

Dear Colleagues:

There may never have been a more challenging, or more appropriate, time to increase our attention to patient- and client-centered Connected Care than right now. We've all had to think beyond our norms and beyond our walls to meet patients and clients where they are while protecting and leveraging our healthcare teams to the fullest.

There's been renewed consideration of how Connected Care utilizes familiar digital tools, including texts, video messaging, websites, and social media to interact remotely and on-demand 24/7.

But by fully engaging your practice in Connected Care—which integrates digital technologies for improved communication, diagnosis, and monitoring—you can open up even bigger opportunities and propel your practice into a more competitive future.

Ask yourself, are we using

- streaming video in exam rooms to allow owners to be “present” as diagnoses and decisions are made?
- photos and videos of patients to support our assessments?
- video systems to monitor patients' behavior in their homes?
- remote monitoring technology to track patients' vital signs, glucose levels, exercise, and sleep?
- artificial intelligence to support our diagnostic work?

What about online patient education that establishes you as a trusted authority available for ongoing, personalized healthcare guidance, as opposed to a random web search? Or how about new technologies that enable you to consult with specialists anywhere in the world, expanding the value of your connected practice?

The key to making Connected Care work is involving your entire healthcare team. Veterinary technicians and assistants can share their expertise and skills, providing support on everything from housetraining puppies to appropriate nutrition to how to administer insulin injections.

And Connected Care means the front-desk staff has time to offer that extra word of encouragement a client might need

because the practice has streamlined routine scheduling, forms, histories, and billing to make client relations a priority.

Integrating the tools of Connected Care into your practice is not difficult. You can choose to use as few or as many as you like over time. You want to choose what is right for *your* team and *your* circumstances to meet *your* goals.

Step one is getting started, and that's why we've put together this resource to support your success.

There are practical, step-by-step recommendations for approaching each decision point and tips based on the experiences of others. Each section can stand alone, or you can read this start to finish, and you might even pick up some pointers you hadn't thought about for things you're already doing. We encourage you to pass this resource around your practice to start conversations on how you all can embrace Connected Care more fully.

There is no better time to take that first step.



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