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Overview/description

A road better travelled: Driving hospital efficiency using low-, medium- and high-tech solutions

Is your hospital “tech fearful”, “tech forward” or somewhere in the middle? As daunting as it may seem, the benefits of using technology are well worth the bumps in the road.

During this webcast, Dr. Brendon Laing, veterinarian, practice owner, and technology advocate, discusses this topic with some fresh ideas for low-, medium-, and high-tech options and the potential impact on hospital efficiency.

Speaker's bio and credentials



Brendon Laing, BSc. (Honours), DVM

Dr. Brendon Laing received his bachelor's degree from Queen's University and his veterinary degree from the Ontario Veterinary College in 2013, where he received the prestigious Small Animal Surgery Award from the American College of Veterinary Surgeons. He is a small animal veterinarian with an entrepreneurial spirit who constantly looks for new ways to serve pet owners and his community. When he is not caring for patients, Dr. Laing is actively advocating for the future of the profession as president-elect for the Ontario VMA and chair of the Professional Development Committee for the Canadian VMA. A technophile by nature, he believes technology is the key to enabling veterinarians to surpass the expectations of today's well-educated and service-minded pet owners. For Dr. Laing's dedication to the betterment of companion animals, the veterinary profession, and society at large, he was recently awarded the 2023 World Small Animal Veterinary Association (WSAVA) Future Leader Award.



Questionnaire

1. **True or False. Three hazards that veterinary practices currently face are a generational shift in expectations, an increased demand for services and a labour shortage.**
 - ☒ TRUE
 - ☐ FALSE
2. **What mile markers can clinics focus on to help alleviate the hazards our clinics face**
 - ☐ Inventory management, schedule control, client relations
 - ☐ Recruiting, staff efficiency, communication
 - ☒ Schedule control, staff efficiency, communication
 - ☐ Communication, staff efficiency, increased services
3. **How long does it take for someone browsing your website to decide if they want to learn more about your practice?**
 - ☐ 5 seconds
 - ☒ 15 seconds
 - ☐ 60 seconds
 - ☐ 3 minutes
4. **Which of the following statements about technology and web promotion is correct?**
 - ☐ Online scheduling forms reduce efficiency because they take time to customize.
 - ☐ Online scheduling that integrates with a practice management system is less efficient than an online web form.
 - ☒ A customized SEO website can have a greater impact on communication pain points than a basic website.
 - ☐ Online reviews are helpful, but only if you highlight and respond to the positive ones.
5. **Which of the following, according to Dr. Laing, will help reduce burnout and fatigue in veterinary hospitals?**
 - ☐ Actively controlling the schedule
 - ☐ Putting team needs first
 - ☐ Eliminating double-booking
 - ☐ Training teams on how to say no compassionately
 - ☒ All of the above



6. Which of the following technology solutions can help with staff utilization?
 - ☐ VOIP phone system
 - ☐ SMS messaging
 - ☐ Sofie (“Google for vets”)
 - ☐ RVT and VA-driven appointments
 - ☒ All of the above
7. What form of communication have studies proven to be the most effective?
 - ☐ Phone
 - ☒ SMS
 - ☐ Email
 - ☐ Snail mail
8. Which of the following technology combinations would, according to Dr. Laing, provide a significant improvement in staff efficiency at patient check-out?
 - ☐ Wireless payments and an app-based, loyalty-club experience
 - ☐ Printing and emailing client education handouts
 - ☒ Client education that is integrated with practice management software and an app-based, loyalty-club experience
 - ☐ All will have a similar impact on staff efficiency.
9. True or false. While a website that includes your logo, contact info and hours of operation will suffice, it is the visual aesthetics and “extras” (team bios, clinic philosophy, client education) that help truly clients understand if your hospital is right for their pet.
 - ☒ TRUE
 - ☐ FALSE
10. True or false. By focusing on better schedule control, increasing staff efficiency and optimizing communication, we can make a significant impact on our health, as well as the health of our team and patients, and improve client satisfaction.
 - ☒ TRUE
 - ☐ FALSE



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PERSONAL INFORMATION:

First name:

Last name:

Type:

(Veterinarian, Technician)

Licence number:

Province where you practise:

Email:



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CERTIFICATE OF COMPLETION

Educational webcast

**A road better travelled: Driving hospital efficiency using low-,
medium- and high-tech solutions**

Presented by

Brendon Laing, BSc. (Honours), DVM

This document confirms that

Dr. Lorem Ipsum

has viewed the above-mentioned webcast and has answered and submitted the
questionnaire meant to evaluate the understanding of the content.

Date:

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CE credit earned: 1