Virtual Care Data

go.medici.md/smiley

Aaron Smiley, DVM
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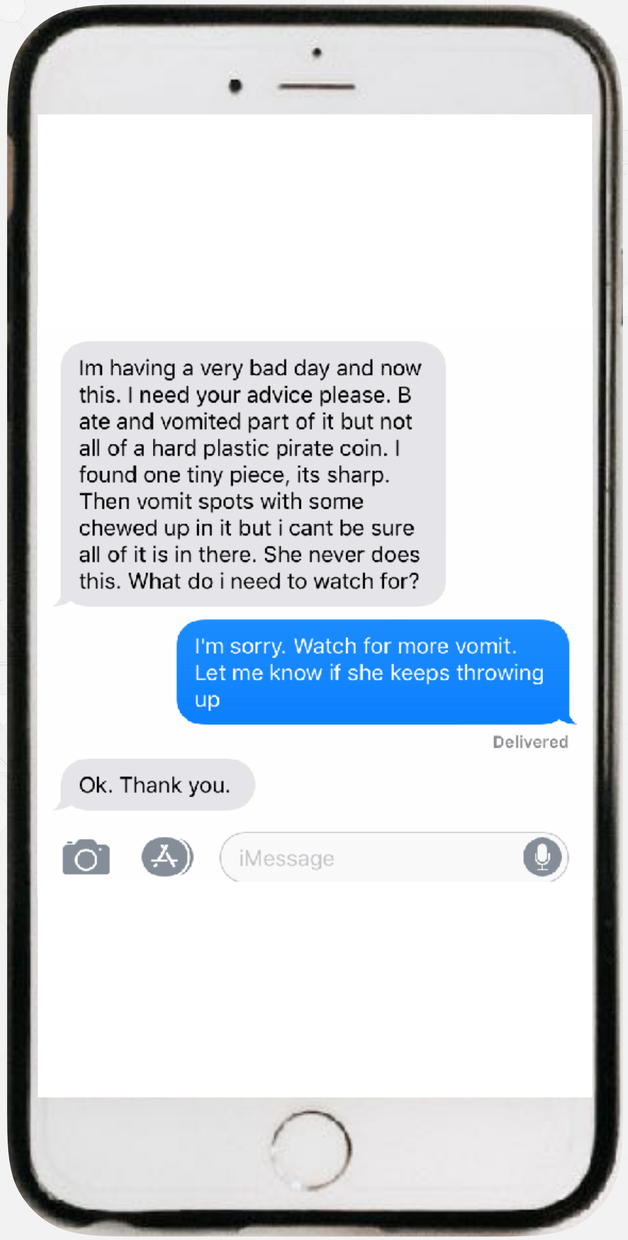
Goals

1. Know what clients are asking via virtual care
2. Strategy to integrated virtual care into a practice


Im having a very bad day and now this. I need your advice please. B ate and vomited part of it but not all of a hard plastic pirate coin. I found one tiny piece, its sharp. Then vomit spots with some chewed up in it but i cant be sure all of it is in there. She never does this. What do i need to watch for?
I'm sorry. Watch for more vomit. Let me know if she keeps throwing up
Delivered
Ok. Thank you.
iMessage

medici

1.5

FTE Veterinarians

Open Monday - Saturday

IN

Midwestern town

Anderson, IN population 55,000

70/30

Small Animal

70% Canine 30% Feline

>55

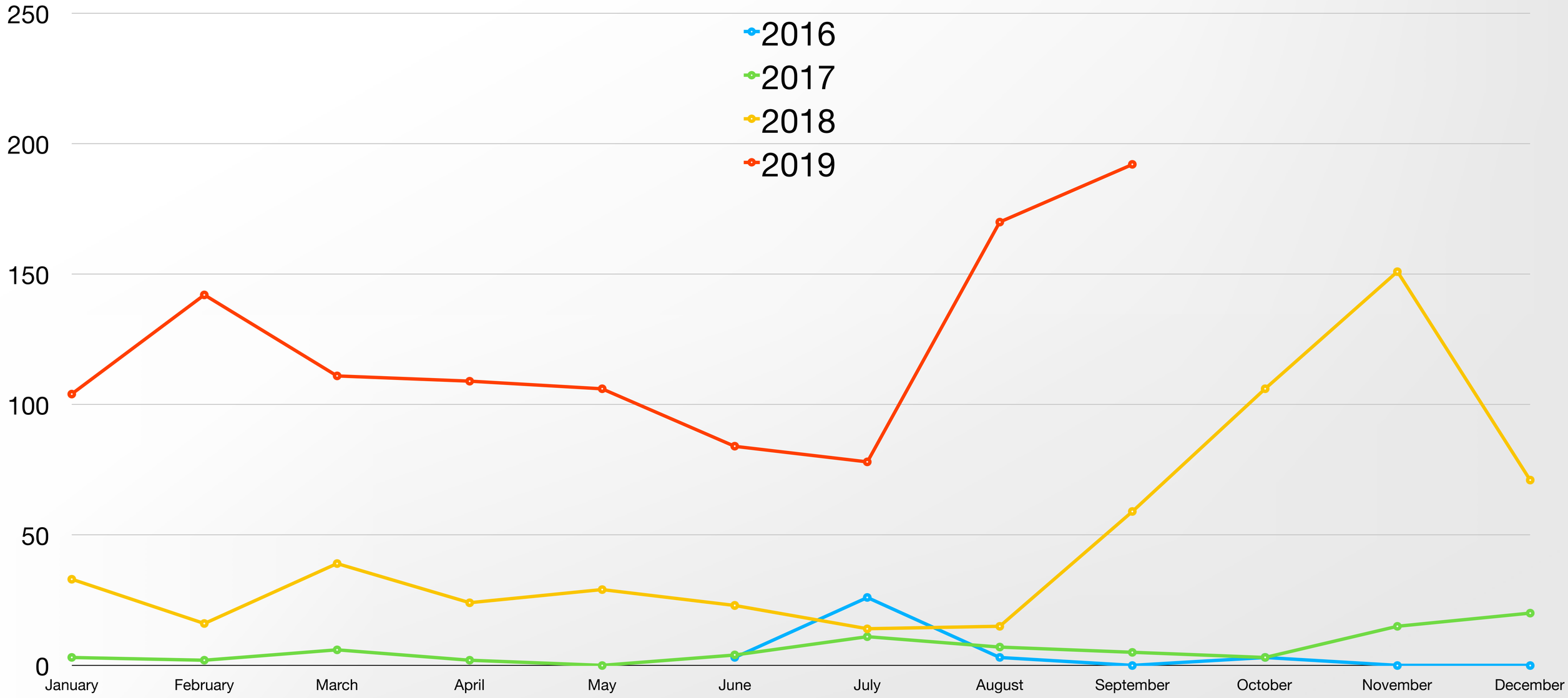
Client age

Majority of clients are boomers

Devonshire Veterinary Clinic

Virtual Care Data

6/2016 - 8/2019



The challenge

“People don't know what they want until you show it to them.”

- Steve Jobs

Integration

Virtual Nurse

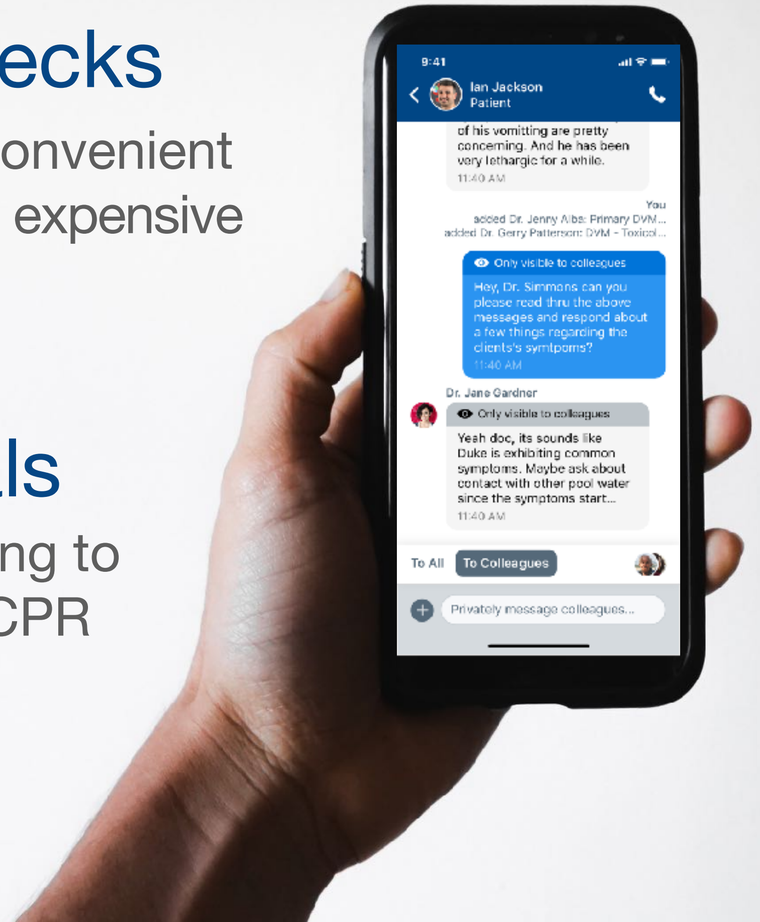
Courtesy virtual care nursing team

Medical Rechecks

More convenient and less expensive

Post Surgical

Avoid the unnecessary trips to the ER



Referrals

Group texting to maintain VCPR

Wellness Plans

Access to the veterinarian

Virtual Care Data

6/16 - 8/19

1497

Cases

Total number of cases

3

Daily Average

Average number of cases per day

605

Clients

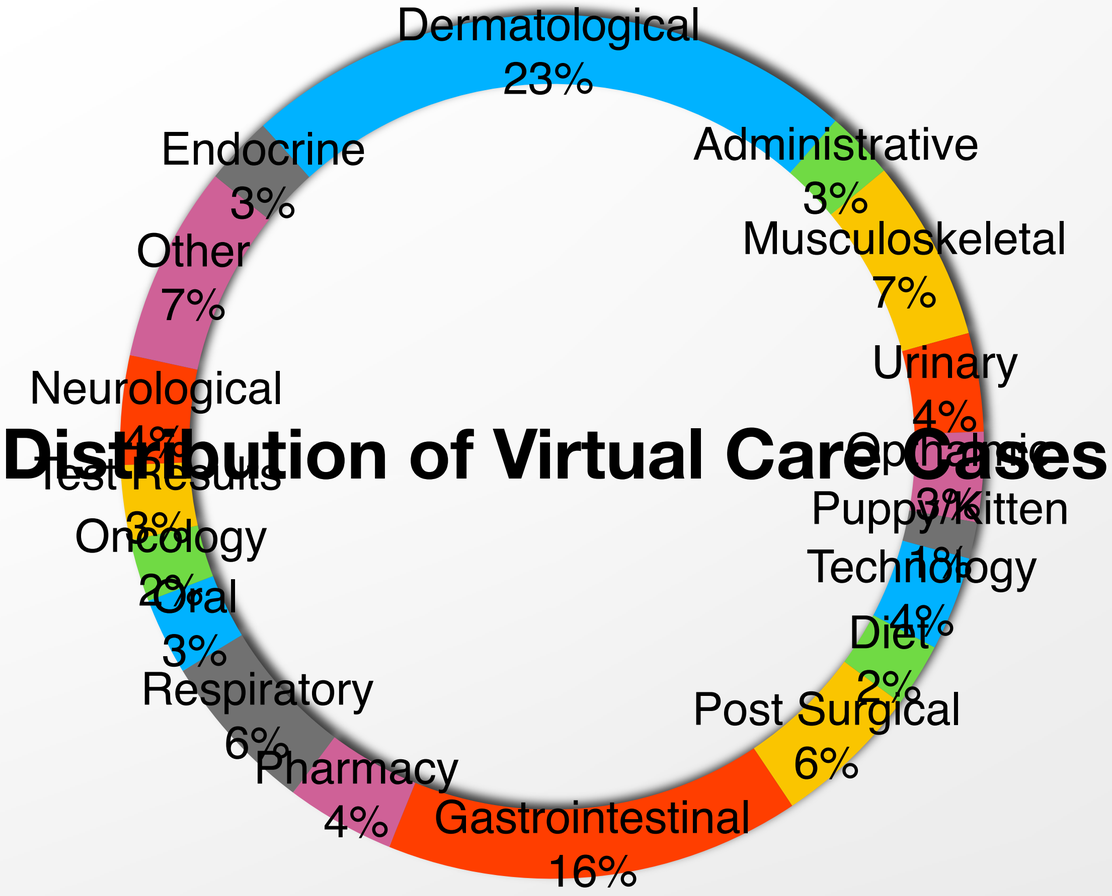
Unique clients with 1 or more virtual care cases

435

Repeat Clients

Clients that have engaged in virtual care more than once

Distribution of Virtual Care Cases



11.5

Average Hours

Time from the start of a conversation to the finish

1269

Pictures

Number of pictures sent in the 1497 cases

118

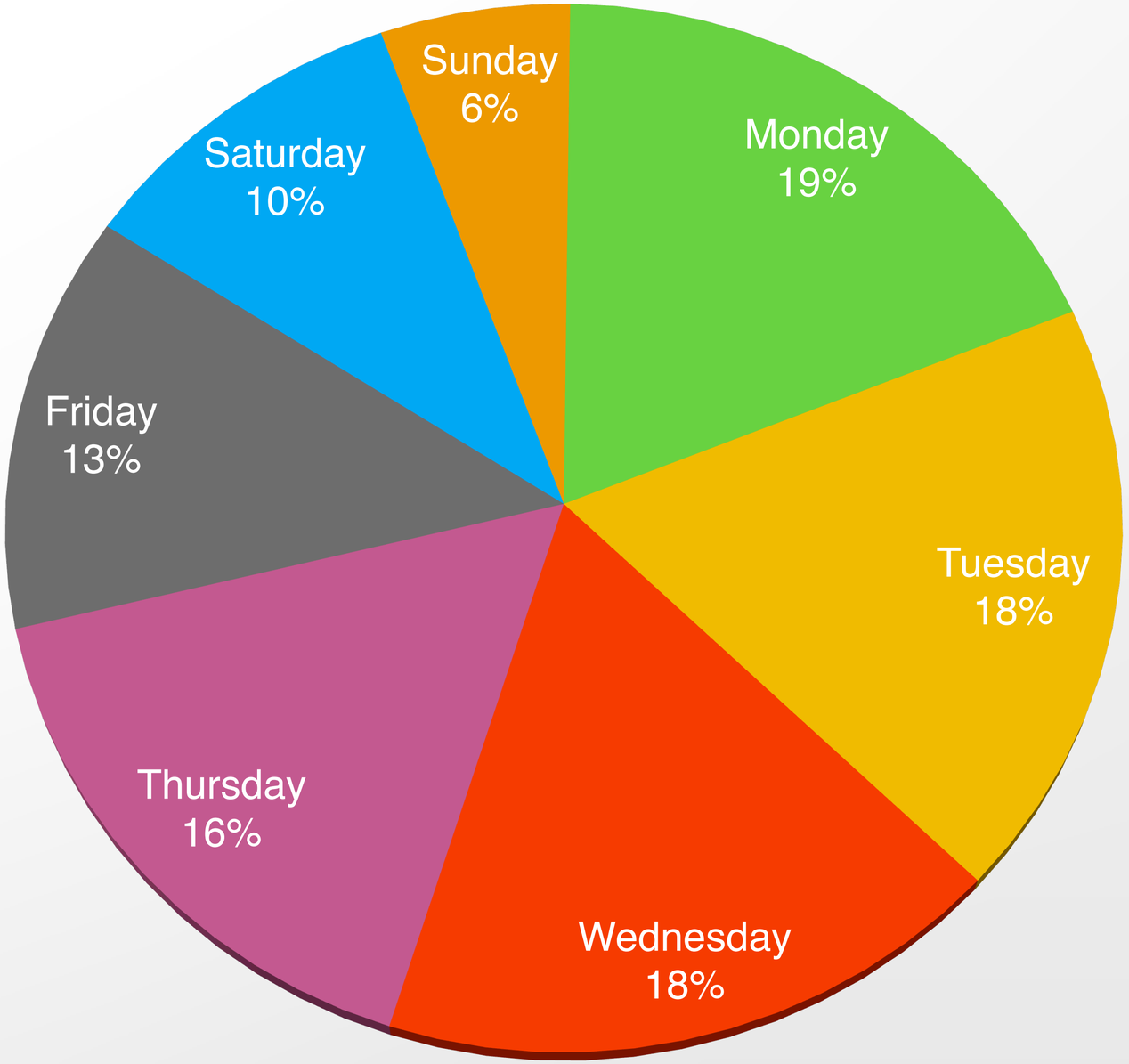
Videos

Number of videos sent in the 1497 cases

7

Client messages

Average number of messages clients sends per consult


Sunday
6%
Monday
19%
Saturday
10%
Friday
13%
Tuesday
18%
Thursday
16%
Wednesday
18%

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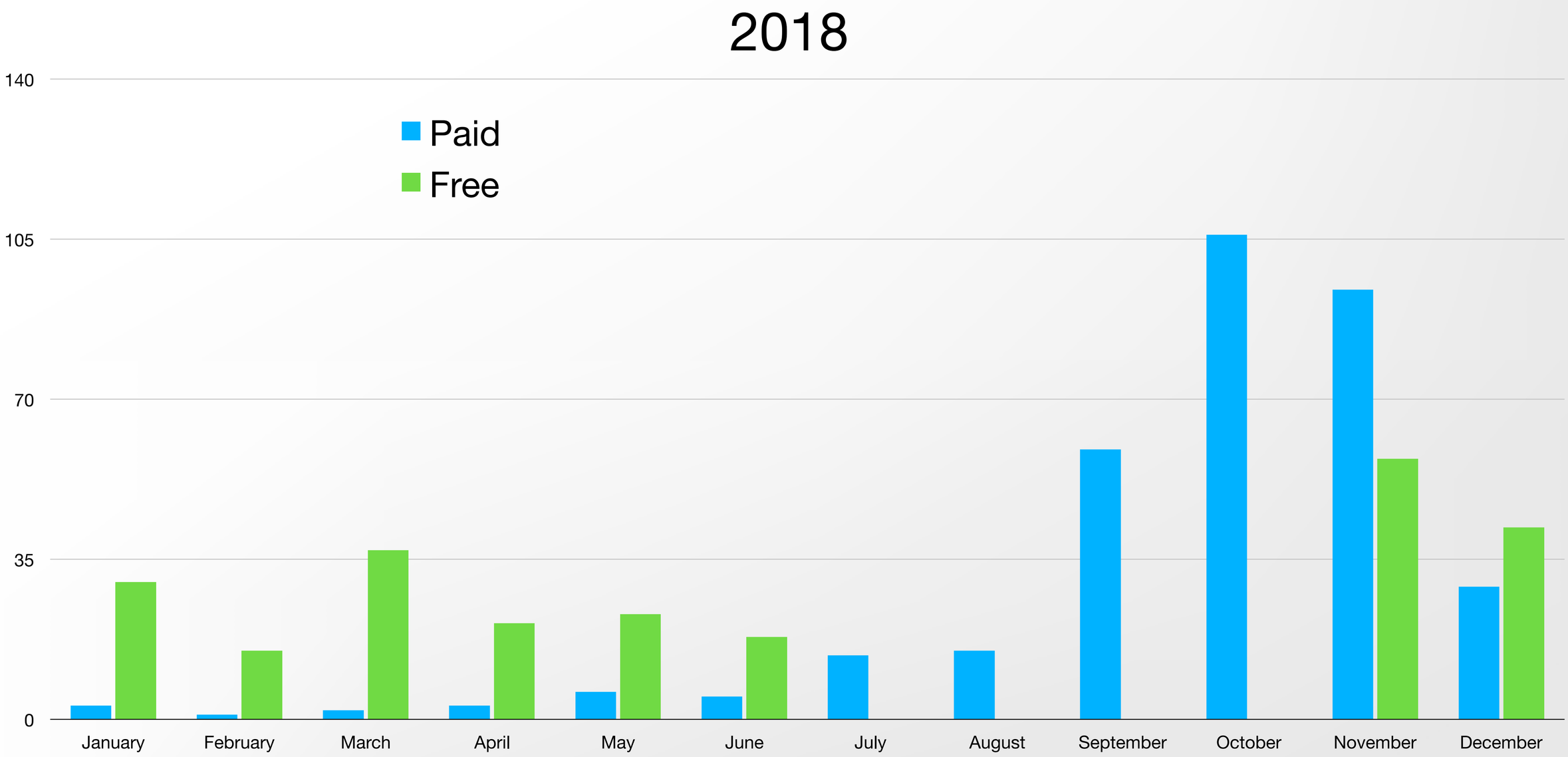
DATA ANALYSIS

Your great subtitle in this line

Virtual Care Data

6/2016 - 8-2019



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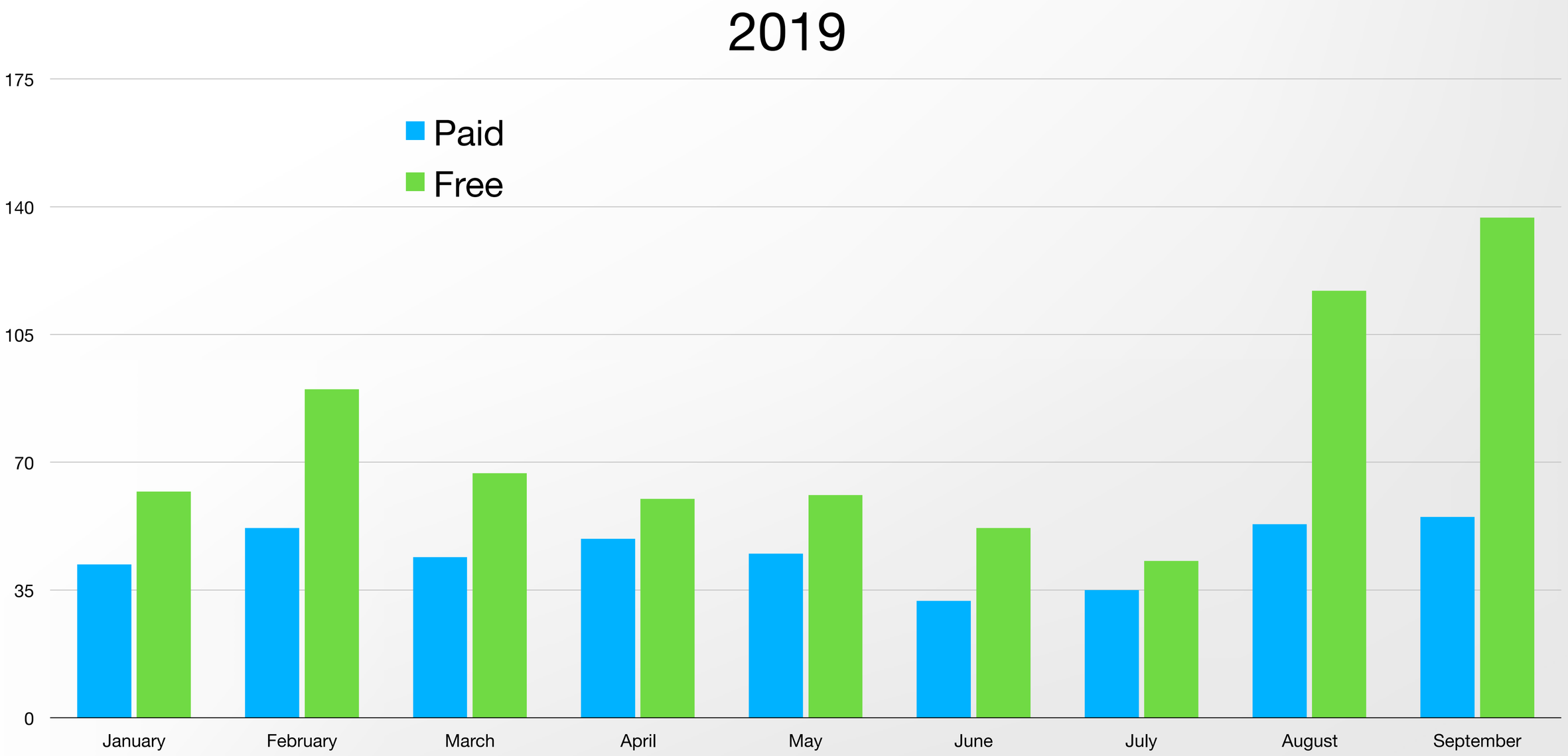
6/2016 - 8-2019