

PetDesk Case Study

Market Street Veterinary Clinic

How this veterinary practice focused on client engagement and staff satisfaction to increase revenue by \$225,331.

Market Street Veterinary Clinic is a full service animal hospital founded by Dr. Dorian in Downtown San Diego. They have a staff of three full time veterinarians, three technicians, and two receptionists who provide services for over 7,000 active clients and 10,000 pets.

The Problem

Dr. Dorian and his staff at Market Street Veterinary Clinic had tried all of the client communication software solutions out there. Unfortunately, none of them seemed to make a material impact on their business. The practice was doing well but after digging into the key business metrics Dr. Dorian knew his no show rate was too high, not enough clients were coming back in, and his staff were overworked and stressed out.

The Solution

Market Street Veterinary Clinic implemented the full PetDesk Solution – apps, email, text, appointment reminders, health service reminders, and the rest. By taking a mobile first approach Dr. Dorian was able to reach many more clients and better retain them over a two year period. The easy to use system also lightened the workload for his staff and they were able to devote more time to clients in the office, delinquent clients, and tasks that grew the practice.

The Results

Dr. Dorian saw immediate results in the decrease of no shows and increase in appointments. Clients also embraced the app and after a year more than 1,000 clients had downloaded the app and were requesting appointments without creating more phone calls for the staff. The practice was able to generate over \$200,000 in increased revenue and saw improvement in all areas – especially staff and customer happiness.



565
STAFF HOURS SAVED



1538
INCREASE IN ANNUAL APPTS



\$225,331
INCREASED ANNUAL REVENUE