO NOTE OTHER THINGS GOING ON NEXT MONTH:*

**Which Media Format Needed (Circle One):** Cassette CD .MP3 .WAV Not Sure

**EMAIL or FAX BACK TO US:**

**FAX 260-451-8829**

**Email [JIM@ONHOLDSPECIALISTS.COM](mailto:JIM@ONHOLDSPECIALISTS.COM)**