



MWI MARKETING MENTOR

MWI PET

TEAM TRAINING GUIDE

// PREPARED BY WILL STIRLING,
VETBOOST

AmerisourceBergen
MWI Animal Health®



A GUIDE TO MWI PET FOR YOUR
VETERINARY BUSINESS

MWI PET TEAM TRAINING GUIDE

The MWI Pet app puts new levels of power and control in your hands, but in order to gain the maximum benefits from the platform, you need to get as many clients as you can to use the app as quickly as possible.

To do that, it pays to have a focused strategy in place to ensure your launch goes off without a hitch. The good news is that it's easy to do as long as you follow a few key steps.

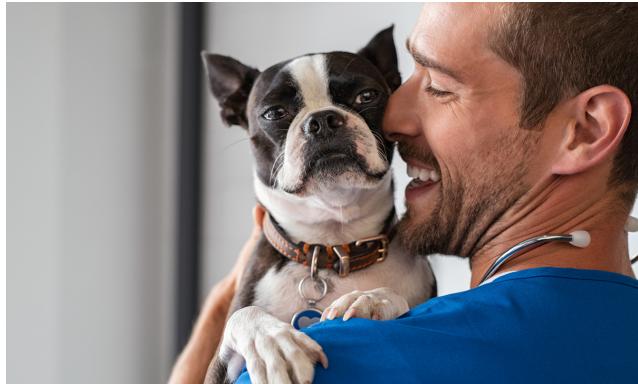
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MWI Pet App

To start with, there are two separate, but equally important parts to a successful launch:

- informing clients
- and gaining buy-in from your team.

If you get both right you'll be well on your way to success.

**Components of a good launch plan**

- ONE accountable person in charge of overseeing the promotion.
- A calendar of key events for pre and post launch, also shared with the team.
- A clear reporting method to monitor results during and after launch.

LAUNCHING THE APP



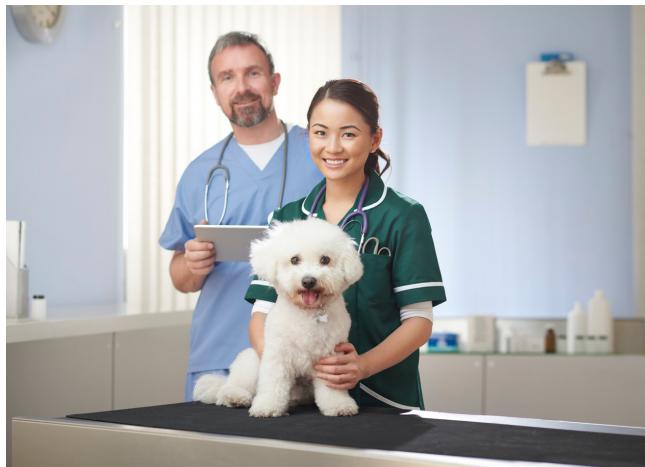
The first thing you need to do is allocate ONE person to have responsibility for the MWI Pet app launch, this is very important.

Giving one person overall responsibility for the launch project ensures there is no crossed communications and that everyone knows who the point-of-call is to ask if they have any questions.

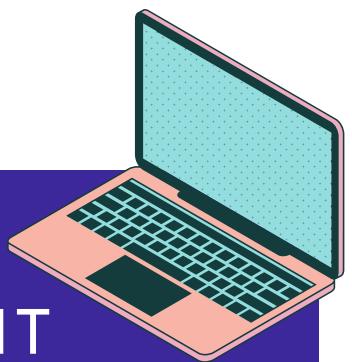
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WEEK ONE

- Print off the accompanying launch calendar and pin one copy in an easy to view spot, circulate the rest to all relevant team members.
- Download the accompanying waiting room poster and leaflet artwork and print off as many copies as you think you'll need.
- Put up posters in waiting room and consult rooms.
- Put leaflets tidily by reception desk and attach a leaflet to each printed receipt that you generate through Merlin.



SOCIAL CONTENT

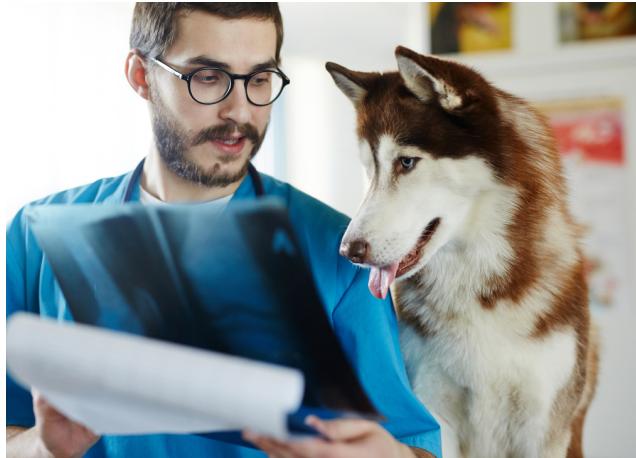


- Download the 4 Facebook post artworks and accompanying post texts, Login to the admin section on your Facebook business page to schedule the 4 posts, twice a week for two weeks.
- After one month, repeat schedule the posts.
- After two months, repeat schedule the posts.
- If you have a practice email newsletter you can add one of the Facebook artworks and text as a news story to your electronic newsletter each month for the next 4 months.
- Likewise you can also add a post as a monthly blog post/story to your website news page

Your Team

It is key to the success of the app launch that you ensure every member of your team knows about the features of the MWI Pet app and Portal and the benefits to clients.

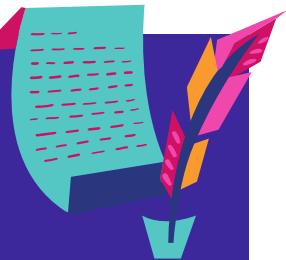
Get them to read these MWI training guides, and ensure they attend any in-practice training events.



Your reception team

Your reception team are vital cheerleaders for the success of your MWI Pet app launch. They will be the lynchpins of your launch strategy, so make sure that they fully buy in to your plans, and have everything they need to answer any client's questions.

USING A SCRIPT



You can ask your reception team to help sign up clients as they hand over their receipt and leaflet.

Practice staff should encourage clients to confirm their email address and mobile number whilst at reception, in the client's Merlin record. Then you could advise the client to go to your practice website, where they can just enter their email and mobile in the pop-up, in a very simple less than 30 second sign up process, to allow them access to their records & book appointments etc

To help them, give your reception team a written 'script' to use when speaking to clients, such as:

"Hi, we're updating our system and it'll make your life way easier to deal with us if you are registered on the new system – Are you able to register on our website now? Then whenever you need to book or speak to us in the future you can just use our website."

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REPORTING

It is really important to monitor the number of sign-ups you get each month and share the results in a monthly report so that your team can see the results and feel the tangible benefits of the app to your practice and your clients.

This will create momentum and exponential growth in app usage as implementation and promotion of the app becomes second nature.



LAUNCH SUCCESS!



By following these steps and executing the main ideas, you'll have a strong plan in place to launch the app, attract new clients and grow your business.

Now is a great time to make the commitment to take control of your MWI Pet app launch, and take your practice to the next level.