



MWI MARKETING MENTOR

# MWI PET

## AN INTRODUCTION TO THE MWI PET APP

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**AmerisourceBergen**  
MWI Animal Health®



A GUIDE TO MWI PET FOR YOUR  
VETERINARY BUSINESS

## AN INTRODUCTION TO THE MWI PET APP

When it comes to running a successful veterinary practice, you know that effective client communication is key.

There's no shortage of team collaboration apps on the market right now, but finding one that ticks all the boxes can be tricky.

You need a tool that allows you and your team to collaborate efficiently and without unnecessary hassle or distractions. You need a tool that provides fast accessibility on desktop and mobile, improves operational inefficiency and helps you focus on what really matters: doing great work for the clients in your care.

With these needs in mind, we've have created the MWI Pet App.

ENGAGE YOUR  
CLIENTS

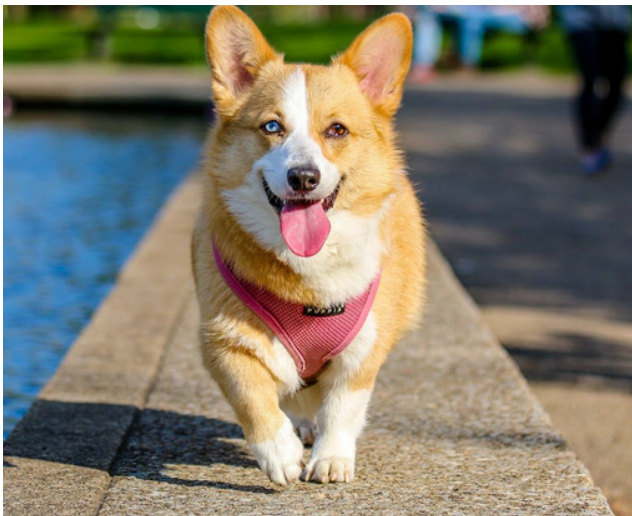
YOU'RE IN CONTROL

## MWI Pet App

The MWI Pet app from MWI AmerisourceBergen is the very latest and best way to harness the power of your practice management system (PMS) and make the lives of your clients and your team easier.

Consisting of a customer facing mobile-first website 'MWI Pet', and a practice dashboard 'Admin Portal', this new combined platform from MWI brings you a massive raft of benefits for both practice teams and your clients.

Let's dive into some of the exciting ways that this new service can help take your customer service to the next level.



## A NEW APPROACH

New

Built from the ground up with the customer in mind, the MWI Pet app integrates seamlessly with your Merlin practice management software to create a new two-way communication channel with your clients.

Modern customers have come to expect flexibility and convenience in all areas of their lives, so we've made sure that MWI Pet gives users the power to help themselves, with the convenience to do things at their own time and own pace.

And, best of all, the app talks with your PMS and automatically keeps everything instantly updated across all platforms.

This powerful system gives independent practices the ability to compete with corporates in terms of levels of service and care.

MWI ANIMAL HEALTH

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# SIMPLE. CLEAR. EASY.

Instead of having to download a separate app, MWI Pet is 'browser' (website) based – so it works everywhere, instantly. It also works perfectly on mobiles too.

The app is also fully configurable – you can add your logo so it looks like your own system- our onboarding team will set this up for you.

- Fast set up - easily added to your website.
- Easy to sign up – client just adds their registered email address.
- Real time – synchronous updating across all platforms.
- Removes back-and-forth communication and reduces pressure on your practice team.
- Manage workflows by guiding clients to book at certain times for certain procedures and certain vets.
- Turn registration on and off if too oversubscribed.
- Pull easy reports out of Merlin.



## ADMIN PORTAL



To compliment the client-facing MWI Pet app, your practice team have a clear and easy to manage dashboard system called 'Admin Portal.'

The admin portal allows practices to easily configure & customise their PET app. Practices can add brand settings such as logo and colours.

You can toggle on/off features, and configure and setup your pet app features such as appointment slots, appointment reasons, species, breeds etc. The admin portal is designed to give practices the flexibility to manage their pet workflows and manage the information that the pet parent will see through PET – all seamlessly connected through your Merlin PMS.

Over time you will be able to use Admin Portal to assist with your practice marketing.

There are many new functions in the pipeline, over time we hope to introduce with a regular release schedule, constantly improving ease of use and functionality to create the most powerful and easy to use practice platform available.

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