

speakout



Pet communicator helps practice talk to clients

The article “Pet Psychic Inspires Doctors” (*Trends*, Jan/Feb 2011) received numerous comments from *Trends* readers. Regardless of anyone’s stance on the validity of pet communication, this alliance has helped The Cat Practice (the clinic in the article) have a positive impact on client relations and the practice’s marketing goals.

First, pet communication methods have helped The Cat Practice veterinarians and technicians *demonstrate* their compassion toward animals by listening to them and being sensitive to their feelings. The same methods also help *clients* see their pets in a new way as “more than

an animal” with the goal of strengthening owner interest in their pet’s care and well-being.

Second, by sponsoring an event featuring the animal communicator, The Cat Practice gained exposure to potential new clients and provided a “perk” to existing clients. The event, which was featured on local Fox news, attracted hundreds of clients and their guests.

The point is not whether or not we can “talk to the animals.” Instead, it’s recognizing that outreach such as this helps open dialogues, build sensitivity for pets and connect clients to the practice.

Linda Wasche
President, LW Marketworks Inc.

WE WANT TO HEAR FROM YOU!

Please let us know your suggestions for improving *Trends*.
Email us at trendstoday@aahanet.org or send letters to:

Trends, AAHA, 12575 West Bayaud Avenue, Lakewood, CO 80228