

The Opportunity Survey Tool – Practice Team Survey

Please enter your survey code (five digit code provided):

Thank you for taking time to help your practice uncover perceptions about preventive pet healthcare. This survey has been developed by the Partnership for Preventive Pet Healthcare™ to provide your healthcare team with insights regarding the everyday practice of preventive care. For the purpose of this survey, "preventive pet healthcare" is defined as the assessments and services included in routine preventive care visits at your practice, such as regular physical exams and checkups, vaccinations, and consultations or recommendations regarding general pet care and health maintenance. Please take your time and answer all questions to the best of your ability. Your responses will be combined with those of others in your practice and are completely confidential and anonymous. Thank you very much for contributing to your practice's delivery of optimum preventive pet healthcare!

Which of the following best represents your job title?

- **O** Veterinarian and Practice Owner
- **O** Associate Veterinarian (not a practice owner)
- **O** Veterinary Technician
- Office / Practice Manager
- O Other _____

What types of pets does your practice treat?

• Cats only

 $\mathbf O$ Both dogs and cats

How satisfied do you think your clients are with the overall level of service your healthcare team (veterinarian, veterinary technicians, office staff, etc) provides their pets on an ongoing basis?

- **O** Very Dissatisfied
- **O** Dissatisfied
- **O** Somewhat Dissatisfied
- O Neutral
- **O** Somewhat Satisfied
- ${\bf O}$ Satisfied
- **O** Very Satisfied

Please briefly explain below.

More specifically, how satisfied do you think your clients are with the overall level of preventive care services your healthcare team provides their pets?

- **O** Very Dissatisfied
- **O** Dissatisfied
- **O** Somewhat Dissatisfied
- O Neutral
- **O** Somewhat Satisfied
- ${\bf O}$ Satisfied
- **O** Very Satisfied

Please briefly explain below.

On average, how frequently do you think most pet owners bring their pets to your practice for routine checkups/preventive care?

- Frequently (every 6 months)
- **O** Regularly (once a year)
- Occasionally (once every 2 years)
- Rarely (every 3-4 years)
- **O** Never (they only bring in their pets when sick)

Is the pet owner usually in the room for the routine checkup/preventive care visit?

O Yes

O No

During a canine preventive healthcare visit to your practice, are the following services typically performed at every exam, regardless of pet age, etc?

	Yes	No	Not Applicable
Physical exam	Ο	Ο	Ο
Heartworm test	Ο	Ο	Ο
Internal parasite test	Ο	Ο	Ο
Broad-spectrum parasite control (heartworms, intestinal, fleas, ticks)	O	0	O
Pain assessment	Ο	Ο	Ο
Dental exam and recommendations	0	Ο	О
Behavioral assessment	Ο	Ο	Ο
Weight and nutritional assessment and/or recommendations	О	О	О
Vaccinations	О	Ο	Ο
Follow-up plan based on assessment and recommendations	0	0	О

	Not at all Importa nt	Very Unimporta nt	Somewhat Unimporta nt	Neither Important nor Unimporta nt	Somewh at Importan t	Very Importa nt	Extremel y Importa nt
Physical exam	О	О	О	О	О	О	О
Heartworm test	О	О	0	0	0	0	Ο
Internal parasite test	О	О	O	O	O	0	О
Broad- spectrum parasite control (heartworms, intestinal, fleas, ticks)	0	O	O	O	O	O	•
Pain assessment	0	O	0	0	0	0	O
Dental exam and recommendatio ns	0	O	o	o	0	О	о
Behavioral assessment	О	О	О	О	О	О	O
Weight and nutritional assessment and/or recommendatio ns	0	0	0	0	0	0	о
Vaccinations	О	О	Ο	Ο	0	О	O
Follow-up plan based on assessments and recommendatio ns	0	0	0	0	0	0	•

How important is it for a routine canine checkup/preventive care visit to include the following services?

During a feline preventive healthcare visit to your practice, are the following services typically performed at every exam, regardless of pet age, etc?

	Yes	No	Not Applicable
Physical exam	Ο	Ο	Ο
Retrovirus test (FELV, FIV)	0	0	О
Internal parasite testing	Ο	Ο	Ο
Broad-spectrum parasite control (heartworms, intestinal, fleas, ticks)	0	0	O
Pain assessment	Ο	Ο	Ο
Dental exam and recommendations	0	0	О
Behavioral assessment	Ο	Ο	Ο
Heartworm test	Ο	Ο	Ο
Weight and nutritional assessment and/or recommendations	0	O	О
Vaccinations	О	О	Ο
Follow-up plan based on assessments and recommendations	0	0	О

	Not at all Importa nt	Very Unimporta nt	Somewhat Unimporta nt	Neither Important nor Unimporta nt	Somewh at Importan t	Very Importa nt	Extremel y Importa nt
Physical exam	О	О	О	0	О	О	О
Retrovirus test (FELV, FIV)	O	О	О	О	О	О	О
Internal parasite test	Ο	О	О	О	O	О	О
Broad- spectrum parasite control (heartworms, intestinal, fleas, ticks)	0	0	0	0	O	0	Э
Pain assessment	O	О	O	О	O	О	О
Dental exam and recommendatio ns	О	0	0	0	0	О	о
Behavioral assessment	O	О	О	О	0	О	О
Heartworm test	0	0	0	0	Ο	Ο	0
Weight and nutritional assessment and/or recommendatio ns	0	0	0	0	0	0	Э
Vaccinations	0	0	0	0	0	О	Ο
Follow-up plan based on assessments and recommendatio ns	0	0	0	0	•	0	Э

How important is it for a routine feline checkup/preventive care visit to include the following services?

This next set of statements deals with your opinions related to the preventive pet healthcare provided at your practice. Please rate your level of agreement or disagreement with the following statements in regard to your practice:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Preventive pet healthcare is necessary in order for pets to live longer and healthier lives.	0	0	0	0	0	0	о
Our healthcare team is effective at communicating the importance of preventive care to pet owners.	0	0	0	0	0	0	о
Our healthcare team explains what is being done during preventive care visits in a way the pet owner can understand.	О	О	О	О	О	O	О
Our healthcare team is effective at helping the pet owner understand the benefits of preventive pet care.	О	О	О	О	O	O	O
Our pet owners follow our healthcare team's recommendations for how often the pet should be brought in for preventive care.	0	0	0	0	0	0	Э

This next set of statements deals with the overall experience your staff provides pet owners during preventive care visits. Please rate your level of agreement or disagreement with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Our pet owners have a clear understanding of the importance of what is done at preventive care visits.	0	0	0	0	0	O	Э
Our healthcare team clearly explained the services performed during the most recent routine checkup/ preventive care visit.	0	O	0	О	О	О	О
Our healthcare team does a good job helping to reduce the pet's stress during preventive care visits.	0	O	0	0	0	O	O
Our healthcare team does a good job helping to reduce the pet owner's stress during	0	0	•	•	0	•	О

preventive care visits.							
Our healthcare team always explains to the owner what the pet's NEXT visit will entail.	0	O	0	0	0	O	O

Answer If What types of pets does your practice treat? Both dogs and cats Is Selected

This next set of statements deals with how your practice handles the specific needs of dogs and dog owners. Please rate your level of agreement or disagreement with the following statements in regard to dog visits to your office for preventive care:

	Strongly Disagre e	Disagre e	Somewha t Disagree	Neither Agree nor Disagre e	Somewha t Agree	Agre e	Strongl y Agree	Not Applicabl e
Our healthcare team makes an effort to show pet owners that we enjoy handling and treating dogs.	0	0	0	0	0	0	0	О
Our healthcare team appreciates the special needs of dogs.	0	0	0	0	0	0	0	Э
Our healthcare team appreciates the special needs of dog owners.	0	0	O	0	O	0	O	Э
Our healthcare team makes a strong effort to reduce the stress experience d by dogs and dog	0	0	0	0	0	0	0	Э

owners before office visits.								
Our healthcare team makes a strong effort to reduce the stress experience d by dogs and dog owners during office visits.	0	0	O	0	O	О	0	O

This next set of statements deals with how your practice handles the specific needs of cats and cat owners. Please rate your level of agreement or disagreement with the following statements in regard to cat visits to your office for preventive care:

	Strongly Disagre e	Disagre e	Somewha t Disagree	Neither Agree nor Disagre e	Somewha t Agree	Agre e	Strongl y Agree	Not Applicabl e
Our healthcare team makes an effort to show pet owners that we enjoy handling and treating cats.	0	0	0	0	0	o	0	О
Our healthcare team appreciates the special needs of cats.	0	0	O	0	О	0	O	О
Our healthcare team appreciates the special needs of cat owners.	0	0	O	0	О	0	0	О
Our healthcare team makes a strong effort to reduce the stress experience d by cats and cat owners before office visits.	0	0	O	0	O	0	0	Э

Our healthcare team makes a strong effort to reduce the stress experience d by cats and cat owners during office visits.	0	0	0	0	O	0	0	O
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This next set of statements deals with your opinion of the amount of value pet owners place on the preventive care services your practice provides. Please rate your level of agreement or disagreement with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Our pet owners have a clear understanding of the services they receive and pay for during preventive care visits.	0	0	0	0	0	O	О
The price our practice charges for preventive pet healthcare is reasonable.	0	0	0	0	0	•	О
The value of the preventive pet healthcare our practice provides is worth the cost of services performed.	O	0	0	0	O	O	О
Our healthcare team only recommends preventive care services that are necessary.	0	0	0	0	0	O	О
Our healthcare team cares	О	0	0	0	О	О	О

more about the well-being of the pets we treat than the money being				
charged for				
treatment.				

This next set of statements deals with how you think your pet owners would prefer to pay for preventive care for their pets. Please rate your level of agreement or disagreement with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Our pet owners would be interested in a "preventive healthcare package" for their pets that would include a variety of essential preventive care services throughout the year for a single fee.	O	O	O	O	O	O	O
Our pet owners would prefer to pay for their pet's preventive care in installments (eg, monthly payments) rather than all at once.	O	О	О	О	О	О	О
Our pet owners would be more likely to schedule their pet for	0	0	0	0	0	0	О

preventive care visits if				
our practice				
offered				
more				
flexibility in				
how pet				
owners				
could pay				
for these				
services.				

When your pet owners have a question about their pet's health, what do you think is typically the FIRST source they consult?

- **O** Healthcare team
- $\mathbf{O} \quad \text{Internet}$
- **O** Pet stores
- **O** Pet shelters
- ${\bf O}~$ Dog or cat breeder
- **O** Friends / family
- Other _____

Which of the following do you think are most likely to negatively impact pet owners' visits to your office for preventive pet healthcare? (Check all that apply.)

- □ The cost of preventive care
- □ They feel that routine preventive care is not essential
- □ Their pet does not like to go to the veterinarian
- □ Transportation (ie, lack of transportation or they live too far away)
- □ They forget to schedule an appointment
- □ They forget about their scheduled appointment
- □ Other_____

To what degree do you feel all members of your healthcare team are in agreement that preventive pet healthcare is important?

- **O** Strongly Disagree
- **O** Disagree
- **O** Somewhat Disagree
- **O** Neither Agree nor Disagree
- **O** Somewhat Agree
- O Agree
- Strongly Agree

How well do you feel all members of your healthcare team are aligned on the delivery of preventive care?

• Not aligned at all

0

- 0
- 0

0

- 0
- **O** Fully aligned

What are the most common methods of communication your practice uses with your pet owners (ie, appointment reminders, pet health information, etc)? (Check all that apply.)

- Phone
- 🛛 E-mail
- □ Text message
- Regular mail
- □ We don't typically communicate with our pet owners.

Thank you very much for participating! The Partnership for Preventive Pet Healthcare[™] is a team of veterinary professionals, academia, and industry leaders focused on a singular mission: to ensure that pets receive the preventive healthcare they deserve through regular visits to a veterinarian. To learn more, please visit www.pethealthpartnership.org. ------ If you would like to be contacted about resources and programs available from the Partnership, please enter your e-mail address below.