

# Building revenue and compliance through your online pharmacy



## As people shop online more than ever before, with virtually endless options, how can veterinary practices compete?

Lured by convenience and low prices, pet owners who once purchased prescriptions and other products in-clinic are logging on for what they believe is a better choice for them and their pets. Add in COVID-19 and the risks of in-person shopping, and the shift has only accelerated.

According to the Veterinary Hospital Managers Association (VHMA), **87% of practices understand the necessity of an online store** in order to stay competitive with big box stores and online retailers. (Source; VHMA Insider's Insight Benchmark Report)

## How can you tell which solution is right for your practice?

Not all online pharmacy vendors are created equal. Addison Animal Hospital, a two-vet practice in Lake City, Florida, signed up for a digital prescription and online pharmacy platform a couple of years ago. While they were promised revenue growth and better compliance, the practice found the new tools difficult to use, received little guidance from the vendor, and struggled to get pet owners on board.

Their online pharmacy simply wasn't delivering on its promise. According to practice technician Heather Marczynski, CVA, "Clients had a hard time figuring out how to place an order, and I couldn't even go into the backend to help them. It was all too complicated."

## What to look for in a digital prescription and pharmacy solution

### PRACTICE MANAGEMENT SOFTWARE WRITEBACK

Covetrus aligns with most practice management software so you can sync prescription order information with a patient's medical record.

### TOTAL TRANSPARENCY

Check on a client's order status at any time and maintain visibility and better control over long-term compliance.

### EASY, INTUITIVE INTERFACE

Built by people with deep experience in the veterinary industry, the Covetrus Platform delivers a digital workflow that matches your day-to-day needs.

### HELP FROM REAL PEOPLE

As soon as you join Covetrus, you'll partner with a launch specialist and an account manager to teach you how to maximize the Platform's tools and drive client engagement.

“ I love the user-friendly 'back office' feel of the Covetrus Platform. Creating prescriptions is very easy, I have full visibility of clients' orders, and the writeback to our practice management software is fantastic. ”

Heather Marczynski, CVA

## Seeking an easier-to-use solution, Addison Animal Hospital switched to the Covetrus Prescription Management Platform.

Marczynski immediately found the Covetrus Platform more user-friendly and multi-functional, from creating and approving prescriptions to tracking client orders. **“The dashboard has more of a ‘back office’ aspect to it,” she says, “which gives me more visibility and control of order status if a client calls for information.”**

For even greater visibility, Covetrus syncs with their practice information management system. “Writeback to our practice management software is fantastic,” Marczynski says. “It shows a script has been written, if the client has ordered, and when it shipped.”

Their new online storefront, powered by Covetrus, has proven much easier for clients to navigate, leading to increased usage and clearly improved compliance with flea and tick preventatives.

## With the Covetrus Platform, online sales have gone from \$100 to over \$5,000 per month.\*

The bottom line for Addison Animal Hospital is that online sales have grown exponentially. Between July 2019 and July 2020, that growth totals more than **\$40,000 in new practice revenue.\***

And the future is bright: the practice’s upward trend in online sales also indicates that more and more clients are using AutoShip – delivering long-term compliance and valuable, recurring monthly revenue.

For Heather Marczynski and the team at Addison Animal Hospital, the Covetrus Prescription Management Platform provides a critical set of tools to recapture revenues from third-party retailers, so they can compete – and thrive – in the online marketplace.

## The Covetrus Difference

### WE BELIEVE IN SUPPORTING OUR PARTNERS.

Dedicated customer support for practices and pet owners.

### WE BELIEVE IN EASY.

Intuitive design and simple steps make ordering a breeze.

### WE BELIEVE IN TRANSPARENCY.

Absolutely no hidden fees.

### WE BELIEVE IN COMPREHENSIVE MEDICINE.

The nation’s largest formulary of veterinary compounded medications.

### LAST 12 MONTHS

## Sales by Month

Based on shipping date of order.\*



\*Data reflects last 12 months of sales July 2019 – June 2020 based on shipping date of order