



PET VISITS ANALYSIS

Annual Review

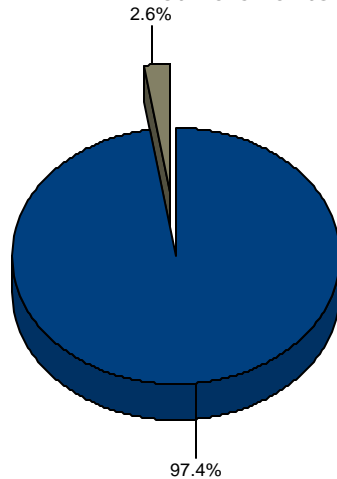


Happy Land Animal Hospital

Definitions

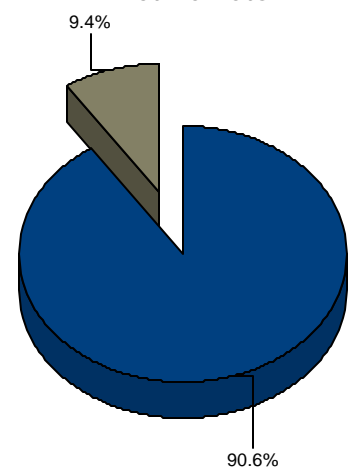
At the practices discretion, **Clients and Pets** are defined as **Active or In-Active** within the Practice Management Software.

Active vs. InActive Clients



	Actual	%	Vet Met Benchmark
InActive	180	2.6%	19.0%
Active	6,704	97.4%	81.0%
Total	6,884	100.0%	100.0%

Active vs. InActive Pets



	Actual	%	Vet Met Benchmark
InActive	1,073	9.4%	15.8%
Active	10,322	90.6%	84.2%
Total	11,395	100.0%	100.0%

Review your Client and Pet lists every six months and inactivate those who have not visited your practice in the last three years. This process will help keep your database clean and facilitate better forecasting and planning for you and your staff. This will also help control your marketing expenses and enable more precise targeting and marketing communications to your clients.



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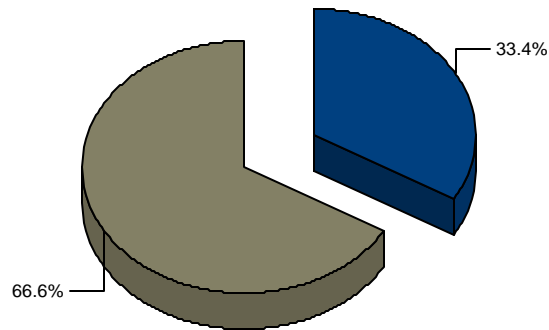
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Definitions

Current Pets are defined as **Active Pets** that have been invoiced for at least one transaction between the Current Start Date and Current End date.

Non-Current Pets are defined as **Active Pets** that have not been invoiced for any transactions between the Current Start Date and Current End date.

Current vs. Non-Current Pets



	Actual	%	Vet Met Benchmark
Non-Current Pets	6,876	66.6%	71.0%
Current Pets	3,446	33.4%	29.0%
Active Pets	10,322	100.0%	100.0%

Between July 01, 2002 and June 30, 2003, 3,446 dogs and cats visited Happy Land Animal Hospital. This is 33.4% of the pets designated as Active in your Practice Management Software.



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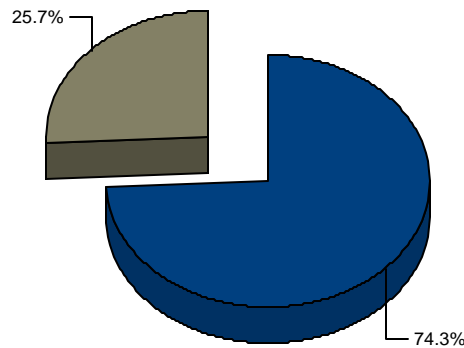
Happy Land Animal Hospital

Definitions

Current Pets without Scheduled Reminders are pets that purchased at least one service or product in the past year but **are not** scheduled to receive a reminder message in the next 12 months.

Current Pets with Scheduled Reminders are pets that purchased at least one service or product in the past year and **are** scheduled to receive a reminder message in the next 12 months.

Pets With Scheduled Reminders



	Actual	%	Vet Met Benchmark
Current Pets Without Scheduled Reminders	887	25.7%	27.7%
Current Pets with Scheduled Reminders	2,559	74.3%	72.3%
Total Current Pets	3,446	100.0%	100.0%

Between July 01, 2002 and June 30, 2003, 3,446 dogs and cats visited Happy Land Animal Hospital. Of those pets, 2,559 , or 74.26%, are scheduled to receive a reminder mailing from your practice in the next twelve months.