

Preventive Care Plans and Paying on Production

IDEXX Petly™ Plans

While employees may be able to comfortably explain affordable preventive care plans to clients, sometimes doctors have reservations

- ❖ Feared loss of production income
- ❖ Concern over how commission will be tracked
- ❖ Worry over being paid appropriately for plan services



National Veterinary Associates (NVA) practices offer preventive care plans, and once they rolled out plans, veterinarians became the best advocates

- ❖ Patients received increased care and visited more often
- ❖ Production pay increased 57% for clients with plans
- ❖ Clients spent \$287 more per patient, per year, on services outside of the plan



Source: Volk, J. Everything you ever wanted to know about wellness plans. DVM360 magazine. Accessed 03-18-16 at <http://veterinarynews.dvm360.com/everything-you-ever-wanted-know-about-wellness-plans>.

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It's entirely up to your practice to decide whether or not to discount the items within your preventive care plans

Discount items in plans	No Discount on items within plans
<p><i>Discounts typically range from 10% to 30%</i></p> <p>Rationale: Preventive care plans provide for a much more comprehensive package of services than the client would otherwise buy and gives clients extra incentive to purchase services outside the plan.</p>	<p><i>Discount 0%</i></p> <p>Rationale: Discounting may have a negative impact on the perception of your offering, or your practice revenue may be at risk by offering a discount. Clients will enroll in a plan just for the benefit of monthly payments.</p>

Whichever route you choose to go with discounting, commission earned on plan services should reflect the same discount as your plans

Example:

- *Doctors earn 20% commission on routine blood work.*
- *Your plans are set up with a 10% discount off list price.*
- *Set doctor commission for routine bloodwork within a plan to 18%, reflecting 10% off the 20% commission.*

All Wellness Plan (WP) codes should reside in their own exclusive classification within your practice management software to allow for:

- ❖ Tracking of plan use volume and revenue
- ❖ Setup and reporting of doctor production
- ❖ Easy long-term maintenance of your WP items



To report on staff commission, use a combination of your *gross* and *net* staff commission reports from your practice management software

- ❖ Set your WP invoice items to auto-discount in your PIMS*
- ❖ Use the gross commission report for plan items
- ❖ Use the net commission report for all other items

*For instructions on auto-discounting, watch the snippet "Invoicing within your PIMS" on the Petly Plans Helpdesk



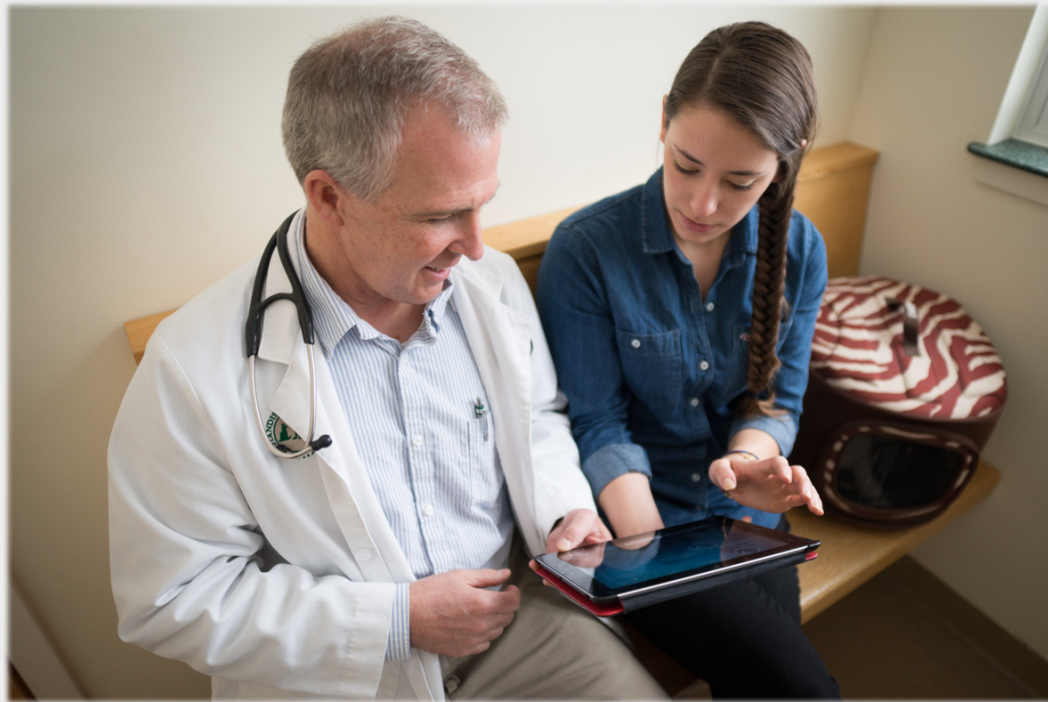
History has shown that patients on preventive care plans generate more revenue for your practice, and are more loyal to your practice for longer

A 15-year analysis by Trupanion found pets with preventive care plans are more likely to **stay active at a veterinary practice for their entire lives**, compared to a three-year tenure for pets without plans.

Trupanion's study also shows that clients with plans **will visit veterinary hospitals 70% more often and spend 50% more.**



Once you think about how that increased spending could impact your practice, we think you'll find that your entire team will be on board and ready to start talking to clients about your preventive care program!



Have questions? Contact your IDEXX Petly Plans Implementation Specialist at 844-878-3738, Option 1