

# Client Education—How We Do It

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I bring best wishes from north of the border and an invitation to each and every one of you to visit us in Calgary next fall.

I have been asked to share with you some of the ideas that we have used in our multiple man food animal practice over the past 23 years. We have had the good fortune to be invited to write a guest article in some of the different farm publications over the last years and the responsibility for these columns have fallen on several different people in that time span. We have covered areas of dairy herd health that seemed appropriate to ourselves and which we hoped would be of interest to the people reading the columns. This venture has expanded our minds somewhat and prompted an increased interest in the services for our herd health programs, including non-traditional veterinarian areas such as nutrition, environment, management and records.

We put on a six week, one night per week, intensive short course for which the participants paid \$100.00. We used the outline developed by Dairy Profit Series and used our own in house veterinary staff as well as a couple of outside experts in genetics and animal husbandry. This was very well received and it is a program we intend to repeat this winter.

Space age medicine is upon us and I have used my Sony video camera to great benefit. I have taken small groups of clients on farm tours, looking at the different environmental

and management systems that the group would be interested in in neighboring counties and by videotaping these trips, I have been able to sell my services on the farm and get paid for watching television. We have available a large projection screen which can be used at larger assemblies, to show these videos and it is an easy way to involve your own client base and have them share some of their superior ideas with the rest of the group.

We have had an annual dairy seminar for the last 15 odd years where we bring our people in for a hot dinner and expose them to the areas that we feel are important. This gives us an excellent opportunity to market ideas and products that we have developed for the target group. We have produced a great variety of newsletters and we have come upon a system now where we can produce a four-page newsletter which ended up costing approximately \$.40, which was professionally type set and professionally done and is much superior to the one page outlines and other material that we have handed out on our own letterhead paper over the years. The use of a herd health summary and type written report on our herd healths are well received and give us a permanent report on what we discussed and thoughts we had on the previous herd health visit.

I hope that some of these thoughts help someone in this room.

## “Superbill” Invoicing for the Mixed Practice

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A superbill is a pseudonym for a style of invoice that lists all the services offered on a one page invoice and allows one to check-off only those services used. Coded services combined with a computer becomes a rapid method of charging all billable procedures; it insures consistency between doctors and lay staff, and the service history information is easily retrievable for summary review and adjustment.

Listing all services and accounting for the differences between species can be cumbersome. The following format has allowed for several hundred different services and fees to be accounted for on a single page invoice.

Service Description	3-4 Number Service Code	Species Code	Units	Cost	

A fee or price book is generated listing all services and guideline fees and is the reference text for doctors and staff.

### Other Ideas

Jerline is a type of rope that combines a nylon core with a woven cotton exterior. It makes an excellent foot or throw rope; it is durable, machine washable and, best of all, it has almost NO tendency to cause rope burns (to you or the patient). Both the 7/16" & 1/2" diameter ropes are compatible with quick release hondos. Our current supplier is:

King Saddlery  
184 North Main  
Sheridan, Wyoming 82801  
307-672-2702

A carpenter's apron (especially the leather pouch version) makes an excellent organizer for tools associated with brucellosis vaccination and foot trimming. A PVC pipe of sufficient diameter to house your syringe can be added to the apron, insuring both you and your client safety from accidental bangs vaccination.