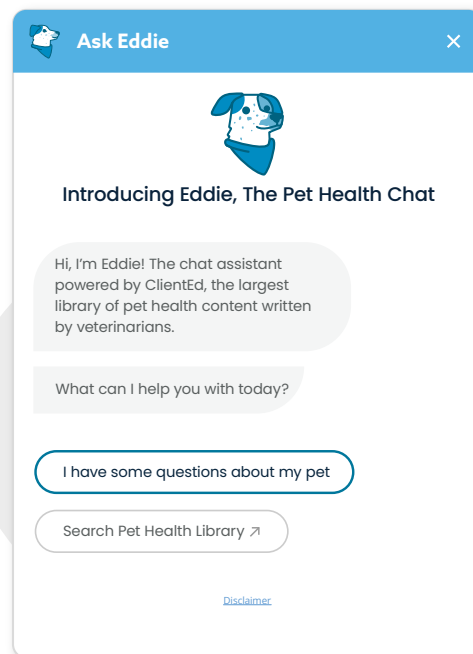


What to Know When Telling Pet Owners About ClientEd on Your Website - **FAQs**

To improve compliance and encourage more appointments, client education is not a one-time transaction with pet parents. It's a continuous, dynamic conversation involving supporting pet health information linked to your website to accomplish **three main things**:

- Reinforce the "why" behind veterinary recommendations and treatments.
- Answer pet health questions that may warrant an appointment.
- Position your practice as a trusted partner in optimal pet health.

To this end, here are key things to know when using the pet health education resource ClientEd on your WebDVM website and (more importantly) why you should tell pet owners they have free 24/7 access.



Do pet owners know the name ClientEd?

Generally, no. Most practices know LifeLearn's premier library of pet health content by the name ClientEd. Yet when ClientEd is positioned on your website as an accessible resource, pet owners will know it by the name Pet Health Library. To reinforce using this term, the name will be used in place of ClientEd in these FAQs.

How easy is it for pet owners to use the Pet Health Library?

Very easy. All they need to do is click on the AI-powered Ask Eddie chat icon that appears on your website's homepage. After that, they simply type in a question (e.g., "What are the signs of feline diabetes?") and Ask Eddie instantly gives them a summary answer from a proprietary library of over 2,100 veterinarian-approved pet health articles, plus article links in case they need a deeper dive.

Can pet owners easily understand information in the Pet Health Library?

Yes. Because pet owner understanding is cornerstone to improved compliance and empowered decision-making that may warrant an appointment, all information in the Pet Health Library is written in clear, jargon-free language, and some comes with supporting illustrations.

Does the Pet Health Library and/or Ask Eddie use information from the internet?

No. The Pet Health Library does not pull information from the internet like ChatGPT or similar information-gathering tools. The Pet Health Library is a proprietary source of up-to-date pet health information (meaning a closed system) that practices use and trust every day for client education—and this is one of the biggest reasons to tell clients about it. Pet owners are no stranger to the internet. They know that as much as it can be a good source of information, it can also be a questionable source. They don't want to roll the dice on the health of their pets and want vet-recommended resources.

How much information does the Pet Health Library contain?

The library contains over 2,100 DVM-approved pet health education articles covering a wide range of topics and species, all written and reviewed by animal health and communications experts.

Does the Pet Health Library contain information about medications and supplements?

Yes. The Pet Health Library contains over 400 medication and supplement handouts, which help practices in states like California and New York comply with consultation requirements as mandated by law, and as new medications come to market, new articles are added.

How does Ask Eddie respond to emergency situations?

In an emergency situation, Ask Eddie will immediately inform pet owners that a situation is an emergency and tell pet owners to immediately contact your practice or follow whatever emergency protocols your practice has in place.

How does the Pet Health Library specifically help support improved compliance?

What may seem clear to you during an exam room conversation may go right over a pet owner's head because of confusing medical jargon. Details can become lost, particularly in times of emotional distress. Pet owners may be too embarrassed to ask for clarification. Or they may believe they understand—only to get home and realize they missed something, which hinders compliance and creates work for your staff if a pet owner calls back for clarification. By directing pet owners to the Pet Health Library on your website, you ensure pet owners always have the information they need when they need it to confidently follow through with veterinary recommendations and treatments.

How does promoting the Pet Health Library help encourage appointments against economic concerns?

The educational nature of the Pet Health Library helps pet owners understand that following through with veterinary recommendations and treatments (or contacting your practice in relation to a pet health question that may warrant an appointment) can help them avoid potential pet health issues and risks down the road—and potentially costlier treatments that may be associated with them.

How does Ask Eddie support staff and appointment opportunities?

Ask Eddie supports staff with visibility into pet owner interactions to identify opportunities for proactive care. If practices identify an increase in flea and tick questions, for example, the trend may mean it's an opportune time to send an email reminder to clients about flea and tick preventives. If a pet owner chooses to provide their information, practices will receive their chat information so they can reach out to the pet owner directly if needed.



Telling pet owners that they have access to a trusted Pet Health Library on your WebDVM website and can easily find answers to questions by using Ask Eddie creates a cooperative support system to help improve compliance, encourage appointments, and ultimately ensure optimal health for more pets.