

## One expert's take on ancillary services

Boarding and grooming can be a great opportunity.

Aug 1, 2008

By: [Linda Wasche](#)

VETERINARY ECONOMICS



Linda Wasche

The more a practice can deliver to a client, the greater the depth of the relationship with that client. A practice that offers related services and products positions itself as a client resource on multiple levels. The practice plays a greater role in the pet's life and has more influence in its care. Clients benefit from going to a trusted single source.

Take boarding, for example. Providing this service is an opportunity for a practice to leverage the trust it has already built with its clients. It also makes it convenient for clients to obtain routine pet health services—nail clips, vaccinations, and other offerings—at the same time. Convenience is a huge issue.

As consumers are more strapped for time and gas prices continue to rise, one-stop shopping is becoming the norm. Large pet supply retailers are already on the bandwagon with grooming and veterinary services. Smart veterinary practices will constantly look for ways to build loyalty, add convenience, and command a larger share of customers' pet care dollars.

*Linda Wasche is president of LW Marketworks, a marketing firm in Bloomfield Hills, Mich.*

Contact Linda Wasche at [lindaw@lwmarketworks.com](mailto:lindaw@lwmarketworks.com) or 248-253-0300. Read more articles by Linda Wasche in Veterinary Economics at <http://www.dvm360.com>.