

Speaker 1 ([00:03](#)):

Welcome to I vet so hard technology and workflows that really work the not so serious podcasts for seriously busy veterinary teams brought to you by vet to pet. Listen for quick fun interviews with veterinary professionals, who've retrieved and actually held onto their sanity, happiness, and success. I learning a few new tricks and embracing efficient processes that actually work. I'm Dr. Stacy Santee, and I'm Dr. Caitlin de Wilde.

Speaker 2 ([00:30](#)):

And this is I Vet So Hard.

Speaker 3 ([00:34](#)):

These Stacy I'm super excited to have you listened to this interview? I did with Cindy Courtney. Do you know her?

Speaker 4 ([00:41](#)):

You know, I, I know of her, she, and I've met her, I think a couple of times because she's a really acclaimed writer for brief media.

Speaker 2 ([00:51](#)):

She is, she's like one of my favorite book, nerdy writing, nerdy tech, nerdy people. I mean, outside of you, of course. But, um, if I have an article that I need reviewed, she's totally my go-to on that. But she and I also geek out a lot about technology because she is a practicing veterinarian. And, um, we have, we both have two boys that are kind of the same age. We both have these other kind of unique interests outside of normal practicing. You know, for me, social media, for her, she has a side business interest called the jerk researcher, which is something we're going to have to have her come back and talk about at a different episode. Cause we didn't really even get into that. Um, because we spent so much time talking about clinic efficiencies, but what really made me think of talking to her was I knew that one of her reasons for pursuing her, her interest in the data behind being a jerk in practice was

Speaker 3 ([01:50](#)):

Some of the inefficiencies and frustrations that we all have in practice and potential solutions to make ourselves a little bit more efficient and, and enjoy our job and get out of the clinic on time or at least close to it sometimes. So, uh, she and I had had a really good conversation. I think you're really gonna like it and let's dive in.

Speaker 4 ([02:11](#)):

Okay, let's do it. I'm excited.

Speaker 3 ([02:14](#)):

Okay. Dr. Cindy, Courtney, thank you for joining us so much, uh, on our podcasts and we are thrilled to have you, uh, I think as, as you know, uh, when we were thinking about ideas and guests for this podcast and for people that were, um, just really nerdy and loved technology, as much as we did, uh, you were one of the first people to come to mind because you have many roles in the veterinary industry, of course, as a practicing veterinarian and as the jerk researcher and some other awesome fund projects

and then land of consulting. So can you give me a quick summary of, of your, your job, your life, I guess? Absolutely.

Speaker 5 ([02:52](#)):

Yeah. And it's funny how one leads into the other. So I became a small animal veterinarian and some of the stress and pressure of being a new vet really pushed me into being the worst version of myself in those first couple of years. And I was lucky to, I think, recognize that and to have a team that cared about me enough to help call me out or call me in and, and help me change. Um, I was also a big enough dork that I wanted to look into why that happens and what we can do about it and then turn around and use that information to help other folks. Um, and I've been able to use some of that in my work, uh, more broadly in the profession, as well as some of my writing experience working with, um, brief media, which is the group that does clinician's brief and also owns, uh, plumbs veterinary drugs right now. So I've really enjoyed getting, getting to work with them and see how we can help the profession on, on a wider level. Yeah, I've been up to lately,

Speaker 3 ([03:52](#)):

Like, you know, just a few things,

Speaker 5 ([03:54](#)):

Just a couple things, you know, here and there and parenting, you know, toddlers, that kind

Speaker 3 ([03:59](#)):

That's so crazy. Well, uh, thank you. And you and I have been friends for a long time for many of these avenues have led our, our paths to cross. And so again, I knew you're a big, big geek and I can't imagine you ever being a jerk though, but, uh, I love that. You're not now. So

Speaker 5 ([04:18](#)):

Every people, I think it's a good indicator of jerks because it can be really contextual. Like I will tell you that. I think a lot of the people who've worked with me, they tend not to say that they did, they, they can see it, they can see it. A lot of people in my personal life are like, I don't understand. I just don't get it. Well, I love

Speaker 3 ([04:38](#)):

That you've researched it enough to figure it out and to not be a jerk. So, uh, we are going to have some non jerk life, uh, discussion today. Uh, so let's dive into that. Yeah, let's do it. I was hoping that we could talk a little bit about a workflow that could, that you could share with our listeners that would be helpful to them. And maybe some, some helpful tips that they might not know. I know you have like a bajillion passion interests, but maybe talking about some client communication, I think is kind of one of your strong suits. So tell us about your workflow. Let's walk through it. Yeah,

Speaker 5 ([05:17](#)):

Absolutely. Well, and I think the way this workflow ends up connecting to kind of my story is that when I first got out into practice, one of the things I loved so much about practice and why I wanted to become a veterinarian is I was one of those vets who actually loved the people, part of it. I loved those relationships with our clients and talking with them, educating them. And yet it's hard to be in the

practice such a long period of time. So my team was trying to get me off the phone with clients, trying to get me out of that exam room, trying to get me to move on and get to the next thing so that I could continue to be the best doctor I could be, that I could be well rested. And I have lunch, all of those things that I need to continue to be a good doctor.

Speaker 5 ([06:01](#)):

And on my end, I knew that to maintain my passion and my energy, I needed to be able to feel like I was connecting with my clients and educating them too. So finding a good workflow is really essential to finding the balance between those things. And, and one of the things they discovered first off that was essential, um, is actually a part of avimark that my team, even though they had been working with AVImark forever didn't realize was, was there was the AVImark glossary shortcuts. So people who use AVImark may know about the glossary, which is that you can actually go in and you can put in pieces of text. So you can put in your basic neurology exam and all your normals, or you can put in your handout about feeling asthma. What my team didn't know is that the shortcuts that you have there, there is actually a combination of keys.

Speaker 5 ([06:57](#)):

I believe it's shifts spacebar, and you may be able to modify that, that after you enter in that shortcut, it will automatically fill in that whole glossary item into your client notes, into your physical exam. And once I have that tool in my hands, it started saving me so much time. I could just have my little blurb about NSAIDS or about the books on dog trading that I wanted to give to my clients and just pop that right into their notes, or, you know, my typical abdominal examination findings. And then I could just tweak here and there. And so it ended up saving me a ton of time. Writing records a ton of time sending home information to my clients. Um, when I was writing up follow-ups for my team to do with clients after surgery, you know, I could say exactly what I wanted them to talk to clients about for blood work, instead of just saying, oh, the blood work was normal.

Speaker 5 ([07:56](#)):

I could say, you know, Hey, mention that the white and red blood cells were looking good and that the electrolytes were normal and giving them some more detail to discuss with those clients. So, so that was one of the greatest things, uh, out there. What I was very sad about is when I moved to a different practice, uh, I lost AFA mark, and I was very sad and I thought that that was gone forever. And what I did, I didn't realize is that there is such a thing called macros. So there are outside pieces of software and applications. If you happen, not to have mark that you can get that do similar things so that you can also have shortcuts and you can take it not just into your software, but you can also take that into your email. So you can have like your signatures, you can have it check for typos that you commonly make. You can, uh, have it turned all your abbreviations into the full text. So your clients are going to be confused if you putting bar into things. So, so yeah, th that is one of the key tools that I found has been really helpful for increasing my efficiency.

Speaker 2 ([09:06](#)):

So the mapping stage, uh, because now I'm like peeking out about this because I also wasn't AVImark user for like years and years and years, same thing, totally loved all of that. And I would have all of my, all of my physical exam findings, all of my, I did client report cards, like, uh, that was like my favorite thing. And so I would have all of those basically pre-written I spent way too much time. There's a, there's actually a PDF on it. I'll see if I can still find it and link it in here, but there's like a merge words

document. So you can even make it within AVImark to say, like, thanks for bringing an animal. And it would automatically populate that in, right? Yep. He, she, him, her, like, it would use the proper pronouns and all that kinda stuff. Um, totally geeked out about all of that.

Speaker 2 ([09:53](#)):

Uh, but then same thing. I switched clinics and went to a different software and I was also devastated. So my one tip that I will add to your tip, which was, I copied all of my loss rate things into a Google doc. So I had them for all the time. Secondly, for this macro situation, I don't, I don't know about that. So how, like, if somebody's listening to this and they're like, oh, I have, I don't know, easy bet or cornerstone or something like that. How do they, what do they Google? Just like veterinary MACRA? Like, what are you, what are you guys? Yeah.

Speaker 5 ([10:22](#)):

So, um, so the one that I use is called phrase express. And so one of the best things to do is to just figure out what some of the software out there is, and then to search for software, like, and then you can evaluate some of the different alternatives that are out there. Some of them are free. Um, some of them are paid. Some of them are free if you use it for personal use and paid. If you use it for professional use of phrase, express, I think is like \$50. If you get a professional license for it, I think that's worth doing. And even those have more advanced options, then I probably use, like, I think I can start incorporating documents or even like formulas and calculations if I wanted to. So I haven't really leveraged it to its full extent, but I think it's nice when you don't feel like you have to do those things where they got it, simple enough user interface that you're like, okay, I got the basics of this.

Speaker 5 ([11:20](#)):

I can just start using it, putting things in here and, and, and going from there. So nice. And, uh, it's relatively simple. You can have a file that has all of your shortcuts in it. So I do obviously ask your hospital, whether it's okay for you to install that piece of software at your practice. Um, but it's pretty portable so that you can, uh, the file sizes are relatively small, especially if it's just text. And so you can transfer your shortcuts back and forth between different computers, if you need to. So if you're someone who ends up having to write up files from home, or if you're like me and you like, you know, sending emails to clients as another way to communicate with them. I also like doing that because then I can not only give clients the information that we talked about so that it would get the call from the husband or the spouse or the animal communicator. But, uh, like please just refer to the previously sent email, but then I can copy and paste that communication into the medical record. So that there's a nice summary. Um, so I, I tend to find that builds the relationship with the client documents it and saves me time in the long

Speaker 3 ([12:33](#)):

Run. Absolutely. Okay. That's awesome. Well, I'm going to try that later when I go to the clinic this afternoon. So I'll report back.

Speaker 6 ([12:44](#)):

I bet so hard is brought to you by vet to pet, Hey guys, this is Stephanie Gus from the uncharted podcast. And I wanted to take a quick second to share with you three of my top reasons for using vet to pet in my clinic. We've used them for years, and I love the fact that it brought a lot of the client communication platforms that we had previously been using in separate individual services into one, easy to use

dashboard. My team goes one place and they manage so many different client communications. And I absolutely love making their jobs easier. And the clients absolutely love using vet to pet because they love being able to schedule appointments. They love being able to send us a picture when they're out of their pets medication and know that we'll send them a push notification back as soon as their meds ready for pickup. So if you've not checked out vet to pet, you should visit [vet to pet.com](http://vet.to.pet.com) forward slash I vet so hard and you'll get a free gift from the team at vet to pet when you demo the platform.

Speaker 3 ([13:49](#)):

Okay. What other awesome workflows on time-saving do you have for your client communication goals?

Speaker 5 ([13:57](#)):

Oh, so I think trusting your team is another really important piece. One of the things that we hear a lot about from our team is how do you grow in this profession? So as a veterinary technician, especially how, you know, once your knees start getting bad or your back starts getting bad, what do you do? Um, you can't be necessarily leaning on the floor and holding a dog forever. So I'm seeing more and more practices who are actually leveraging veterinary technicians into communication roles. And this is beyond I think what we can expect client service representatives to do in our practices. And so we have been really fortunate to have some of our amazing technicians really spend a whole day in a triage phone role at our practice. And we feel very confident in our technicians ability to assess and get a good history on the phone from our clients and assess whether or not that patient needs to come in that day, whether they can wait, whether they need to go to the emergency hospital right away.

Speaker 5 ([14:57](#)):

And that has really helped save us a lot of time. As, as far as doctors go, it really helps build that relationship with our clients. So they feel like when their pet really does need to be seen, they get in right away and they feel like they're talking to someone who is really interested and can ask them meaningful questions about their pets. So that's, that's been an important part of our workflow. Um, I know that's a little bit less technology focused, but, but it's been, it's been an important piece of what we do. Um, I think another thing that is, uh, been helpful for client communication is just making sure clients know how they can communicate with us. Um, again, I would not have originally thought that email would have ever been a, I would have communicated with clients. I would have been terrified that clients would have just been, you know, emailing me all the time.

Speaker 5 ([15:52](#)):

Um, I do say that really clear boundaries when it comes to email. So I make sure I always have a message up. Um, there's pretty much always a vacation message that says this email is not checked regularly. Please contact our hospital directly. If this is after hours, this is our emergency clinics number. But I do find that that's a good way to stay in touch with clients in non-emergency situations. And if a client knows, I need to reach out to them after hours kind of having that asynchronous communication really can be a time-saver because then we're not playing phone tag. And frankly, it can just be simpler and more straightforward to sit down and write something than to necessarily have that longer phone call.

Speaker 3 ([16:35](#)):

Sure. Especially when you have to, like, if it's something that, you know, multiple people need to hear or know, like it's much easier to send that in an email, I think. Yeah.

Speaker 5 ([16:46](#)):

And, um, there's more and more handouts that we can send that way as well. Like, so every time we go into the pharmacy, right, you always get that little stapled drug information and we have that now more than ever. And in fact, in California, if a client asks you for written drug information, you're actually required to give it to them. And California has a list of certain types of information that they're actually required to give to their clients now. So I don't know if that will start to spread or if that will become more common, but it is nice just as a client to have information, like, what do I do if I miss a dose of this drug? You know, what are the side effects that I should be looking for? And while of course, we try to cover those things. Realistically, how many of our clients actually remember that? And how many panicked phone calls do we get when our client doesn't remember? Right. So, uh, there are some really awesome pet owner education, handouts that plums has built right in. And you can actually those love because you can email them to the pet owner without revealing

Speaker 7 ([17:52](#)):

Your email address. Just fantastic.

Speaker 5 ([17:56](#)):

So it just has like a, uh, it comes from like drug information@plums.com. Um, but you don't have to reveal your email address. So you can actually whip out your cell phone with your plums app on it and send them the drug information handout, right from there. And you, and you can click like three or four. So if you're sending home multiple drugs, you can select them all at the same time and put your little drug information on there about like, please come back for a recheck in two weeks. So I'm a huge, huge fan of those.

Speaker 3 ([18:26](#)):

Oh, that is super handy. I actually just was talking to a friend of mine about the app because we forever had just had the books, right. Like the traditional books. And I was like, how many good and bad, right. How many steps will I have saved with my life? Not walking across the hospitals, the latest, because we all have our favorites, right? Like soft cover, the hard cover, which I personally like the giant one, because it's apparently in blind, but like walking all over to find it. And I'm like, I probably could have saved like hours of my life. Like not if I just used my phone, use the app on my phone, but, uh, we're just giving them all kinds of endorsements at the moment. I'm on the plus side, the, the physical copy, I would actually walk more, which is probably better, but, well, it does save a lot of the time. So

Speaker 5 ([19:17](#)):

Yes I did. And you know, weightlifting, I did look into the pocket version. Uh, I was looking it up the other day and it's I think three and a half pounds kilograms. I can't remember if it's pounds or kilograms. All that info is always nice and conveniently on Amazons.

Speaker 3 ([19:35](#)):

You are a nerd looking at the way to this.

Speaker 5 ([19:38](#)):

Well, you know, you gotta get a workout in, right. Just pick up some pocket edition.

Speaker 3 ([19:44](#)):

Absolutely. Well, uh, that's a great tip. And I didn't know that, especially if we are going to have to start requiring, you know, some of that information, especially in a narrow when people are doing more conflict, contact lists, uh, invoicing and virtual payments, I think like right now, a lot of that stuff comes out for us on our invoicing. I think I truthfully don't know and I should know better. So maybe this is a better, better work around anyway, so. Okay, cool. So that is a great workflow also, um, that probably has saved you a lot of time and it's certainly better for the client. What else you got for us?

Speaker 5 ([20:23](#)):

Um, and, oh, I'll add with those two, you have the ability to save favorites. So carprofen is up there. So for the ones that you're constantly printing out, of course you can always keep like a nice little stack if you, if you physically want them printed out, but also you can have them on your favorites. So that it's just a click away to find those, to email them or print them out, which is a, is another nice piece there. Um, I'm trying to think about other specific client communication workflows. Um, those are both good. And so one of the workflows in my hospital, so I'm frequently there on Fridays and we kind of have a unique workflow on Fridays because we work in an area where, um, it's, it's somewhat of a lower income area. And so a lot of our clients are pretty hesitant to go to the local emergency clinic, which may be true, even if you're not in a lower income area.

Speaker 5 ([21:18](#)):

So we have a lot of clients on Fridays who are starting to think ahead to the weekend and they're like, ah, there's this been this thing all week, but I don't really want to go to the emergency clinic. So we have a consistent enough flow on Fridays that we've really set up our appointments to keep that in mind. So we have a pretty big block off during the middle of the day and we work to get as many patients as possible dropped off in the morning. Um, and we see appointments in the morning, patients are coming in, they're getting dropped off or our team is bringing them in getting history. Um, and then during that break, I can assess those patients. I can contact owners at this point, generally do that by phone or video chat. But I, you know, it is nice to have other options for doing that.

Speaker 5 ([22:11](#)):

So even if that's digital, uh, some of our clients are at work. Some of we have a good number of clients who are second or third shift workers. So sometimes they're sleeping and we have other people we need to call in contact, but we can get information from them or leave a message and say, Hey, here's, what's going on. Uh, here are the tests that we want to run. We can hear back from them, get approval for those tests. My team can get started running any diagnostics. And then we generally either have everything done by that evening to get those patients at home. Or we recognize that the pet isn't where we want them to be. We have some more information and we need to transfer them to a overnight care at our local emergency facility. So that's been a really big, helpful workflow for us to kind of just recognize that Fridays are predictable. We're going to have a lot of workings and let's just plan for that. And if we can batch process, all of those, drop-offs get them in, in the morning work, come up mid day, call owners, do diagnostics treatments and get them out by the evening. That seems to work pretty well.

Speaker 3 ([23:13](#)):

Nice. Well, and you mentioned the thing, that's, that's a great idea. And I think really every, for every clinic Fridays, you know, are kind of like that. It seems like to some degree. So that's smart that you change your schedule accordingly. I think a lot of us get like, oh no, it must be like two, two

appointments per hour or whatever it is. So it's, it's nice to hear that you're kind of a little more flexible on that to meet your hospital's needs when, and I love the VA the batch processing, for sure. What about the like process of you kind of on it earlier, like of asking them, what is their communication preference? Like, how do you, do you do that at the time of drop-off? Is that a question on your form? Is that something your receptionists are trained to say, like, how does that work?

Speaker 5 ([23:57](#)):

Yeah, so, so we have multiple forms of communication that we have in any case for our pet owners. Um, and then our team usually just circles the number that they want us to call on the form. Um, it is tricky. I think getting really involved in terms of what type of communication people want. Our, our team members are already asking folks so many different questions that adding something else to their pile is often challenging. So often for us, it's getting as many methods of communication as we can. What I find tends to be more helpful in the long run is keeping track of what's helpful to clients over a longer period of time. You know, these are recurring relationships, so we keep notes and most of my notes really have more to do with the relationship with the client than about the patient. Um, so I keep notes about this is a client who works third shift.

Speaker 5 ([24:55](#)):

So try to avoid calling during the day owner prefers to have an email. Uh, we have notes about, you know, this pet is owned by so-and-so, but the mother of the owner usually brings the pet in and they are authorized to, you know, discuss care and approve treatments. So, so we keep a lot of notes about our patients, um, and use that through the digital medical record is, is usually the way that we go about that. And just kind of checking in with the owner to see if those are still current or whether anything has changed. And I think the owners appreciate that. It feels so customized to them that we remember what they taught us and told us last time. Um, so that we're not just asking a new or seeming like, you know, this is a brand new relationship. It shows that this is an ongoing partnership that we have with them,

Speaker 3 ([25:48](#)):

Right? Yeah. I love that idea. Cool. Well, Cindy, I love all of your tips and I am now going to go nerd out on some macros this afternoon, I think, but, um, I love that you have tips that are specific to doing a better job of communicating with clients. So that's something that, you know, only we can do, um, in terms of building that relationship, right. We need to have, uh, an efficient way to do that. So I appreciate your tips there for sure. And we will link some of those up in the show notes. Um, so beyond your awesome client communication roles, you have some other roles, as you mentioned with the jerk researcher. So how can people find out more about that and what you do and how do they find you online?

Speaker 5 ([26:32](#)):

Absolutely. So probably the easiest way to find me is either on our website@thejerkresearcher.com or on Instagram at jerk. Nice,

Speaker 3 ([26:45](#)):

Nice. Well, hopefully, uh, everyone will check that out and find out ways they can not be a jerk and the science behind it so we can understand all of those things a little bit better. So thank you again for being a part of our podcast. And I can't wait to see you in person very soon. Yeah.

Speaker 4 ([27:03](#)):

Wow. Caitlin. You are right. I love her. She has so much to say. And what I really like a key takeaway for me was that finding a good workflow actually helps you not be a jerk.

Speaker 2 ([27:19](#)):

Exactly. Right. Like, and I can kind of get that way if I'm a little stressed out or angry or overworked all the above, which is like everything that I know in practice. So

Speaker 4 ([27:31](#)):

Karen, on my, on our team here, you know, she was my manager for years and I'll never forget this one day. I was just, I was not performing up to snuff from an attitude perspective. I'm sure I was like a, just a giant bear to wrestle. And she said, she sent someone out for an emergency piece of chocolate cake and she said it in front of me. And she goes, we all need you to eat this ASAP appropriate. I just need a piece of cake laying around for emergency purposes. So let's drill it down. What are our top five takeaways? I mean, there was way more than five in this one. She's amazing. But what, what were your, some of your favorites?

Speaker 2 ([28:17](#)):

Oh man. So many I really liked was the

Speaker 3 ([28:21](#)):

Glossary notes because she, and I share that passion, but not just glossary notes, like figuring out any way on the computer to automate and, or prevent repetition. So she talked about a little bit about using macro. She talked about using some other extensions. Um, we kind of talked about that, the glossary notes and the you've, you've done some of that too, with some of your, your drug instructions. Right,

Speaker 4 ([28:45](#)):

Man, I think, uh, one time Karen, she went to Avamar conference and she came back and she told us about glossary notes and we went crazy. I ended up putting every single drug in the pharmacy, in my Glasserie and I use the first three letters of the medication. So I could shift space, anything, anything at all I prescribed and it would pull up all the typical us how to give it and also anything to be on the lookout for. I hand created that whole thing forever. But you get a Durham case in move over. I got it handled.

Speaker 2 ([29:29](#)):

Yeah. I think even if you're not using avid mark, I think most of the software systems have it, some degree of that. Um, you know, and if not just using Google docs and just create your templates and copy and paste that bad voice, you're not typing the same thing over and over again. You know, all of us have virtually identical surgery notes for every neutering spay that we do. And, you know, for, for me it was like, okay, I've got a senior dog with blood work, getting up to the lab or I've got a healthy adult with grade two dental disease and only a heartworm test. You know, whatever it is, you can save so much time, but they just using those shortcuts. I think, I mean, we kind of already loved that tip, but she really took it to the next level.

Speaker 4 ([30:15](#)):

Okay. The other thing I really like that Cindy said is identifying client preference for communications, because we have our own way. I mean, you might want to get a call or an email or a text and it kind of annoys you if it's not in the way he wants.

Speaker 3 ([30:34](#)):

Yeah. That's super nice. I, well, if you're like me, you hate voicemail. And I just had that happen today. I tried to make a boarding training reservation for my dog and I, I sent an email and then they called me and I was like, why would you respond to that with the phone?

Speaker 4 ([30:51](#)):

That's the worst. That is the worst when they call, when you don't want them to call in most people investment, they calling callings like the Primo service,

Speaker 3 ([31:01](#)):

But you've actually done some nerdy data on that. We should, we should link up your study in the, uh, in the comments. There were CSU, but their clients have some pretty strong preferences. And sometimes it's not even like a preference, it's a, what you're able to do. I think I've already given that example that my, my husband and 5,000 other people in St. Louis have to check their phones at the, at their workplace so he can not use a phone at all. And then how many of us hate it when you have to call somebody? And of course they don't answer. And so then you have to leave a voicemail and then they call back at the most inopportune time. It's, it's, it's a no win for everyone. So if we know what their client, the client prefers, it's going to save us time and effort and frustration. And then to,

Speaker 4 ([31:46](#)):

Yeah, brilliant. Got to do that.

Speaker 2 ([31:50](#)):

Uh,

Speaker 3 ([31:51](#)):

Third takeaway, right. Is, gosh, it sounds like a commercial for plums, but, uh, plum app I think is a huge time saver there. And honestly, I think we'll see more and more of these kinds of functionalities come out, right? That that'd be, I I've been starting to use the pet nutrition Alliance for the nutrition calculator. You know, plum has one and she mentioned some of those new regulations coming down where we have to provide all that, you know, that crazy long four pages of information, but in an easily accessible way to our clients, I think that's just huge and saves us time as well.

Speaker 4 ([32:29](#)):

Well, in what, what, uh, you can identify the graduation classes by what color plum Nate. No, I know it, my I'm like bring me the blue plan. I mean, I started with the green and then we got the burgundy and then, you know, I'm sorry I got it wrong. The burgundy then the green. And now you're prior to that, there was a dark blue, but now you're saying there's a new,

Speaker 2 ([32:55](#)):

Yeah. At least the one that we have, let me just

Speaker 4 (32:58):

Bring me the plum, the Greenland, like people know it, that they need the Greenplum what other that's, that's a bet lingo.

Speaker 2 (33:05):

Right? Exactly

Speaker 4 (33:07):

Knows what that means. I went to Greenplum and it's just a staple for every vet. And when you can have it on your phone, you can, you can look up medications when clients call you at home on a Saturday,

Speaker 3 (33:22):

I'm going to encourage that. But, but I think if nothing else, just the easy access, but then being able to share that information with clients via email, instead of a killing a bunch more trees, B giving them papers that they don't want to read in a format that you don't want to read them and see like, what if they needed to actually look it up and then I have to find it. So it keeps us compliant, making sure that they have the information if they need it all good on that,

Speaker 4 (33:50):

Forget, you gotta have the plummet. All right. Number four for me is keeping notes about clients. And I actually have a funny story about this. When I was a little kid grade school, I had a bunch of ear problems. I had tubes in my ears and I was constantly going to the ear, nose and throat doctor Dr. Raleigh. And he had a knack for just knowing me. He would always ask me like, how was your piano recital or how has this, or how she knew I lived animals. You'd always ask in how my interests were coming along. And I remember I told my mom, when did he is so nice. He really cares about me. And then when I got to be a little bit older, one day he left the file there on the counter. And I saw he had been, yeah, keeping notes about me. Uh, I was devastated. He, I am not a unique unicorn. He does this for everyone. And I did take a page out of the playbook. When I started practice, I was back in paper charts. It was way easier. I could flip over the cover sheet and write down notes. And I always use the circle at the dot the nights clients. So I can remind myself,

Speaker 2 (35:06):

Oh, okay.

Speaker 4 (35:07):

The circle with the .is the international symbol for a-hole. And so use that, you know, to warn others. Those are internal note. So notes can be used for bad things, but they can also be used for developing strong relationships. Could you caring number, you know, a year later, how you're going to ask them about their trip to Disneyland or

Speaker 2 (35:29):

Something. Right, right. But then it's giving them an extra piece of service. And again, it might and saving you time. Like I do it all time. It's they are like a nurse or a doctor. Then I just say what they are. So I can just kind of cut out some of the fluff if we need to and get to the point. But then it's, it's a more seamless conversation than two. But I think even just like preferences, like she was mentioning, oh, she

knows that this particular client works night shift or things like that. I mean, again, it goes back to giving them the information in a way in a timeframe. That's good for them. That's going to result in better outcomes for everybody,

Speaker 3 ([36:08](#)):

I think. All right. Last one. Or do you going to go with,

Speaker 4 ([36:12](#)):

I'm going all in, on Friday Funday Friday.

Speaker 3 ([36:16](#)):

Yeah, for sure. I think that was a genius genius thing, because as she was kind of saying that, I felt like, you know, it is kind of the definition of insanity. If we all know that like Fridays are always terrible, yet we continue to book them fully before it even becomes Friday. That is the definition of insanity. Right? Like you're just doing the same thing, expecting a different result. So why aren't we changing some of that a little bit and see how that works?

Speaker 4 ([36:46](#)):

Yeah. And I would say if I, it was so brilliant and so obvious to me when she said it and yet I never did it. And if I was back in practice, I would shut down 50% of appointments on Friday. It's almost like Jean Day. You know, I would be way happier to come to work on Friday because I've got a chance. It might not be busy. I mean, it's highly unlikely, but at least I got a shot at it. And what's the worst thing that'll happen. You get to go home early on a Friday. It's really fantastic. I think if you're working crazy busy, uh, these days having Friday light scheduling is, uh, just so it was so brilliant. I loved it.

Speaker 3 ([37:34](#)):

Yeah. And it, even if it's not that way at your practice, like maybe it's a different day, right. Or maybe it's Monday morning. I just think that knowing what is normal for your practice and adjusting to make that work a little bit better, not only for the clients, but also for the team again, better outcome win-win I feel like she had a lot of win-wins like things that were like good for the clients, but also good for the clinic. So I really enjoyed this episode. Will

Speaker 4 ([38:02](#)):

You ask her to come back in? Let's hear about her jerk research.

Speaker 3 ([38:08](#)):

Yeah. It's, it's fascinating. And it's a little concerning. Cause sometimes then I'm like, oh, maybe I'm being a jerk

Speaker 4 ([38:16](#)):

Shortage of it in our profession. So I love that. Well, cool. Awesome. If you guys want to download the notes from this episode of I vet so hard, you can find that@ibetsohard.com and we also got some links for some things that Cindy shared and we hope that you found helpful. Thanks, Kaitlin. Thank you. Next time.

Speaker 1 ([38:41](#)):

Thanks for joining us for today's episode of, I bet so hard. Don't forget to head over to [IBET so hard.com](https://www.ibetsohard.com) to download our top five takeaways from this episode, we'll see you right back here. Same time, same place next week until then here's to putting your technology to work for your practice.