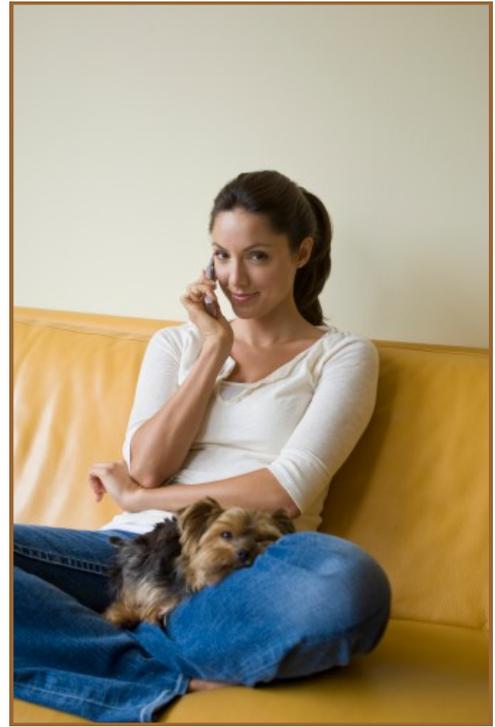




Why Choose PawsTime?



We spend our days working with veterinarians so we understand just how busy veterinary hospitals get. That's why we make implementing a PawsTime system seemingly effortless.

Veterinary Focus – Writing messages and creating internal marketing for veterinary practices is much different than creating Message On-hold scripting for retail or corporate businesses. Messages should do much more than fill dead air. Marketing for veterinary practices is about building relationships with clients and referring practices. Choosing a company that understands that is important.

PawsTime is designed exclusively for veterinary practices. That's important for several reasons. One, we understand that when it comes to veterinary practices, messages on-hold should never be about selling clients while they wait. We recognize that promoting a practice, brand and services has more to do with patient education than selling; and everything to do with relationship building. PawsTime messages are designed to grow a veterinary practice without ever sounding pushy or like they are 'selling' clients while on hold.

Scripting/Creative Process – It's important to know who will be writing the messages. And how does the creative process begin, with a questionnaire, a personal interview? Questionnaires take the doctor or staff's time, are very impersonal and don't allow the scriptwriter to get to know the doctors and practice. Our business is like yours, building relationships with our clients is an important part of how we create our messages.

We don't believe in questionnaires, they are just too impersonal and never seem to make it to the top of busy 'to do' lists. We conduct a personal phone interview, it's the only way we feel we can capture the personality and philosophy of care of the practice. We focus on creating messages that prompt callers to ask questions, accept treatment recommendations, build loyalty, increase referrals of family, friends and co-workers and improve compliance. That's building a practice from the inside.

Length of productions – Four to six minutes is just not long enough to ensure that callers don't hear the same thing over and over (think Ground Hog Day). Our Messages are ten to twelve minute loops, to ensure that frequent callers (especially clients with animals in treatment) won't hear the same thing over and over again. Ten to twelve minute loops allows us to create messages that are seasonally targeted and relevant, so messages become more than just educational they become motivational.

Hardware – Leasing hardware or having it included in the monthly or quarterly fee is good for the Message On-hold company but not necessarily for you. Owning the hardware makes much more financial sense. Regardless of which PawsTime package you choose the practice will own their hardware.