



PET VISITS ANALYSIS

Monthly Snapshot

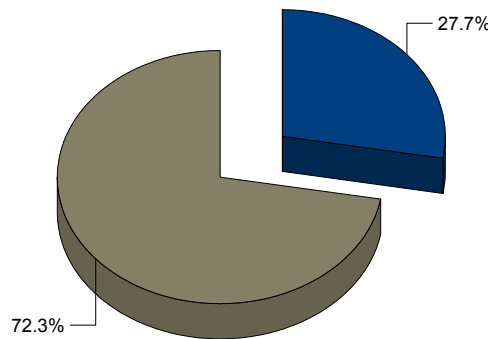


Definitions

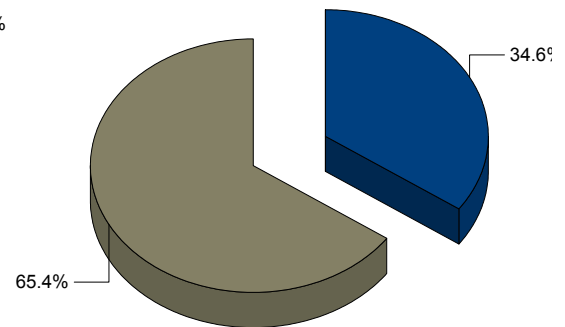
Respondents are Pets that received a Reminder Mailing from Veterinary Metrics on behalf of your practice in the past month and purchased at least one service or product within 35 days of receiving the mailing.

Others are Pets that purchased at least one service or product in the past month and were NOT mailed a Reminder.

Respondent vs. Other Pet Visits



Respondent vs. Other Revenue



	Actual Visits	%	Vet Met Benchmark	Total Revenue	%	Vet Met Benchmark	Avg Trans. Charge
Others	682	72.3%	81.3%	\$80,034.01	65.37%	77.2%	\$117.35
Respondents	261	27.7%	18.7%	\$42,397.76	34.63%	22.8%	\$162.44
All Pet Visits	943	100.0%	100.0%	\$122,431.77	100.0%	100.0%	

Between February 01, 2004 and February 29, 2004, **943** dogs and cats visited . Of these **943** pets, **682** or **72.32%** were not responding to a Vet Met mailer and **261** or **27.68%** were Respondents to a Vet Met mailer.

The Veterinary Metrics benchmark for this timeframe is **81.35%** Others and **18.65%** Respondents.



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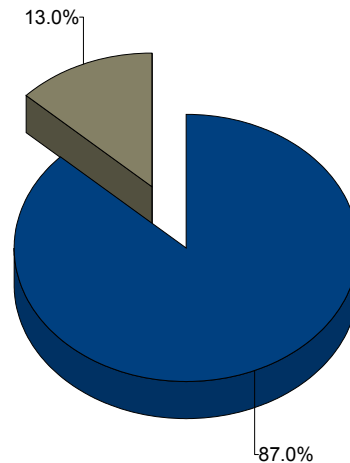
Monthly Snapshot

Definitions

Current Pets Without Scheduled Reminders are pets that purchased at least one service or product in the past 30 days 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 30 days and are scheduled to receive a reminder message in the next 12 months.

Current Pets with Scheduled Reminders



	Actual	%	Vet Met Benchmark
Current Pets without scheduled Reminders	123	13.0%	17.5%
Current Pets with scheduled Reminders	820	87.0%	82.5%
Current Pets	943	100%	100%

Between February 01, 2004 and February 29, 2004, **943** pets visited . Of those **943** pets, **123** pets, or **13.0%**, are not scheduled to receive any reminder mailings in the next 12 months.

The Veterinary Metrics benchmark for this timeframe is **17.5%** .

Make it a priority for each staff member to verify the Annual Wellness, medication, and Dental Exam reminder dates are in the database for each pet that visits your practice. If no record exists, create one for that pet.