Pet owners have important and even critical pet health concerns outside of your practice’s hours of operation. If your practice is closed, there are few options between the unreliability of Dr. Google and the costly inconvenience of visiting the emergency animal hospital. **PetNurse fills this gap.**

Working as an extension of your veterinary practice, **PetNurse** provides your clients with instant **after-hours triage support** to give pet owners safe, appropriate, and timely assessments of their pets’ health.

Veterinary Nurses at PetNurse’s call center use **trusted Clinical Protocols** to evaluate the severity of the situation, determine urgency, and specify clear next steps.

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### Boost client retention

On average, roughly 2/3 of PetNurse triage outcomes do not require urgent treatment. Often, the pet owner **can request an appointment over the phone** and bring their pet in during normal practice hours. This helps eliminate unnecessary trips to the emergency hospital, which reduces costs, stress, and inconvenience for your clients and their pets while at the same time **increasing appointments and retention for your practice**—without the cost of hiring additional staff or extending hours of operation.

### Return on investment

In addition to the retention and loyalty that comes with offering your clients **24/7 peace of mind** for their pet health concerns, PetNurse provides your practice with **Monthly Call Reports**. These reports include call types, pet health triage decisions, and an estimated ROI Summary so you can track and measure the added value of PetNurse.
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.

**PetNurse is not a replacement for veterinarian services**

PetNurse works in support of and as an extension of your veterinary practice. PetNurse does not treat, diagnose, or prescribe and does not establish Veterinarian-Client-Patient Relationship (VCPR). PetNurse is not in any way a substitute for a physical examination by the pet owner’s veterinarian.

If a pet concern is non-urgent, nurses can email appointment requests to your practice or fill out your online Appointment Request Forms directly through your LifeLearn WebDVM website or ALLYDVM links.

If a situation is urgent, they can refer them to the emergency animal hospital associated with your practice or, if applicable, transfer them to your on-call emergency veterinarian.

Contact LifeLearn today to learn more about PetNurse.