

We know that you are working every day with a focus on the health and safety of your employees, clients, and their animals. Covetrus is committed to helping your practice deliver exceptional care to your patients.

We have sourced some helpful templates and instructions to make the communication with your clients easier and less time consuming.

Communication through Social Media

If you haven't already put communication on your Social Media platforms in relation to COVID-19, the following 3 communication pieces may be a good start:

1. Communication explaining the difference between the human COVID-19 and the Canine corona virus

You may have noticed communication around the world talking about Corona Virus in dogs.

At <<insert clinic name>> we want to put your mind at ease that your furry loved ones are not at risk of contracting COVID-19.

Corona Virus in dogs, also referred to as CCoV is not the same virus as SARS-CoV-2 that causes novel coronavirus (COVID-19).

Canine Corona virus causes gastrointestinal problems in dogs, as opposed to respiratory disease.

As for COVID-19, at present, there is no evidence that companion animals/ pets such as dogs or cats can be infected with the new coronavirus. However, it is always a good idea to wash your hands with soap and water after contact with pets. This protects you against various common bacteria such as E. coli and Salmonella that can pass between pets and humans.

Thank You

2. Communication explaining steps to ensure safe visit to practice

At <<insert clinic name>> the health of our staff, clients and their animals are our main priority.

Whilst your pets are not a known risk factor, public spaces are, which is why we encourage you to follow these simple steps to reduce the spread of COVID-19

1. Avoid attendance if you are unwell
2. If you have a pet emergency during this time but are unwell, please call us on *insert clinic phone number* to discuss the best way for us to ensure your pet receives the best care available
3. Wash your hands regularly
4. If you need to cough, please do so into your elbow
5. Social Distancing – Stay 1.5m from others where applicable
6. Minimise unnecessary face to face communication

This will help us protect our clients and staff to keep everyone safe.

Thank you

3. Communication on what the clinic is doing to ensure staff, client and pet safety

At this point in time, <<insert clinic name>> are business as usual although we have implemented a few new practices to ensure everyone's safety and the ability to continue providing you the best service.

1. We have increased our disinfection measures within the clinic
2. All staff will check their temperature before each shift to ensure your safety
3. Anyone who has symptoms of a cold, has recently been overseas, or who has been in close contact with someone ill, will be excluded from working in clinic but may assist us by working from home in self isolation until they have medical clearance.

4. We are working to keep the waiting room as clear as possible and we have implemented buffers between appointments to encourage social distancing.
5. If you would prefer to wait outside or in your car, please advise the clinic staff that you have arrived.

We'll do our utmost best to look after you and your beloved pets safely during this time!
All the best from the entire team at <<insert clinic name>>

Mass Communication Using Email or SMS

The second form of communication to update your clients is through mass communication pieces which can be SMS and/or email.

In Brief:

- Create the Email Template
- Build the Query
- Preview the Results
- Save the Client List
- Send the Emails
- or
- Send the SMS

Create the Email Template

1. Create a new email template in **Task Panel > Email Manager > Configuration > Message Templates**.
2. Select **Email** from the top drop-down list, then click **Add Template**.
3. Paste in a pre-built email template

The following email template has been provided as a guide from the Australian Veterinary Association (<https://www.ava.com.au/coronavirus/>)

COVID-19 Update

Until advised otherwise, we are open as normal – here are some guidelines to help both humans and animals stay safe and healthy.

If your pet needs veterinary attention and:

- You have been overseas within the last 14 days
- You're experiencing symptoms
- Need to self-isolate

Please phone us for advice and we can make a plan

In line with social distancing recommendations, we are keeping waiting times to a minimum. We ask you to:

- Limit the number of people presenting your pet to just one owner
- When arriving for your appointment, please wait in your car
- Please phone us from your car on arrival and we can return the phone call to welcome you into the clinic when we are ready to see your pet.

Please use hand sanitisers located in the clinic

Please phone ahead to order required prescription medicine repeats or food, worming and flea control in advance so we can arrange to have them ready for you without the need to wait.

We are working hard to ensure we can continue to provide complete veterinary care.

Thank you for your understanding and cooperation. This situation is rapidly evolving, and we will provide updates as required.

4. Use the merge field drop-down list at the bottom of the page to insert client and patient details into the subject and/or body of the email template.
5. Once you have created the email template, click **Save** and close the **Email Manager** window.

Create the SMS Template

1. Create a new SMS template in **Task Panel > Email Manager > Configuration > Message Templates**.
2. Select **SMS** from the top drop-down list, then click **Add Template**.
3. Paste in a pre-built SMS template or type your own.
Example:

The team at {Clinic Name} would like to advise you that we are still open and here to help you and your pets. You may experience some new processes that we have implemented to safeguard our staff and clients during this time. For more information please refer to our website or Facebook for regular updates. Thank you for your patience, {Clinic Name}, {Clinic Phone No}

Build the Query

To generate a list of clients to be used as your recipient list.

Navigate to **Task Panel > Reports > F. Queries, Mail Merges & Listings**.

1. Leave Select Listing as 'Client Details'
2. Build Selection Criteria
 - a) Client: Number of Active Patients: Greater Than or Equal to: 1
 - b) Client Has an Email Address: Is true
 - c) Last Sale Date: Greater than or equal to 01/01/2017
3. Run the query by clicking **Execute**

Note: At this point no communication has been sent.

1. Select Listing

Client Details

2. Build Selection Criteria

Client
 Patient
 Consult
 Financial

Last Sale Date
 greater than or equal to

Restrictions	AND/OR
Number of Active Patients greater than or equal to 1	AND
Client Has An Email Address is true	AND
Last Sale Date greater than or equal to 01/01/2017	

Include deactivated items **23 results found.**

3. Select Output Style

Report Listing
 Word Mail Merge
 Spreadsheet
 Send SMS
 Send Email

Export Basic Details

Preview the Results

Before sending the email to the selected clients, it is good practice to review how many clients will be targeted through this query by pressing **Execute**. This will not send the communication yet, it will advise on how many clients will be targeted through the 'Results Found'. If you are wanting to decrease or increase the number of clients that you are targeting, simply change the **Last Sale Date**.

Using section **3. Select Output Style**, choose **Spreadsheet**, then **Preview**.

Save the Client List

If you wish to return to this mailing list to update your clients if your practice's situation changes, saving the query would assist in easily producing the same list of clients again.

In the actions panel on the right of the query-builder select **Save**. Name the file "Covid-19" or a similar memorable name (in the default folder).

When returning to the list, select **Open Saved Query** from the right menu, select your query file, then click **Execute**.

Send the Messages

To send the emails or SMS to all the results found in the query **3. Select Output Style**:

1. Select **Send Email** or **Send SMS**, then choose the previously created template from the dropdown list.
2. When emailing, attach a file if you have a flyer, brochure, or other PDF that you wish to include.
3. Click **Send Selected Email or SMS Template**
4. Wait for the messages to send (this may take a couple of minutes to complete)