



## How Pet Pack began: a story by Dr James Ramsden

I was always interested in talking to people. This influenced my career as a vet and was the background to the formation of Pet Pack. As a vet it was consulting that I liked most, the chance to interact with clients and their pets. While this was fun, I realised quickly that there was a huge opportunity to keep in contact with the client once they'd left the clinic.

To follow this impulse, I started doing follow up calls with clients – to make sure everything was ok and to pick up any issues early. Once clients realised I wasn't ringing to chase them about an outstanding account, the process was a huge success.

Clients pretty quickly learnt that these calls were helpful. From my perspective the calls were invaluable. They increased the contact with the client, helped pick up problems early and reassured clients that things they were noticing as their pet recovered were normal.

At the same time, I began doing media work. My first gig was as the vet on Bert Newton's Good Morning Australia. I added to this Cheez TV, The Australian Women's Weekly, Postcards and the Today Show. The media work taught me valuable lessons in how to communicate with the general public – something we don't learn at vet school.

Around the year 2000, we developed our first email newsletter service. The premise was that newsletters are effective but most vets struggle to produce their own newsletter of good enough quality or frequency to be effective. Vets welcomed our service.

Our newsletter service provided excellent content, professional publishing and on time delivery for the clinic. The clinic's input was important – adding a local content article each month. The result is an engaging and effective email newsletter that pet owners love.

Based on feedback from pet owners, we then developed our email reminders. Designed to help pet owners give their pets regular medications, the service was an instant hit. Pet owners came to rely on the reminders and compliance rates soared. In fact we now know that each pet owner that receives the Pet Pack email newsletter and reminders spends \$124 extra at the clinic each year compared to when they're not receiving the communications.

Finally we added websites. Websites have become integral to any clinic promotion strategy. They are currently used mostly by new clients but the future lies in sites helping existing clients to look after their pets better. Watch this space...



Dr James Ramsden  
Co-founder of Pet Pack

### *Pet Pack Foundation Statement*

*"To help teach people about their pet's health  
To reinforce the role of the vet as the leading pet health care provider  
To celebrate the happiness pets bring to our lives  
To show how pets can help us look after the planet better."*

### *Pet Pack Mission Statement*

*"To enhance the communication between vets and pet owners so as to increase health, wealth and happiness"*