ClientEd
Client Education Resource

Improve client compliance and animal health outcomes with expert education

Pet owners are more likely to comply with veterinary recommendations when they are better educated about the diagnosis, treatment, and expected outcomes of their pet’s health care.

LifeLearn’s one-of-a-kind client education resource, ClientEd, helps improve client compliance and animal health outcomes through access to one of the industry’s largest pet health libraries. Searchable by category and available in hard copy and digital form, ClientEd’s library has more than 2,000 illustrated pet health handouts written and reviewed by animal health experts, designed specifically for effective client education.

Provide better answers
Prevent your clients from relying on unvetted advice online. ClientEd is integrated within your website, ensuring your practice is the credible go-to resource for pet owners to make better health care choices.

Create/share customizable branded handouts
Gain the trust of your clients by customizing the ClientEd library of 2,000 handouts with your practice brand. Share handouts easily in print, email, or directly from your practice management software.

Add personalized doctor’s notes
Type personalized doctors notes on demand (easily and without delay) directly on handouts to reinforce diagnosis, treatment, or proper administration of medication.

Work better from your practice management software
ClientEd integrates with websites and some of the most popular practice management systems, so you and your team can save time and access ClientEd digital handouts right from within your existing software.

Create your own content/manage your content
Stand out by editing or creating new handouts to grow your own practice library. Add content written by your practice to increase your resource pool with content that is relevant and unique to your practice or geographic location.
LifeLearn empowers veterinary practices to optimize the way they do business, attract more clients, and improve profitability with a suite of customizable online solutions, including: WebDVM—custom veterinary websites; ClientEd—client education resource; Sofie—virtual DVM assistant; PetNurse—after-hours telehealth support; ALLYDVM—client communication + retention software.

Animal health corporations rely on LifeLearn to provide custom digital education, marketing, and communications products and services to help them market to their valued veterinary and pet-owner customers.

LifeLearn’s award-winning competencies in digital media, combined with longstanding veterinary content expertise, are just part of why LifeLearn has been named one of Canada’s Fastest-Growing Companies from 2015 to 2019.

“As a veterinarian, I’m often directing clients to specific [ClientEd] handouts. They don’t even know sometimes that there is that type of information available, and that they can access that from home. Whether it’s different treatments or different products, and so on, we don’t have to be taking the time out of our daily schedules to write our own content.”

—Dundas West Animal Hospital, Toronto, CA