

APL '25 ON-HOLD UPDATES!

Well, spring is finally here and it's time to think about all the things we can do to promote your practice. Here are some ideas for the month:

- **April 17-23 is National Pet ID Week-** As pets spend more time outdoors, a great time to mention Microchipping and any Microchip Specials for spring... (*Any Specials for this?*)
- **April 21-27 is Veterinary Receptionist Week-** This is a special time to celebrate our client service representatives who are on the "front lines" in providing care to our patients. Feel free to include names you'd like to have mentioned.
- **Kitten Season is Here-** We'll explain that during this time local shelters are overwhelmed so it's important to spay and neuter your pets. Also mention additional things clients can do to help local rescues and shelters...
- **Noise Aversion-** Here come the severe spring thunderstorms. Callers may not know there is help for pets with Noise Aversion, we'll prompt them to ask for info...
- **Ticks have already emerged-** Due to a mild winter in many areas; ticks have already been spotted, likely bringing with them a very bad tick season. It's vital your pets are protected, ask us what you can do....
- **Pet's Now Shedding Winter Coats-** Popular message for spring. If you offer grooming this is a great reminder to callers to have their pet professionally groomed this time of year. (Let us know about Grooming Specials!)
- **April is National Heartworm Awareness Month-** Time to make sure pets are on preventatives. First, we need to test for Heartworms. We'll also mention to make sure and ask about money saving rebates that are available as another reason to buy from you vs. online...
- **Why Do Dogs Walk in Circles Before Lying Down-** Here is another interesting "Fun Fact" we can explain to callers while they are waiting for assistance...

Please complete the worksheet on page 2 and fax back so we can write your customized on hold script and return to you for approval...If you have any questions, please contact us at **888-546-3949**.

NOTE: This is not a "junk fax." 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.