

MAY '25 ON-HOLD UPDATES

May is the unofficial start of summer and a very busy month! We've got some new ideas this month to help you make the most of the time your clients spend "On-Hold" ...

- **Memorial Day Weekend Hours**- Will you also be closing Friday, May 23rd, Saturday May 24th, as well as Monday, May 26th? List your Holiday Weekend Hours so we can let everyone know throughout the month...
- **Late Cancellations and Missed Appointments**- We've noticed that this has really become a major problem with many hospitals. We have a revised message to address this and to introduce the possibility of fees...
- **Fun Fact: Owning a Pet can Boost Happiness as much as getting a \$90K Raise!** - Researchers found that pet owners report significantly higher life satisfaction, better emotional well-being, and a stronger sense of purpose...
- **May is "Chip Your Pet Month"**- As more pets are outdoors, this is a great time to remind callers how easy and affordable it is to protect their pets with a Microchip. Are you offering any Microchipping Specials for May?
- **Hills to Home**- Hills will now deliver to your door, are you offering this?
- **Noise Aversion**- With severe thunderstorms, fireworks and other loud noises occurring more frequently, we can help pets who suffer from Noise Aversion.
- **Heartworm Season**- We'll help inform pet owners how at-risk pets are just by stepping outside to use the bathroom or how mosquitoes can infect indoor pets, too, and why protection is important.
- **Ticks are Here!** - Ticks were already emerging before spring in many places foreshadowing a severe tick season. This message will focus on doing "tick-checks" after outdoor activity but mostly stressing how important preventatives are this spring, etc.
- **June 4th is National Hug Your Cat Day!** - Each year we take this opportunity to use this day to show how cats are masters at hiding illness and should be seen at least once a year.
- **Mem Day Weekend Boarding**- Final push to fill last minute boarding spaces.
- **Rattlesnake Vaccination**- For our SW hospitals, is it time to start promoting?

Please complete the worksheet on page 2 and fax back to us ASAP so we can get started on your May script. Please call us at **888-546-3949**

NOTE: This is not a "junk fax" or random "fax blast". 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 sincere apologies.