

NEW at London
Vet Show 2017

The Core Practice Toolbox

Eight simple tools to help busy teams
deliver evidence-based care of clients
who are facing their animals' end-of-life



**The Pet
Loss Vet**

www.thepetlossvet.com

The Core Practice Toolbox includes:

1



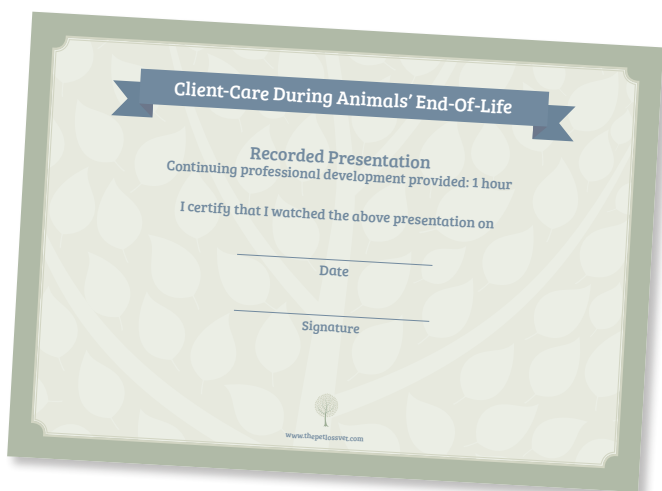
NEW: Knowing When It's Time...

- A booklet to help clients facing a euthanasia decision.
- Includes:
 - The A-B-C Yardstick for an informed euthanasia decision
 - Sympathetic signposting for clients who feel unable to say Goodbye
 - Space on each page to add your practice logo, at no extra charge. Just send a hi-res version of your logo in JPEG, PNG, Ai, EPS or Tiff.
- In PDF so you can print them as you need them.

I have found the ABC very useful to give context, and a useful framework both for myself and the clients in helping what can be a difficult discussion.

PHILIP MRCVS

2



Core CPD

- An evidence-rich, recorded presentation, so all your team are current on:
 - Grief for pets
 - Empathic communication
 - Core pitfalls & tips for their respective client touchpoints
- Gives 1 hour of CPD per person & CPD certificates
- Download to keep and use e.g. for induction & CPD of future staff

Many thanks for the webinar and MCQs. I can feel a good protocol revision session coming on!

ROBERT ELLIOT MRCVS, THE VETERINARY SURGERY, STANFORD-IN-THE-VALE

Thanks again for your fantastic CPD and time spent with our staff. It has been very useful for us and has had a very positive impact on the staff that attended.

KELLY STONE, DIPAVN(SURGICAL) RVN, NURSING STAFF MANAGER, WILDBORE VETERINARY LTD, WORKSOP,

3



A pack of 10 *The Loss of Your Pet* booklets

- High-quality resource to support and signpost grieving clients
- Extensive list of further support resources—so clients can find further support **that's right for them**

[...] the client's just come in and seemed really pleased when I talked to her a bit about grief and offered her a pack, which she took.

PHIL BURNS MRCVS, LAKE VIEW VETERINARY CENTRE, THRAPSTON

This morning I gave one of your grieving packs to a client [...]. She seemed quite appreciative at having the booklet given to her. We need to order some as I've told my vets and nurses we now have to "offer" them to all owners whose pets are being euthanased.

COLIN SKINNER MRCVS, VETS4PETS, CRAMLINGTON

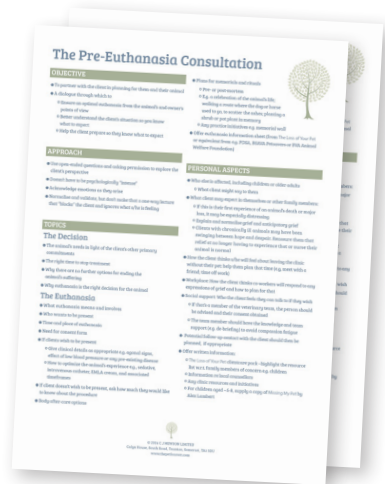
4



Signs for the consult room door

- Alerts your waiting clients there is solemn work taking place
- Ideal if your practice doesn't have a separate "comfort room" for PTS or other sensitive consultations.

5



Guidelines for the pre-euthanasia consultation

- A consultation to review the euthanasia decision and plan for that day¹.
- With the guidelines and Core CPD, personnel can start delivering these supportive consultations right away.

¹ 84% of 1,600 owners said they would welcome that option
Doug Muir, Pet Cremation Services, pers comm, 2014

6



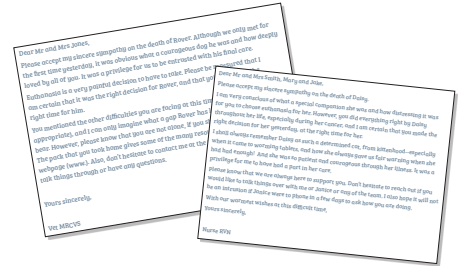
Euthanasia checklist

- Ensures no “hiccups” during or after the PTS consultation--especially on a stressful day, or with locums or new staff.

Thank you for the checklists (for the pre-euthanasia and euthanasia consultations) they are great.

BECKY GOODALL, PRACTICE MANAGER, PAWS INC VETERINARY CLINICS, LONDON

7



Tips for the condolence letter

- Shows the seven elements for an effective veterinary condolence letter
- Different examples to inspire your own wording.
- Perfect for new or locum staff, who may not be used to your practice’s standard.

Thank you so much for the letter/card writing information. Really useful.

HELEN PHILLIPS MRCVS, CARMARTHEN

8

Done-for-you copy about euthanasia and grief for your client communication materials

- Time-saving, up to date and evidence-based
- Written in plain language because ~20% of UK adults have low literacy
- Use it as-is or edit it, and instantly update or create your practice web page,

I was filled with good intentions about writing my own pet loss materials. I have failed miserably to get around to it!

VETERINARY SURGEON (NAME WITHHELD)

PLUS

An extra 15% off *The Loss Of Your Pet* orders

- Gives your practice 50 booklets for ~~£3.95~~, ~~£3.56~~ **£2.96** ea incl P&P; or 100 booklets for ~~£3.95~~, ~~£3.36~~ **£2.76**
- Because ~65% of practices don’t offer clients any grief support information², & every year ~6 bereaved clients per vet change practices despite being satisfied^{3,4} —a cumulative turnover loss averaging ~£10,000+ per vet each year⁵.

I would like to place another order.

GRAHAM DE BAERDEMAECKER MRCVS, PARTNER, OATHALL VETS, HAYWARDS HEATH

Ordering your Practice Toolbox

Price: £175 + VAT

To order, email Clara Martin: clara@thepetlossvet.com

²Dickinson & Paul 2014

³Lambert 2014

⁴Fernandez Mehler et al 2013

⁵Hewson 2014

