Maximizing Your Exam Room Productivity

Andrew Roark, DVM
Green Valley Animal Hospital
Ijamsville, MD

Productivity is simple. It's about building strong systems to deliver service and effectively build relationships. Ordinary healthcare teams can create extraordinary results when they work within a strong system. Extraordinary team members can lounder and achieve sub-par results when they work without support.

Good production protocols should do the following:

a) Ensure routine services (Senior BW, 4DX, fecal, NT, F/T, HWP) are recommended and performed early and often.
b) Capture charges (Every practice bleeds a little from missed charges. This must be minimized through an organized approach.)
c) Appointments should be seen in modules to allow effective use of both veterinarians and support staff.
d) Scripting – It's often not what you say, it's how you say it. The importance of scripting can not be overstated.

Maximal productivity can not be viewed as a single transaction result. Productivity should be assessed in the long term. This includes planning and preparing the clients for future visits and recheck appointments.