

# Senior Pets:

## Better Compliance Never Gets Old



## The 2009 Vet Metrics Senior Marketing Campaign

### The average practice loses \$203 per pet in senior compliance annually

- 80% of practices offer some type of specialized senior care
- In those practices, **only 13%** of senior pets receive pre-emptive wellness testing
- Overall **1 in 5** senior pets have abnormal lab testing results

### Even established senior programs have compliance gaps

Close your gaps with the **2009 Vet Metrics Senior Marketing Campaign** and focus on missed compliance opportunities.

- **Fills the communication gap** in existing senior programs
- **Targets non-compliant** clients and pets
- Recommends the **services you advocate**
- Creates an **immediate traffic and revenue boost** for your practice

### A cost effective program with proven ROI

- Print and mail costs for large, **full color postcards** included
- **Email campaign** included
- Mail to **targeted clients** for best response rate
- **Expert recommendations** for practice staff to maximize client compliance
- Tracking reports for **program results**

**All of these services for less than \$1,000 for the average two-vet practice with an average 15X revenue return.**

**Call us today at 800-418-8449 or visit [vetmet.com](http://vetmet.com) to learn more about the senior marketing campaign.**



Shea deserves the best senior healthcare, please make an appointment for your dog.

**SIGNS OF HIDDEN ILLNESS IN SENIOR DOGS:**

- Limping, stiffness after exercise
- Changes in urination, thirst or appetite
- Decreased tolerance for exercise
- Weight, skin, coat and hair changes

**15% off**

Shea's senior wellness diagnostic testing. With specialized wellness diagnostic tests we can now detect early problems with your pet's kidneys, liver and heart.

Bring this postcard to our office to redeem this offer. Offer good until 6/22/2009.

**Time for your pet's senior wellness visit. Because caring for your pet never gets old.**

Each postcard includes species image, pet name, practice contact information and logo.

