

Considerations When Shopping for Your Clinic's New Practice Information Management Software (PIMS)

an ebook by  PetDesk®



Table of Contents

PIMS: The Foundation for Your Current and Future Clients	2
Outlining a PIMS Transition	3
The Big B-Word: Budget	4
Stakeholders (or Remembering Your End-User)	5
Putting the “Fun” in Functionality	6
A PIMS in a Haystack: Narrowing the Field	7
Server or Cloud?	8
The Software Matrix	8
Teaching Old Dogs New Tricks (Training Your Team)	9
Keep Looking Forward: Anticipate the Future With a New PIMS	10
The Nitty-Gritty of PIMS Details	10
Handling Crucial Inactivation Practices	11
Error 404—Now What? (Or How to Handle Trouble)	11
PetDesk: Syncing to Your New PIMS	12
Start Your PIMS Hunt Today	13

PIMS: The Foundation for Your Current and Future Clients



In the chaos of daily activities that swamp veterinary practices—scheduled appointments, emergency visits, lab work, radiographs, surgical procedures, dental prophylaxis, medication refills, client questions, and treatment planning—behind-the-scenes operations take place. Accounts produce alerts of delinquent balances, reports generate reminders for clients with overdue vaccinations, and orders arrive, waiting for the inventory manager to process and check them in. It's a hectic system of interlocking pieces managed by a well-oiled team of individuals devoted to their part in the structure. And keeping those operations running smoothly relies on the presence of one crucial piece of veterinary equipment: the PIMS.

Practice information management software (PIMS) combines the front and back office tasks, eliminating the need for redundant programs that often refuse to play nicely in the sandbox together. The single data repository not only adds organization to a clinic but also provides security to the data, offering fewer chances for critical information to slide between the cracks as it moves from one piece of software to the next. And with a PIMS as the foundation of your practice, you can strengthen and grow your client base, transforming your clinic into the image of your team's wildest dreams.

The functionality of a PIMS is only limited by your team's needs (and, to a lesser extent, your budget). Some of the most prominent names in veterinary medicine have created PIMS that are familiar and utilized throughout the industry:

FAMILIAR PIMS IN THE VETERINARY INDUSTRY

Company	PIMS Owned	Software Offerings
Covetrus	AVImark, ImproMed, ImproMed Equine, Pulse	Rapport, PetWise, VetStreet.com
IDEXX Laboratories	Cornerstone, Cornerstone Cloud, DVMax, ezyVet	Petly, Pet Health Network Pro
Patterson Veterinary	IntraVet	ePet Health
Mars (VCA, Banfield)	VIA	

But when you're looking to purchase a PIMS for the first time or transition to new software, how do you determine which software program will work best? While you WILL get flexibility and a wide range of functionality, you're not contemplating a minor addition to the expense report for the year. And this isn't a decision that impacts you, or even your staff, alone. Changing your operating system will leave your clients waiting (patiently, in an ideal world) as everyone shifts to the new software. You want to make the best and smoothest transition possible.

Before you reach for the PIMS with the shiniest bells and most colorful whistles, take the time to analyze exactly what your practice needs. The best PIMS for your business may be a scaled-down version of one of the top software options on the market. Or it could be a splurge to get everything you wish for the next 30 years. But until you start working through your team and clients' considerations, you may not know what you're missing—or you could buy more than you need.

Outlining a PIMS Transition

Leaping to a new PIMS requires a frank discussion on what your practice finds lacking with its current software. (If you're satisfied with the system and how your clinic operates, why upgrade or shift away from the current program? Save your budget for another purchase.) Getting the team on board with a transition starts with analyzing what's working and what needs improvement.



How often does your current software send out incorrect patient reminders—a frequent bane of veterinary practices?

Is this a situation where your data only needs a cleanup or does the problem lie with bugs in the system? One of the biggest promises of current PIMS on the market is refined client reports. A transition can help weed out corrupted and old records, starting your system on a new path with your clientele. And satisfied customers are compliant customers that boost revenue and share positive reviews.

Are you fielding complaints from your team about a lack of function in your current PIMS?

Does it fail to integrate with software utilized throughout the practice? Are there glitches leading to lengthy customer support calls, taking time away from more crucial tasks? Was the last scheduled update over three years ago, leaving you with hardware in the clinic that now qualifies for an exhibit in the Smithsonian? Murmurs and disgruntled comments from your staff are essential context clues that it's time to consider an upgrade in your software.

How will your client base benefit from a transition? Are there new services a different PIMS could bring, such as telemedicine? *(An option gaining in popularity courtesy of COVID)*

Does the software allow your team to lead a customer through an appointment with greater ease, such as by facilitating payments in the room or via an app? Any software upgrade will necessitate some confusion as records make the transfer. So the ability to advertise and promote new conveniences to ease the burden on clients during the transition period can help alleviate that strain. This is particularly important if your practice finds itself with little downtime in which to handle the changeover.

Finally, have you heard positive outcomes from veterinary peers?

Forums offer informal testimonials to PIMS that cut down on unnecessary work hours, streamline treatment processes, and improve client satisfaction. As soon as you're ready to consider converting, pop into a Facebook group and start picking colleagues' brains. They can provide real-world evidence of their experiences with everything from the sale to the onboarding to the training and immediate value. It's a window into what you can anticipate—and you can "shop" around through various options before you pull that trigger.

Once you're confident you need a new PIMS in your clinic, it's time to start ironing out the details on what will work best for your practice. Because not every software program is created equal.

The Big B-Word: Budget

PIMS cover a range of costs, but they rarely fall under the category of “cheap.” **When you purchase new software, you’re investing in your clinic.** And while you may wince to sign that check, it’s important to remember you’re not thinking short-term; you’re looking at a system that will carry you 10, 20, or even 30 years into the future (in an ideal world). Where do you want to see your clinic in that time?

Are you hoping to expand the practice with more veterinarians?

Would a PIMS with the inclusion of a telemedicine feature help attract those doctors?

Do you want to open additional services such as rehabilitation, homeopathy, or a specialty?

How easily will a PIMS help you juggle the needs of that expanded client base and their individual services and workflows?

Are you hoping to upgrade laboratory and imaging capabilities?

Do you need software that seamlessly feeds results directly into a patient’s files?

When you outline the goals for your PIMS transition, it makes the bitter pill of the purchase easier to swallow.

However, you still want to pay attention to the dollar signs attached to those big dreams. Every company’s pay structure differs. Some offer an annual fee that covers your base license, with an option to purchase additional licenses if you have satellite clinics or need to bring in extra services. Others set up subscription tiers, allowing you to choose the best options for your clinic. (This may be the most ideal if EVERYTHING won’t work for you—even looking down the road).

Once you pass the significant fees, it’s time to hunt for extras. Will you need to pay for upgrades or updates:

- Does the PIMS require additional fees to send text reminders to your clientele?
- Is there a proprietary reminder service you need to sign-in to, or are you free to stick with the system you’re already satisfied with?
- Can you retain your flexibility when shopping for additional third-party integrations, or will you be limited to their company’s options?



Or are these extras included? And what happens when you (inevitably) need troubleshooting? Is there an additional fee for each instance, a plan to cover so many calls a quarter, or a blanket support option? How does the company handle the onboarding process? Are they available to train your team for a week? A month? Do they arrive on-site to walk everyone through the process, or is it a Zoom presence as needed?

A PIMS is far from a small expense. You want to sit down and run through ALL of the numbers:

- The license fee (and how many people or terminals it covers)
- Your onboarding costs, including the training of your staff
- Potential fees to hire outside help if you need assistance with the data transfer
- Any charges associated with troubleshooting that will come down the road
- All of the extras that may be associated with the PIMS

If you’re not sure about the cost of something, ask. There’s nothing wrong with laying out a ten-year plan for your practice, but you want to be able to finance those lofty goals—and not just make a down payment on a PIMS.

Stakeholders (or Remembering Your End User)

Once you see the variety of PIMS available—complete with their enticing offers and perks—it's tempting to turn to the top tier of managers in your practice. (Whoever holds the purse strings holds the power) However, you don't want to fall into the trap of picking a bright, shiny new toy that falls apart when it's played with. So when you've narrowed down your shortlist of choices, it's time to present the options to the real stakeholders in your practice: the end users.

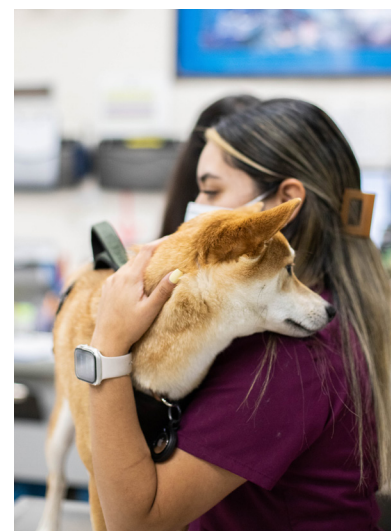
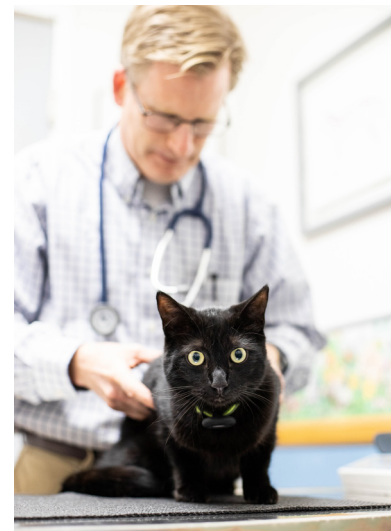
Everyone utilizing the PIMS deserves a right to “buy in” to the decision, especially your Client Service Representatives (CSRs), who are the most common end users in a clinic. But everyone with a role in the software deserves a chance to test drive the program and determine how it will function for their daily activities. **Will it suit the needs of both the reception and medical teams?** Or are you looking at a PIMS that will orchestrate your client reminders and fail to integrate with your lab equipment? Will the software generate treatment plans but lack the capability to customize your practice's end-of-day (EOD) reporting needs?

Poll your staff members to discover any current shortcomings in their current workflows. Having that list on-hand when you begin shopping for a new PIMS can help solve the needs the program **MUST** meet. And it helps foster a sense of community within your practice. Then, rather than announcing the transition to staff unaware, it becomes a collective decision. You'll find less resistance to the conversion and more volunteers when it comes time to transition data.

Another helpful exercise is to walk through a potential PIMS from a client's perspective. Begin with the scheduling of an appointment and end with the discharge instructions.

- How user-friendly is the program?
- Are there any inefficiencies that could spell problems for potential client annoyance, such as when scheduling appointments or forwarding records to boarding and grooming facilities?
- What will the client-facing materials look like within the PIMS?
- Is it easy to generate custom notes and discharge instructions?
- Does the program communicate digitally, allowing clients to see their records and results?
- Do you find lengthy wait times that will aggravate a client?
- Are there gaps where third-party integrations fail to integrate with the program, causing unnecessary delays?
- Did the system capture all relevant data, including doctor's notes?
- Can you customize your notes, rendering them pet parent-friendly so they can be sent digitally to the client upon request?
- Was the invoice handled appropriately or was additional software required for the point of sale (POS) terminal?

Management can approve the budget requirements for a PIMS. However, if they select software that's ultimately unusable by the team, it can lead to animosity and frustration. And bad feelings trickle down to clients, leaving a sour taste in their mouths when it's time for recommendations and reviews.



Putting the “Fun” in Functionality

“What can this PIMS do?”

All software provides patient information storage. But if you’re going to invest your clinic’s nest egg and staff time into a conversion, odds are you want more than “the basics.” Query forums on everything the system can do before you sign along the dotted line.

Modern PIMS assist EVERYONE within the veterinary field in streamlining their working day. They compile the needs of multiple programs into one, eliminating redundancies—and the chance for careless errors or lost data. And odds are, once you start polling your staff on potential functionalities, you’ll find a PIMS capable of meeting their needs:

Inventory:

Can the system monitor quantities and expiration dates to help you generate orders?

Controlled Drugs:

Does it have an option to streamline controlled substance records and reporting?

Laboratory:

Will your lab equipment integrate results directly into patient records?

Radiology:

Is the program compatible with your clinic’s digital imaging, allowing your doctors to view and manipulate radiographs within the system?

Employment:

Is there a way to integrate employee records, securing everything from W-9s to evaluations?

Payroll:

Can you eliminate the need for a separate time clock to process hours and paychecks?

Word Processing:

Will the system allow you to upload templates for use with discharge instructions, surgical release authorizations, medical notes, and SOAPs?

Accounting:

Is there a function to automate—and potentially troubleshoot—money drops at the end of shifts?

Reporting:

Does the program have the capability to assist with monthly, quarterly, and annual reports? Will it integrate with third-party programs such as Intuit’s Quickbooks?

You may not find all of these functions in one program, but it’s worth looking for as much integration as possible. And once your team discovers how much the new software will take OFF their plate, their excitement at the transition will grow. It will make it easier to get them to promote the upgrade to clients, smoothing over any bumps during the conversion process.

A PIMS in a Haystack: Narrowing the Field



The variety of PIMS available on the market appeals to veterinary clinics large and small. What may work for a mobile practice won't suffice for an emergency clinic with three specialties. But once you've worked through the questions of transitioning to a PIMS, you have a better idea of the system that will align with your practice goals. And you'll still find yourself with a long list of possibilities.

This is when it's time to consider the practical implications of each program. Rather than what will work FOR your clinic, you want to look at what will work IN your clinic. Start by compiling a list of currently available hardware (include everything from your computer towers to your monitors to your POS terminals) or a wish list of purchases to accompany the PIMS. Assemble the tech-savvy members of your team to help with the details of this part of your hunt. Because the last thing you want to do is authorize payment on a program that won't run.

And it starts with understanding whether your computers and terminals operate on Mac or Windows. The majority of PIMS runs on a Windows base, as you can see to the right. A few are compatible with Mac, but they're a rarity. So if you have Apple systems throughout your clinic, that narrows your field of choice from the beginning.

Once you know which PIMS your clinic can choose from, you have further details to dive into. Each comes with pluses and minuses. And it's in your best interest to take your time and weigh what will benefit those future plans, your end users, and what makes the most sense for functionality.

OPERATING SYSTEM REQUIREMENTS FOR POPULAR PIMS

PIMS	Operating System
123 Pet	Windows
Advantage	Windows
Advantage+	Windows
AVImark	Windows
AVImark SQL	Windows
ClieTrax	Windows
Complete Clinic	Windows
Cornerstone	Windows
Cornerstone Cloud	Any (Cloud)
Covetrus Connect	Windows
DaySmart Vet	Any (Cloud)
DVM Manager	Windows
DVMax	Windows + macOS
DVMax SQL	Windows + macOS
ezyVet	Any (Cloud)
Hippo Manager	Any (Cloud)
HVMS	Windows
ImproMed	Windows
ImproMed Equine	Windows
Intravet	Windows
Intravet SQL	Windows
Pulse	Any (Cloud)
Stringsoft	Windows
Triple Crown	Windows
V-Tech Platinum	Windows
VIA	Windows

Server or Cloud?

Patient information management software divides into two categories when it comes to data storage: server-based and cloud-based.

Server-based software is installed on-site. You'll need to ensure you have the physical server space to devote to your client's data and patient histories. Servers benefit from remaining secure and within "sight" at all times. However, you need to outsource someone to handle crucial data backups. And if anything happens to the building or server location, you could lose the data. (Not something most practices like to contemplate).

Cloud-based software exists on an off-site server—literally in the Cloud. Your client and patient data are available for access from any location with a functional internet signal. It's the newest version of the software and less costly as it doesn't require a physical server farm. And since data lives off-site, backups are handled by the PIMS company. However, the Cloud limits the functionality of most programs. Despite the trade-off, the Cloud is growing in popularity among veterinary clinics, especially if they have mobile facilities.

There isn't a "right" or "wrong" answer when making the server decision. It simply depends on how your clinic operates. And harkens back to that decision on budget. If you have the finances—and room—for a physical server and don't support a fleet of mobile veterinarians, there's no reason to consider a cloud. But if your doctors provide mobile services through the area, a server can lead to problems. You'll want to decide which data storage makes the most sense for your practice and find a PIMS that offers that support.

The Software Matrix

Every clinic supports a variety of software, from the POS terminals to the radiograph machine. Sometimes a new PIMS will integrate with the existing hardware without a problem. Other times, you'll need to spring for an upgrade before you can start the conversion process. And you don't want to wait until the onboarding team arrives to realize your hardware OR software needs an overhaul to the 21st century.

When you start researching PIMS, you'll find specifications. They'll include the workstation and server. And you'll have two primary listings:

- **Hardware Requirements:** These will include CPU, RAM, and hard drive space
- **Software Requirements:** The operating system needed

While the software WILL run on the minimum requirements, your best bet is to upgrade to the recommended settings. This will ensure your system runs smoothly for longer, with fewer calls to tech support. And make sure you check EVERY machine in the clinic. One ancient computer in the back office that's only hauled out when the lab terminal glitches is still enough to crash your shiny new PIMS. And, yes, those operating systems matter if you want the software to work correctly.

But you have OTHER software hanging around your practice, too (*Note: this is a SAMPLING of the possibilities*):

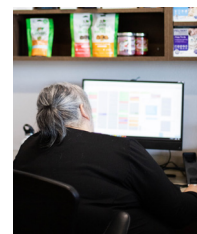
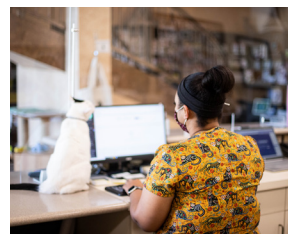
Monitoring Equipment (Anesthesia, respirators, critical patients, CPR, remote patients, etc.)	Lab machines Echocardiogram Specialty	Radiology Telemetry	Ultrasound POS Terminals
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You need to know the specifications of those programs. Will they integrate with a new PIMS? Or will you need to contemplate a system that may not talk to your prescription label printer? Ideally, you'd like everything to play nice and feed into your patient records, but that isn't always possible. You may have to export PDF files and appoint a staff member to upload screen captures to achieve a complete chart. It isn't ideal, but the perfect PIMS may be out of reach (or may not exist, depending on the software running your equipment).

Your best bet is to create a matrix documenting ALL of your clinic's software AND hardware.

Then compare it to the requirements for the PIMS. Cross out anything that won't integrate. From there, you can decide which program offers the most benefits to your technology. You may select a company whose PIMS doesn't integrate with something—even a prize piece of your clinic. As long as you're satisfied with the matrix you DO have, there's nothing wrong with that decision.

Teaching Old Dogs New Tricks (Training Your Team)



Even the most user-friendly PIMS will be new to your team. And while some staff members may have worked with the program at another practice, updates change functionalities. You want to ensure the company offers a training system during the onboarding process to get your clinic operating with as little downtime (and frustration) as possible.

Some PIMS may come with the bonus of an operation manual. This provides a handy reference to peruse and copy for new hires. And it's the first place you can turn when inevitable issues pop up. It helps to have a hard copy of the manual available for those instances when the server or internet access becomes impossible (even if you elect a cloud-based option). But a PDF version works in a pinch and can live in a central location.

Other companies offer to set up virtual training sessions. And they may drop in to set up workarounds any time you encounter problems with the PIMS. This removes your staff's burden, allowing them to focus on customer service and patient care tasks.

As new updates become available online, improving the system's capabilities, it's essential that updated training resources drop simultaneously. You don't want to struggle to decipher changes in your (non-existent) spare time. The company should tailor its training program to YOUR needs. Not just when getting your clinic up to speed during a transition, but any time significant changes are made. Ensure you know all the ins and outs of the training options offered with the PIMS you're considering.

Keep Looking Forward: Anticipate the Future With a New PIMS



Your list of potential PIMS choices should be dwindling. You've assessed your available budget, polled your team, checked the software capabilities (or placed an order for new equipment), and settled on a server or cloud-based system. That checks the biggest boxes when managing your clinic's information. And it covers the "fun" details everyone gets excited about when they contemplate transitioning to a new software program.

But you have a future to consider. That means looking at the underside of your software and evaluating the unattractive details often disregarded in the shopping process. The sort of information vital to running a practice that doesn't always surface when examining the big picture. Without the finer particulars, it's possible to bring those grand 30-year plans crashing down.

You may not always find such information in a company's published literature. But you can arrange to speak with a reference from the PIMS provider. They'll connect you with one of their satisfied customers, giving you the chance to ask. You can also read up on case studies on the company's website. You'll find featured information if they've highlighted their attention to detail as a positive. Capterra is another option, providing third-party sources for software tools. They're careful to look under the hood and kick the tires.

You never want to make a final decision without ALL relevant data. That could lead to problems in the future when you've already converted your patient data. Not the time you want to discover the software's held together with tape and glue.

The Nitty-Gritty of PIMS Details

Software is only as good as its last update. Odds are you started looking to transition your PIMS because your current program is over two years old. You want to check the latest version available and see how often the company release patches and revamps. **Every one to two years is average.** But you also want to see WHAT changed.

- Are they implementing bug fixes?
- Are they refining the product?
- Do you see a list of new services incorporated into the software?
- Have they offered a further rollout of telemedicine or text-to-call?
- Does the system integrate with a new set of software?

What gets updated is every bit as important as how frequent.

You also want to know the average length of time to transition the PIMS. Even if you're not moving from paper files to a server, you need to anticipate an inconvenience to your clients while you convert from one system to another. The company should provide an idea of the timeline while you're making the switch. They should also detail exactly what kind of customer support you can expect during the process. Will someone be available on-site? Or do you need to consider outsourcing help to get the files transferred? (Knowing how long you'll need those extra sets of hands can help you set aside a temporary salary).

These details are easy to overlook, but they're vital once you start the conversion process. You have grand plans for your practice, and they DON'T include needing to upgrade to another PIMS in five years. Ensure you're choosing a company with big dreams of its own that stays on top of quick turnarounds.

Handling Crucial Inactivation Practices

Once data finds a new home after a transition, you will face the question of how to set up inactivation procedures. How many deceased patients came over in the conversion process? You don't want birthday cards, vaccine reminders, or overdue wellness visit prompts to go out to your clients and create complaints. **What strategy do you want to implement to locate and inactivate those patients in the new system?** Does the PIMS have a design to catch patients as they pass away—a method to capture that data, so you don't inadvertently miss crucial information? These are essential questions to consider BEFORE you begin the transition process.

When does your clinic decide to inactivate a client? After five years? Or are you willing to give them ten years to come back? **You need to determine how to scan that data in the system following your PIMS transition to weed out old clients and remove them.** And you need to determine if the software can handle the process moving forward. Is it able to read the dates of the last visit? Or does a CSR need to handle the task manually? You'd rather not keep sending reminders fifteen years down the road and waste stamps following up with people who may have left the area or lost pets (missed in your OTHER inactivation process).

Ensuring you don't have these errors in your data will keep your clients happy and eliminate potential poor reviews down the road. It will also keep your practice from wasting time and money chasing down dead ends. When you convert to a new PIMS, it's the perfect time to consider cleaning up your data. And you want to ask how the software will help you accomplish this crucial task.

Error 404—Now What? (Or How to Handle Trouble)

As gorgeous and shiny as a PIMS may be, no software is perfect. Human errors happen on hectic weekends. Storms move through and take down servers. Or gremlins infiltrate computer terminals and wreak havoc. At some point in time, your clinic will find a problem with their software and need to ask for help. What is that going to look like?

Some companies offer live chat to walk your staff through problems with the system. Other times you'll need to contact a support line, requiring someone to sit on the phone until the issue's resolved. **It's essential to understand what troubleshooting will look like for your chosen PIMS.** And that includes knowing whether you have access to a single contact or an entire team of IT professionals. (It'd be wonderful to assume you'll only encounter simple problems one person can handle, but technology isn't that kind).

You also need to consider the time involved when systems crash:

How long does it take the average help request to process?

If you're a busy clinic, can you spare two hours of downtime to solve a software glitch?

Do you want to get locked into standard business hours and risk not getting help on the weekends?

Is the company in a different time zone than your clinic?

You may not find the answer you need in your training manual, and you don't want to rely on a backup "paper" PIMS while you wait for the company to resolve the issue. Make sure you thoroughly understand the help offered for the inevitable problems that will arise, and what an average response time will look like for EVERY potential problem—small and large.

PetDesk: Syncing to Your New PIMS



Transitioning to a new PIMS sounds overwhelming. As you've already seen, there's plenty to coordinate and think about. Having a company in your corner that can help take the stress off your shoulders as you shift your clinic's stored information to a new PIMS is another option in your shopping experience. PetDesk is one of the best choices for syncing that software with your existing data.

The PetDesk Dashboard is a team- and client-friendly interface that displays everything (client communications, appointments, and requests) within your clinic on one screen. And their onboarding team makes the migration process a breeze. Meanwhile, the Customer Success Team swoops in to assist with your long-term goals — all in a real-time setting — allowing you to entertain those five, ten, and even 30-year goals in real-time. **Within as few as two phone calls, they can analyze everything you're looking for—functionality, extra features, reasonable expectations, budget—and the ideal PIMS designed to supercharge your veterinary practice to the next level.** And they respect your needs for a seamless transition, ensuring your clients experience no disruption to their usual contact methods while the database hops from one system to the next. It's a team effort that results in a conversion everyone can be satisfied with!

And when it comes to compatibility with existing PIMS, PetDesk is the nicest kid on the playground:

PETDESK PIMS COMPATABILITY			
Advantage+	<u>Cornerstone Cloud</u> ☁	<u>Hippo Manager</u> ☁	<u>RxWorks</u>
<u>AVImark</u>	<u>Covetrus Pulse</u> ☁	<u>HVMS</u>	<u>Stringsoft</u>
AVImark SQL	<u>DaySmart Vet</u> ☁	<u>ImproMed Infinity</u>	<u>V-Tech Platform</u>
<u>ClieTrax</u> 🍏	DVM Manager	<u>ImproMed Equine</u>	<u>VIA</u>
<u>Complete Clinic</u>	<u>DVMax</u> 🍏	<u>Intravet</u>	
<u>Cornerstone</u>	<u>ezyVet</u> ☁	IntraVet SQL	
☁ = Cloud-Based Server		🍏 = macOS	

Cloud-based, server-based, Windows OS, macOS—PetDesk is willing to work with every software. That gives YOUR clinic plenty of options to find a system designed perfectly for your team's needs. And through Covetrus Connect (their support team), they can help analyze your current hardware and software needs. Uncertain if the terminals in your practice can handle the specifications of a certain PIMS? Covetrus Connect is happy to attempt an install to check. Then you'll have a full report of success (or an idea of what needs an upgrade if there are problems).

In the onboarding process, PetDesk helps you get that software matrix together, ensuring no one's left out of the translation period (or if it DOES get set aside, there's a good reason for the omission). They help you determine which of your systems talk together to get as many elements working in sync as possible. And nothing beats an extra set of eyes, so you don't forget that the lowly PT/aPTT analyzer in the lab needs access to the patient data, too!

Everything comes across seamlessly, keeping you running at full capacity. You can transition to the new PIMS of your choice in as little as a few days. Then they ensure your staff receives a customized training program, starting everyone off on the right foot. On-demand support never disappears, even as upgrades and new rollouts drop. And if there's a gremlin in the works? You have the option of live chat, phone, or even email support. That guarantees nothing more than the occasional speed bump—as opposed to an entire crater as you cruise toward those expanded dreams for your business.

Once synced to your shiny new PIMS, the PetDesk Dashboard provides the perfect conduit for your patient information. You'll have complete access to everything you could ever want for your practice:

- A user-friendly app for client engagement
- Telemedicine portals to expand the availability of your practice
- Email communication with clients to facilitate mass communication

PetDesk is the perfect ally for any clinic looking to transition their PIMS!

Start Your PIMS Hunt Today

Shopping around for a new PIMS sounds overwhelming and complicated. There are fundamental details you need to consider:

- Are there practice goals not being met by your current PIMS?
- Can your budget support such a purchase?
- Will your team protest the change to the clinic?
- Is there enough justification behind a transition?



But the hunt for new and improved software becomes exciting once you dig into how a modern practice information management system can improve your operational efficiency as well as growing and expanding your clinic. Rather than answering oppressive questions, you find optimistic thoughts popping up from staff:

- Will the PIMS offer a better client experience?
- Are there opportunities to incorporate new functionalities such as EOD processing or radiology imaging?
- Can we tackle a new inactivation procedure to streamline our client data?

And once you've begun narrowing down the field of options, you find yourself with a list of systems guaranteed to improve the day-to-day operations of your practice. In no time, the problems you're currently battling disappear, leaving you charging full steam towards a bright future. And with the proper troubleshooting support and promise of upgrades to come, you can sit back, confident in the switch you've made.

So start sketching out those software matrixes. And make your shortlist of PIMS.

The future's waiting!



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