

Unleash your Influence

A 10-Point Checklist for **Modern Veterinary Professionals** to Thrive in the Digital Era

Part 1: Automate practice workflows

The key to running a thriving practice starts from being extremely efficient and reducing administrative headaches that can easily be automated in this day and age. I mean.. Hellooo! It is the 21st century!

- ❑ **Automate appointment scheduling and follow up reminders.** This is the first touch point that your client has in accessing your services, make it easy for both you and them!
- ❑ Implement **electronic medical records** to improve record-keeping and communication within the practice AND with other healthcare providers.
- ❑ Offer convenience to your pet owners by providing them with **digital access to their pet's health records and test results.** Form more trusting bonds with your clients by showing them that their animal's care outcomes come first!
- ❑ Use **digital feedback forms** and **data analytics** to track patient outcomes and identify areas for improvement.

Part 2: Embrace your online presence

People form emotional bonds with people, not brands. Do not be afraid to share who YOU are as a Veterinarian, your journey, your passion, your unique point-of-view, and your success stories about your patients! Your competitive advantage lies in how influential you are through the audience you are able to build.

- ❑ Use **social media** to engage with clients and potential clients, starting with 1 platform where your audience is most active and post 3-4 times a week.
- ❑ Create a **social media community group** for clients and potential clients to connect with you and your practice.
- ❑ Maintain a **professional website or online portfolio** to showcase who you are and your success stories.
- ❑ **Be inspired by your conversations with clients** - turn common questions and instructions into content to automate your workflows while also providing useful educational resources to your clients.

Part 3: Collaborate with communities

You are not alone in this journey and you do not have to have it all figured out. I have met many veterinarians and doctors who run practices without having a background in business. Though commendable for learning on the job!.. the world is yours to embrace and there are people, groups and communities out there to support you to level up your services and your impact!

- ❑ Learn from **friends and experts inside and outside of the veterinary field** to find effective ways to improve the way you run your practice and to find creative ways to boost productivity, exceptional client service and patient outcomes and revenue
- ❑ **Collaborate with other professionals in your community** to provide comprehensive care for your patients and form strategic partnerships with the ecosystem involved in animal care journeys - start chatting and connecting!

Remember, it's not just about accomplishments, but the **experiences you create and the legacy you leave behind.** Your real power as a vet lies in your ability to make a positive impact on the lives of animals and their owners through your actions, influence, and connections. By finding purpose and fulfillment in your work and making meaningful contributions to society, you **take control of your destiny and create a fulfilling life that aligns with your values.**

Want to **Instantly** Implement these strategies?

Instantly level up your impact using our powerful platform, Kinn, designed for veterinarians. We'll guide you in implementing all these principles.

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