



Marketing Your Website



Making the Most of Your Photo Gallery

We love to see pets in pictures and what better way to get your clients to return to your website than being able to view pet photos online. *webDVM* allows you to create an unlimited number of photo galleries on your website. These galleries may be specific to (and controlled by) the clinic or may be open to submissions from your clients.

Clients can easily submit their photos online after logging into your website. To protect the integrity of your website, all photos must first be approved by the Administrator of the website. The photo submission will come into an Approval Queue within the Content Management System and an email will be sent to the clinic notifying you of a submission. From the Approval Queue, the photo can be viewed and the text can be edited if need be. Once accepted, the photo is automatically uploaded and an email is sent to the client letting them know that the photo was posted to the website.

How does a client submit a photo?

The Photo Gallery is password protected to ensure that only those clients who have created a profile on your website are submitting photos. On each of the Photo Gallery pages that are open for your clients to submit a photo to, there is a prompt "To make a submission to the photo gallery Click Here". Your clients will be prompted to sign in before submitting their photo.

To make a submission, photos are to be in a jpeg file, and less than 2 MG in size. Once uploaded, the images are resized and optimized automatically to ensure that your server storage space and website speed are not compromised. Clients can verify the photo file type and size by viewing the details of the file on their computer.

Some ideas for photo galleries include:

In-Clinic Ideas

- Success Stories
 - Weight Management
 - Rehabilitation
 - Surgery
- Staff Pets
- Birthdays
- Adoptions
- Tributes/ Memorials
- Grooming
- Special Events
 - Open House
 - Community Events

Client Photo Gallery Ideas

- Pet Gallery
- Special Events
 - Halloween
 - Summer Fun, etc.
 - Holiday Season

- Special Contests
- Kids and Pets

When setting up new Photo Galleries remember that you will have to setup Rooms within those Galleries. If you have any questions with regards to setting up new Photo Galleries and Rooms please don't hesitate to call, we will be more than happy to walk you through the process.

Administration Tip



Clinic Passwords – why use them?

Here's an easy way to add extra services for your clients. By having portions of your website that only clients can access increases the value that you provide to your clients and further bonds them to your clinic. Some additional benefits of "client only" sections on your website include:

- Creating respect for your clients and letting them know that you value their patronage
- Encouraging clients to go online for services and educational information even during regular clinic hours, and
- Encouraging visitors to the site to become clients.

Regular password protected portions of the website include such areas as the Forms area, Photo Gallery, and Pet Health section. These sections provide additional services, special features, educational articles and videos for your clients.

The "clinic password" gives your clients access to sign in on your website and establish their own profile. They get to choose their own password (their e-mail address is their user name). Once your clients have a profile, using the request forms is then a snap as their contact information is filled in automatically each time they go to use one of the forms.

To get the clinic password out to your clients, here are some helpful tips:

- Make the password simple and catchy so that staff and clients will remember it easily, e.g. petsrus, drbob, healthypet
- Add a line on all the invoices indicating the website, password and special "client only" features
- Create a counter card with the website and password that is placed at the reception desk or checkout counter ... remember you want ALL your clients to feel special, even those who only buy retail items from you, since your website might convince them to purchase other services.
- Add the website/password information to all postcards, appointment reminders, and emails to clients
- Ask staff to remind customers to check out the website for the client only services: additional pet health information, online appointment or prescription refill forms for example.

What if we forget what the clinic password is?

Log-in as the Administrator. Click on "Clinic Info". At the bottom of the page you will see the password. Changing the password is not recommended once you have established it and published it ... remember you want to make it easy. However, you can reset the clinic password at anytime by typing in the new password in the "Update Password" text field, then clicking the "Save Password" button. If you do change the password, remember that you will need to let everyone know, staff and clients, of the new password.

Can we password protect any other sections or pages?

Yes, as Administrator of your website you may select most pages to be password protected. In the Pages area of the Content Management System, click on the page title on the left side of the screen and if you are able to password protect that page, the option will be available to you on the right side. This is useful to practices in jurisdictions where there are advertising restrictions that only allow you to market pricing or certain services to established clients.

What webDVM pages are initially password protected?

The following client specific pages have been initially password protected. They include Forms, Photo Gallery and Pet Health. Within the Pet Health section the specific full topic pet health educational articles and video clips are locked, while the general client handouts and educational presentations are open for the public to view as these will help your practice attract NEW clients.

Client Education Diagnostic Imaging Atlas- NEW

Special Price for webDVM customers! See below



If a picture is worth a thousand words, then DIA is worth over one million! This exciting and innovative software allows you to "bring to life" medical conditions that your client would have previously only heard about. There are over 1,500 3D Animations, Surgical Animations, Radiographs, Ultrasounds, Endoscopy Images, Cytology Images and Clinical Images, integrated with Lifelearn's Client Handouts within DIA. DIA is the result of contributions from leading board certified specialists, veterinarians and top animators in the country.



"The DIA software package has benefited my practice in many ways. My clients understand what I am doing, what I am looking for, and what the diagnosis is for their pet. Through better understanding with my clients, we eliminated miscommunication and increased our bottom line because our clients know what we are going to do. When they see the results of the labs or radiographs, they have already been prepared as to what to expect. I highly recommend DIA for any practice."
Jeff Mayo DVM, DABVP



"The Diagnostic imaging atlas has allowed my staff and I to use images to help explain various conditions to owners. By utilizing this amazing program, my owner compliance has increased to 95%. Sometimes words are not enough to help an owner understand their pets condition, by utilizing my DIA program I have provided my clients with a better understanding of their pets condition."
Tia Greenberg DVM



"We were able to put our DIA software to use immediately. Its ease of use allows everyone in our practice to make presentations to our clients. Not only is it the most impressive client teaching tool that I have seen, but it has become a training staple in our weekly technician meetings."
Richard Young DVM, ABVP

To see what these veterinarians are talking about ...

Visit <http://www.lifelearn.com/c3/3013.html> and view the Video Demonstration.

For only webDVM customers, Lifelearn is offering 10% off the purchase of DIA integrated with Lifelearn's Client Handouts (valid until July 30/08). And purchase now and you'll receive the next upgrade to DIA absolutely free – an additional \$250 value. This special is only available by phoning in to 1-800-375-7994.

For further information or to schedule an online presentation of DIA, please contact a Customer Service Representative at 1-800-375-7994.



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