

# Workflows that flow.

How integrated cloud-based software eliminates friction and enhances efficiency.

**IDEXX**  
Veterinary Software



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# Introduction

Veterinary medicine is unpredictable. On any given day, you might snuggle a litter of puppies, soothe a worried pet parent, celebrate a staff member's birthday, and run a full-team CPR code on a patient experiencing an emergency—all in a matter of hours. While this certain uncertainty is a given in veterinary medicine, a similarly unpredictable, arrhythmic, and disjointed workflow can negatively impact your practice's efficiency, productivity, and quality of care.

Integrated cloud-based veterinary technology creates a seamless experience for veterinary teams, resulting in an end-to-end workflow that supports and streamlines each part of the veterinary workday, no matter what it brings. When your practice is digitally enabled, you and your team are equipped to embrace the unexpected because you have reliable, intuitive, and efficient technologies that allow you to create harmony amid discord.



## How can software help?

Fully integrated technology optimizes the veterinary workflow by eliminating time-consuming delays, extra steps, and repetitive tasks that can negatively affect work efficiency, quality, and productivity.

# Mind the gap

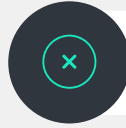
## Is your practice dealing with loose connections?

Your workflow is working—or is it? Nonintegrated technology may be costing you time, money, and team morale.

### Common activities that suggest your software has loose connections:



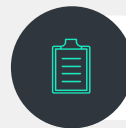
Manually entering patient information for each in-house diagnostic test



Frequent errors and omissions across systems



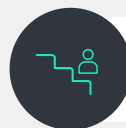
Repetitively entering data among unsynchronized systems



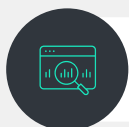
Supplementing electronic medical records (EMRs) with handwritten notes



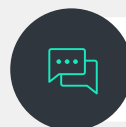
Having to switch between multiple screens



Experiencing decreased client compliance and satisfaction



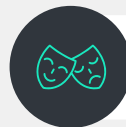
Viewing diagnostics on a website



Frequent miscommunications between team members



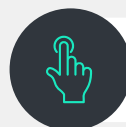
Frequently having to apologize to clients for delays and long waits



Morale constraints hinder staff performance



Copying and pasting client communications into your practice management software



Manually entering client information into your practice management software



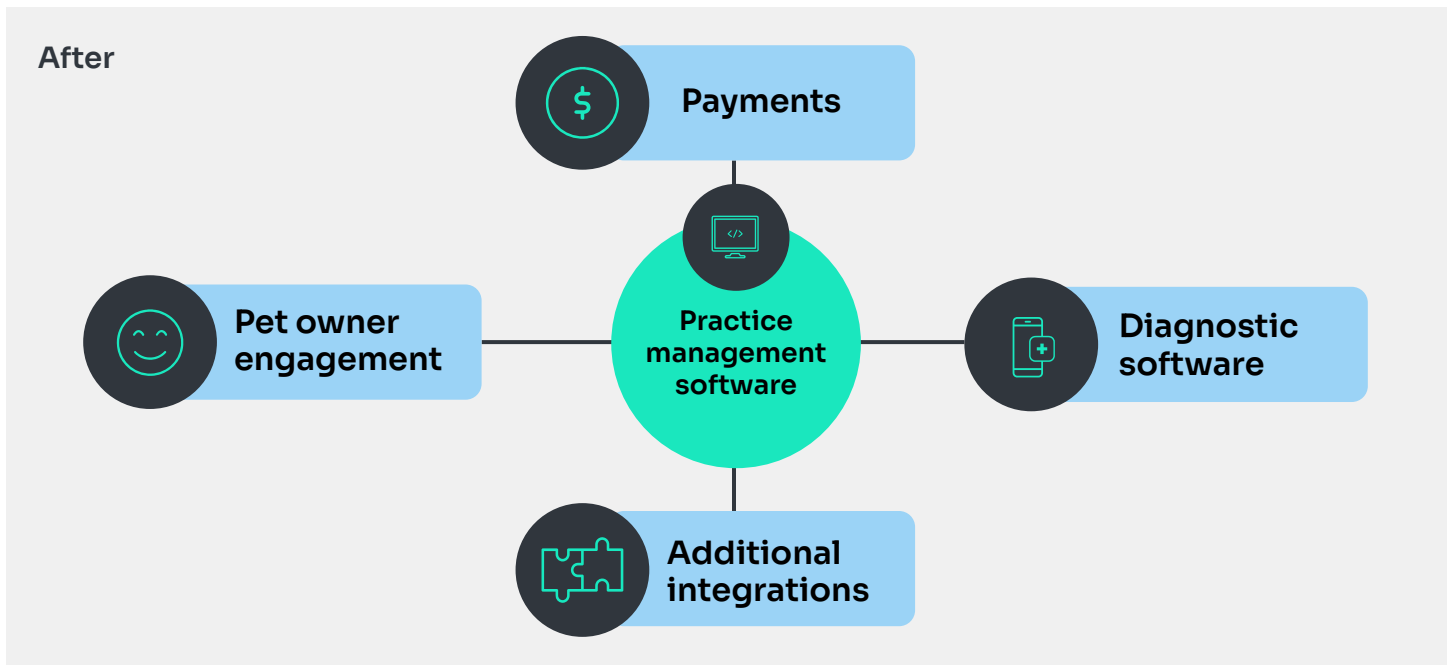
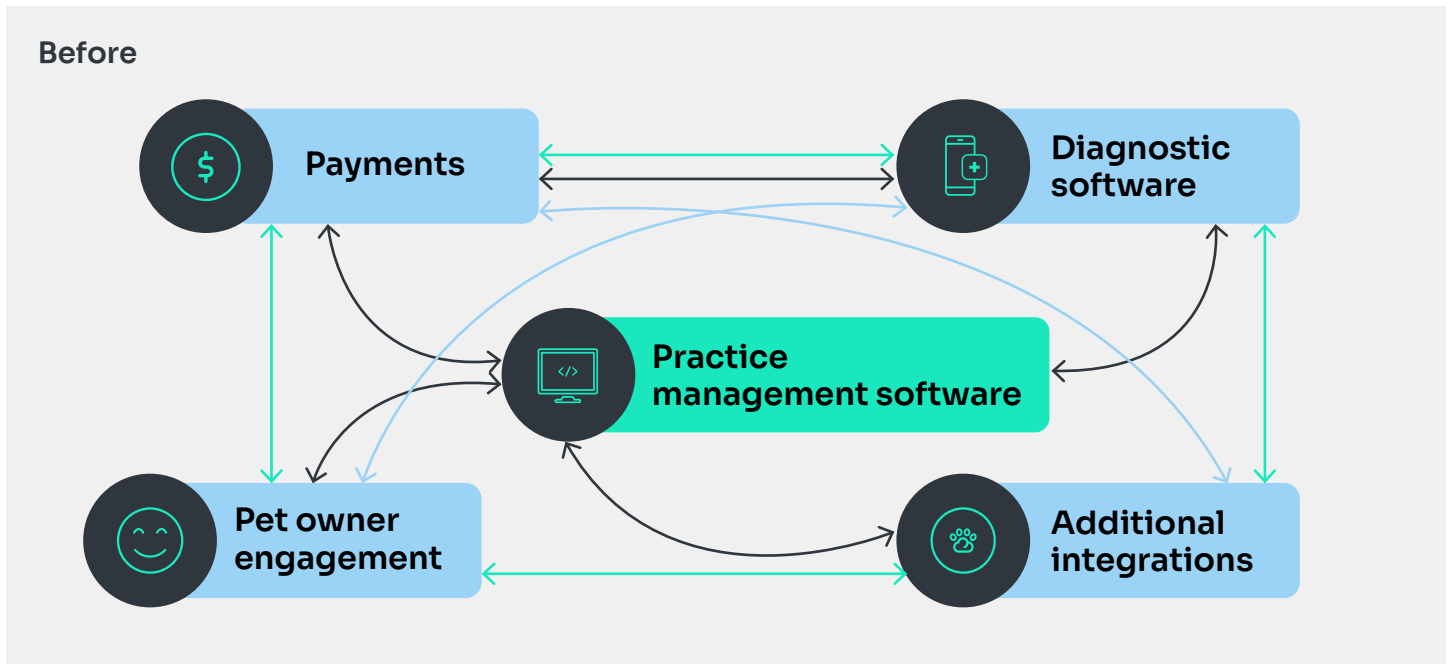
### How can software help?

For seamless and efficient productivity, fully integrated veterinary technology creates a unified and synchronized workflow that connects each of your practice's key areas.



# Connected technologies unify your team's efforts

Between the ongoing staffing crisis and the increased demand for veterinary care, every second counts. Rather than operating as a separate entity from your team, your clinic's technology can function as one cohesive ecosystem, which may be your practice's key to unlocking improved efficiency, morale, and profits.



# Start here, go anywhere

## Leveraging your practice management software

According to the IDEXX publication *Finding the Time: Identifying Actions That Add Up to Meaningful Productivity Gains*, approximately **65% of veterinary practices** reported that their staff work primarily within their practice management software rather than among other portals or programs, perhaps because 85% admitted that their clinic's programs and platforms do not integrate well with their practice management software. Despite this, many practices continue to use their current technologies, viewing this as a cost-saving measure. However, in reality, this approach is costly—nonintegrated systems decrease

practice management software functionality, require extra time by taking team members away from more important tasks such as caregiving, and decrease practice productivity and profits.

Your cloud-based practice management software should be at the heart of your practice with each integrated service and application providing synchronized, two-way data sharing. For maximum accuracy and efficiency, this seamless communication among systems creates an effortless and real-time information flow from the lobby, to the treatment area, and beyond.





Building a seamless experience begins with your practice management software, but it's centered around you. Fully integrated cloud-based practice management software connects you with your patients, clients, and team by:

- Eliminating repetitive or redundant tasks.
- Reducing errors and omissions by eliminating manual data entry.
- Improving chart accuracy and completeness through automated workflows and templates.
- Expediting diagnostics through simple in-software test requests and results review.
- Enhancing client compliance through automated communication tools and personalized pet portals.
- Eliminating the need for backups and inconvenient software updates.
- Increasing access to patient records and practice management through remote access.
- Streamlining the client experience through reduced wait times during check-in and checkout.
- Improving compliance, reducing no-shows, and driving better health outcomes.

### **How can software help?**

When practice technology is fully integrated, veterinary teams experience a simplified and preemptive workflow they can control, review, and monitor in real-time.



# Personal connection

## Integrated software enhances client engagement

Pet owner education and engagement are essential to compliance and client loyalty. However, building strong client connections inside and outside the exam room demands more of your already overworked team's time. Unfortunately, so does their reliance on having to navigate multiple nonintegrated software applications.

### How can software help?



[Integrated pet owner engagement software](#) simplifies large-scale communications and makes clients an active part of their pet's care team through two-way messaging, customized educational materials, and personalized reminders.

Integrated pet owner engagement software simplifies communication and education with no sacrifice to your practice's personal touch. By working within your practice management software, pet owner engagement software connects your team with each client for an exceptional, informational, and personalized veterinary experience. Integrated client software allows your practice to:

- Replace generic handouts with customizable, shareable materials.
- Prepare clients for their pet's exam with pre-visit information, articles, and reminders on key needs like fecal samples or preventive blood work.
- Enable clients to schedule and confirm appointments online or in an app.
- Reduce inbound phone traffic through one-to-one communication text or chat.
- Illustrate key exam findings with in-room resources for enhanced understanding and improved treatment compliance.
- Design, organize, send, and track engagement for large-scale communications such as email newsletters and reminders.
- Empower clients with personalized portals through which they can access their pet's health history and vaccination information.



# Money matters

## Integrated payment solutions pay dividends in time and profit

Payment processing can be a driver—or a detriment—to practice efficiency. Not all payment processors offer full integration, but each software platform offers integrated solutions that make payment processing faster, easier, and more accurate.

If your credit card processor isn't linked to your practice management software, your practice is likely losing time and revenue. Fragmented payment systems can rob your practice of profits, privacy, and precious time, while integrated solutions can reduce client checkout times by as much as 90%.<sup>1</sup> The connection between your practice management software and payment processor may seem minor. However, with a daily average of 40 credit card transactions per practice, this is a link your clinic can't afford to overlook.

### Nonintegrated payment solutions

Data stored in multiple places

VS

### Integrated payment solutions

Data is secure in trusted systems

Long lines at the front desk

VS

Quicker transactions

Missed or inaccurate charges

VS

Increased accuracy with practice management software write-back

Reconciliation at the end of a long day

VS

No manual reconciliation

Inflexible and challenging remote payments

VS

Easy remote payments



### How can software help?

Integrated payment processing boosts client service and satisfaction by prioritizing convenience, flexibility, and accuracy. This adds immense value to the client experience, ending each practice interaction on a positive note.

# Diagnostic software integrations support key workflows

No person is an island, but your nonintegrated diagnostic equipment might be.

Your practice's current practice management software may require team members to manually key in patient information before running a blood test or taking an X-ray, scan and attach paper results to the EMR, leave the practice management software to order tests or view and download patient reports, or search for missing test results. However, these seemingly minor inconveniences can add up to major time loss.





Diagnostic testing is a naturally time-intensive task. However, integrated diagnostic software eliminates unnecessary delays and time-consuming administrative steps. Without having to leave your practice management software and keying in a few clicks, your team can request and run the test, prepare a sample for lab pickup, forward images for radiology review, or compare past and present lab results, leading to:

- Pets receiving earlier and more targeted care.
- Clients enjoying reduced wait times for sample collection and results.
- Team members experiencing less schedule-related stress because they don't fall behind every time tests are ordered.
- Veterinarians being able to make decisions and manage cases more efficiently through at-a-glance results comparison, graphical views, artificial intelligence (AI)-powered clinical tools, and the ability to add, manage, and review tests quickly via a mobile app.

It's important to note that not all integrations are created equal. Many service providers offering integrated experiences write back to the practice management software via a PDF document—requiring the manual entry of information back into the practice management software. Ahead of selecting an integrated diagnostic software, be sure to gut check the level of integration offered to ensure it works for your practice.



### **How can software help?**

Integrated diagnostic software accelerates the testing process and informs clinical decision-making for enhanced and efficient care.

# How connected is your practice?

In an industry where no two days are exactly alike, veterinary teams need integrated technology that delivers consistent, reliable, and intuitive workflow support.

Connected technology hones and elevates your team's collective efforts for a more efficient, productive, rewarding, and profitable workday—every day.



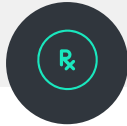
**Practice management software**



**In-house lab equipment**



**Reference labs**



**Radiology**



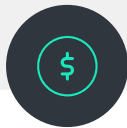
**Client communication software**



**Patient care**



**Inventory management**



**Payment processing**





# Ready to streamline operations and improve practice outcomes?

Cloud-based software from IDEXX has you covered.

IDEXX software will streamline the way you run your practice with a range of efficient solutions that can fit your unique management needs, and all available in the cloud. Whether you want to grow your business, increase efficiency, or improve client compliance, IDEXX has the right solution to meet your practice's unique needs:

- No need for a dedicated server
- Automatic updates
- Simple monthly subscription pricing
- Built-in payment processing

## Leverage integrated client communications with Vello.

Vello™ software streamlines the way you connect with pet owners through a single experience built for ezyVet®, Neo®, and Cornerstone® practice management software. Unlock efficiencies in your veterinary practice with tools that improve pet owner compliance, reduce no-shows, foster productive conversations, and reduce time spent on the phone.

[Learn more](#)



The practice management software that does it all.



Even the brightest minds need easy-to-use software.



Seamlessly integrated client engagement platform built for IDEXX practice management software.

Explore IDEXX cloud-based veterinary software solutions today.

[Learn more](#)

### Reference

1. Data on file at IDEXX Laboratories, Inc. Westbrook, Maine USA.

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