



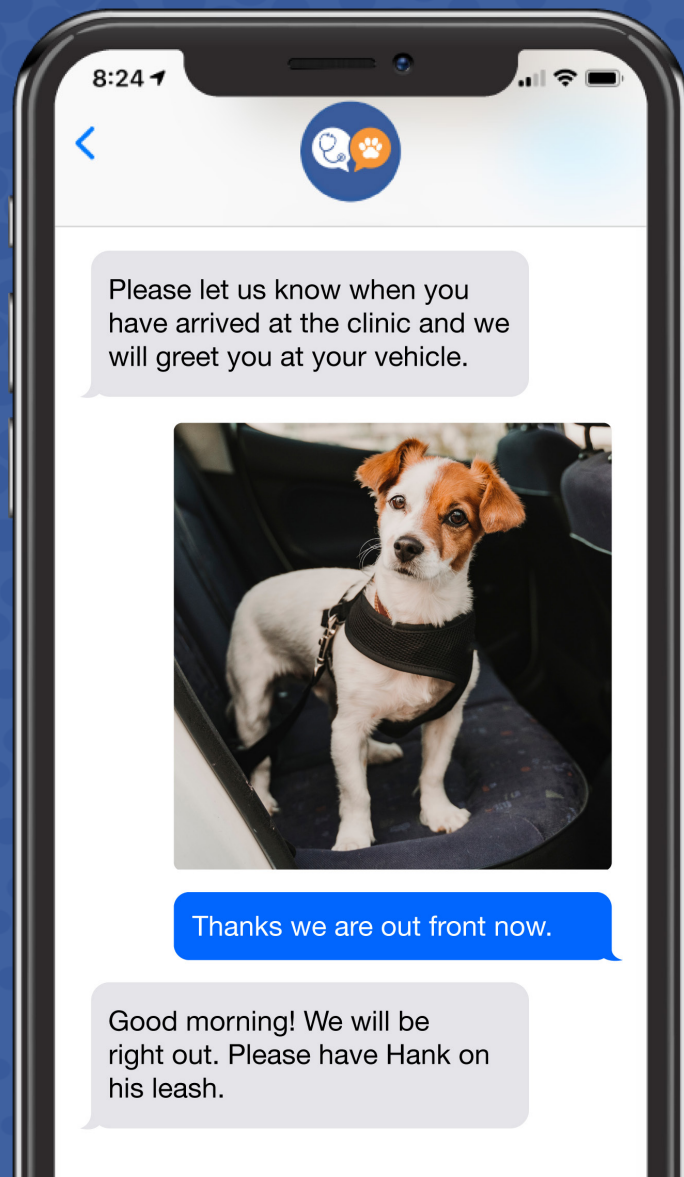
Charlotte Animal Referral & Emergency (CARE)

Texting Helped this Emergency Clinic Open Communications During COVID

In June of 2015, Dr. Amy Fauber opened the doors of Charlotte Animal Referral & Emergency, or CARE, as an emergency and specialty clinic. CARE grew quickly and in the last six years, has a staff of over 150 employees along with 20 DVMs.

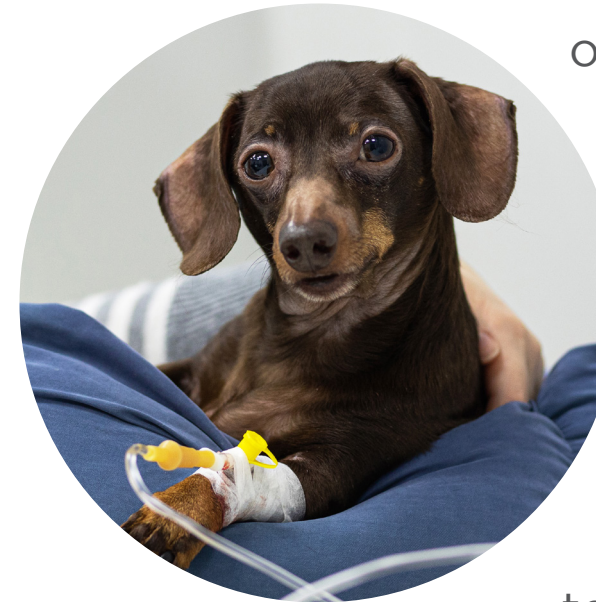
So when the COVID-19 pandemic hit the United States and practices all over the country were shutting their doors and going curbside, Dr. Fauber knew that in order to stay organized and efficient, CARE would need another channel for communication — one that would keep her staff and clients safe.

The shift in workflow following new curbside protocols was the driving factor for CARE to begin using VitusVet's 2-way texting platform. Cases were increasing and as such, the front desk staff became overwhelmed with inbound calls. 2-way texting offered relief.



Perhaps where VitusVet shines the most at CARE is its use for appointment reminders and confirmations. CSRs were spending hours every day calling clients to confirm upcoming appointments, but with the ability to send texts and emails as reminders, they have gotten that time back — especially important as caseloads mount. Clients now receive a text and email reminder 4 days and 2 days prior to their appointments which allows for time to fill sought after appointments if cancellations occur.

Another benefit is that the confirmations integrate into Cornerstone, so Dr. Fauber and the CSRs always have those messages with clients for reference.



Staff and pet owners alike enjoy the simplicity and convenience of texting rather than engaging in time consuming phone calls. Texting allows for clearer communication, especially if a pet owner has specific instructions for their upcoming appointment. Clients also appreciate that they no longer have to wait on hold for their curbside appointment; they simply text on arrival.

Today, CARE is still curbside, though end-of-life cases are allowed inside to say a final goodbye to their beloved pets. They have set the intention of slowly transitioning back to normal starting in summer of 2021. **One thing that's definitely here to stay? Texting!**