



HealthCare Manager from RxWorks

Results prove HealthCare Manager
boosts your financial performance
as well as improving your patient
compliance and care

How?

Please read on





RxWorks HealthCare Manager is an innovative module within RxWorks' Quality Care System and has been designed specifically to help you boost compliance, through improved healthcare of your patients. An important by-product of doing this is to improve your practice's profits.

Using this innovative feature, you can set up species-specific HealthCare indicators covering boosters, flea treatments, wormers, dentals, heartworm, diet, health checks and many others. There are 23 Indicators and each Indicator is linked to the relevant Product and Service in your price list. When any item is sold, a Reminder will be set and generated at the relevant

time, and the HealthCare Manager triggered. Each indicator can be switched on as required.

The Patient screen displays the status of each Indicator clearly showing whether the next treatment is Nearly Due or Overdue and alerts staff to take action.

HealthCare Manager can be configured to display screen prompts at various stages in the work flow, for instance, when booking an appointment, making a counter sale or consulting with the doctor. A comprehensive range of reports and analyses are available to help you monitor your compliance levels and the screen prompts can also be an important training aid for new staff.

A Practical Example

A dog is overdue his flea treatment. The normal reminders have been sent but the client has ignored or forgotten to do anything about renewing the treatment. The client contacts your receptionist to book an appointment for a different clinical issue with his dog.

When the receptionist enters the appointment a HealthCare message is displayed on the terminal indicating that the flea treatment is overdue. The receptionist can

at this point book the new appointment and remind the client about the flea treatment.

You can customize the prompt message to reflect your clinic's Standards of Care. HealthCare Manager helps ensure the message is delivered consistently by all members of your staff. AAHA found it was important that the client heard this message several times. This led to improved compliance.

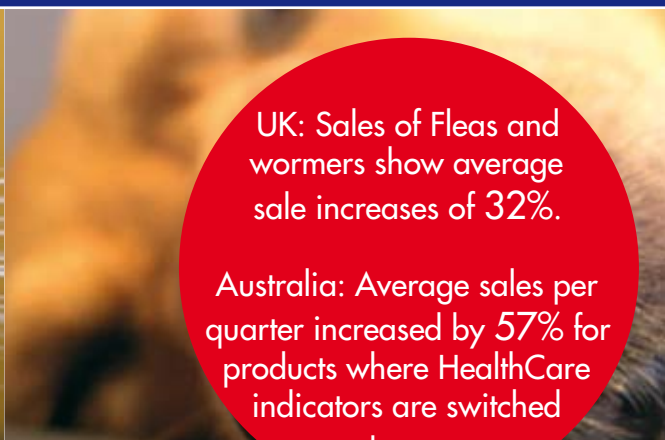
The Benefits

- Improved healthcare for your patients
- Happier clients with greater loyalty
- More fulfilled staff as they see the benefits of their patients' improved healthcare
- Improved communication delivered in a consistent way from the whole team in the clinic
- Enhanced income to the clinic from the delivery of this additional healthcare and product sales
- An effective means to train new staff to deliver your clinic's consistent Standards of Care message.

As can be seen from the flea example above, two important steps need to be taken:

- Your RxWorks database needs to be correctly set-up to implement the HealthCare Indicators you wish to switch on. These Indicators are linked to your Fees.
- All staff within your clinic need to buy into the reasons for implementing HealthCare Manager within the clinic.

These two stages are covered on page four, but first what is the evidence for HealthCare Manager's success?



UK: Sales of Fleas and wormers show average sale increases of 32%.

Australia: Average sales per quarter increased by 57% for products where HealthCare indicators are switched to on.

What is the evidence for HealthCare Manager's success?

RxWorks implemented HealthCare Manager into the first clinics in Australia and the UK in 2005. Results from these clinics have become available in 2006 which show, beyond doubt, the success of HealthCare Manager in raising compliance levels through improved standards of care, resulting in improved health for patients, extra sales.

We originally based our thinking behind HealthCare Manager on the 2003 AAHA study conducted in the US.

This showed that where compliance increased by just 10% in an average 2.2 veterinarian clinic, revenues increased by US\$132,535.

The clinics we analysed below were using between one and seven HealthCare indicators and showed increases in visits and sales income of basics such as fleas and wormers. The clinics have worked hard to achieve these results and they indicate the predictions contained in AAHA study were correct.

| HealthCare Indicator | Year* | Nos | Income | Year* | Nos | % increase | Income | % increase |
|---|-------|------|----------|-------|------|------------|----------|------------|
| UK Clinic One: With just two HealthCare Indicators switched on, it delivered an extra £5,343 of revenue per quarter | | | | | | | | |
| Flea | 2005 | 881 | £17,459 | 2006 | 1056 | 20% | £22,035 | 26% |
| Worming | 2005 | 85 | £4,781 | 2006 | 1019 | 15% | £5,548 | 16% |
| UK Clinic Two: With five HealthCare Indicators switched on it delivered an extra £21,469 of revenue per quarter | | | | | | | | |
| Flea | 2005 | 551 | £11,188 | 2006 | 616 | 21% | £13,970 | 25% |
| Worming | 2005 | 638 | £4,703 | 2006 | 921 | 44% | £7,552 | 61% |
| Vaccination | 2005 | 801 | £23,046 | 2006 | 1012 | 26% | £32,048 | 39% |
| Food & Diet | 2005 | 399 | £7,213 | 2006 | 530 | 33% | £10,203 | 41% |
| Dental | 2005 | 44 | £4,573 | 2006 | 61 | 39% | £8,419 | 84% |
| Australia Clinic One: With six HealthCare Indicators switched on it delivered an extra \$40,228 of revenue per quarter | | | | | | | | |
| Flea | 2005 | 392 | \$16,441 | 2006 | 657 | 68% | \$28,948 | 76% |
| Worming | 2005 | 885 | \$8,356 | 2006 | 1065 | 20% | \$9,507 | 14% |
| Vaccination | 2005 | 550 | \$31,697 | 2006 | 577 | 26% | \$32,048 | 39% |
| Food & Diet | 2005 | 422 | \$13,637 | 2006 | 511 | 21% | \$16,464 | 21% |
| Dental check | 2005 | 131 | \$7,734 | 2006 | 179 | 39% | \$17,928 | 232% |
| Heatworm | 2005 | 885 | \$8,356 | 2006 | 1065 | 20% | \$9,507 | 14% |
| Australia Clinic Two: With six HealthCare Indicators switched on it delivered an extra \$76,200 of revenue per quarter | | | | | | | | |
| Flea | 2005 | 540 | \$23,325 | 2006 | 1137 | 111% | \$25,858 | 111% |
| Worming | 2005 | 633 | \$11,796 | 2006 | 1253 | 98% | \$20,204 | 71% |
| Vaccination | 2005 | 1026 | \$38,523 | 2006 | 1494 | 46% | \$53,344 | 38% |
| Tick | 2005 | 549 | \$16,239 | 2006 | 1048 | 91% | \$34,115 | 110% |
| Dental Check | 2005 | 66 | \$5,516 | 2006 | 115 | 74% | \$12,921 | 134% |
| Heatworm | 2005 | 91 | \$4,924 | 2006 | 147 | 61% | \$7,056 | 43% |

* Quarterly figures compared to same period last year



How Can I implement HealthCare Manager?

RxWorks has devised a highly effective 'Fast Track' program that has been specifically created to combine training and professional hands-on help to make it easier for you to achieve your clinic's Standards of Care and thereby increase compliance. RxWorks has put together this program, which combines training with hands-on professional help, to make it as easy as possible for you to achieve your Standards of Care objectives.

'Fast Track' is NOT an instant 'just add water and hey presto!' solution. It is a launching pad built on strong foundations that ensures your quality and overall Standards of Care are much improved using the full functionality available within RxWorks. At your end, 'Fast Track' will require your commitment to succeed and the involvement of your entire practice team for long-term success. Ready to take the first step?

Setting Up HealthCare Manager

This full in-depth three day hands-on training programme will assist you in defining the Standards of Care for your clinic. It also ensures HealthCare Manager is set-up and working correctly to help you manage, monitor and measure your clinic's Standards of Care compliance.

Your team gains as well, because they are involved with clinical expertise and input to define the Standards. We will examine other parts of your RxWorks system so you can achieve major extra benefits for your business. For example which reports are you using, do you use inventory/stock control.

Getting Procedures Right

Missed charges can account for 5-25% of revenue. These missed charges can be captured through the correct use of RxWorks Procedures that you have set up. 60-80% of work you do is based

on regular treatments and should be covered by Procedures.

What is it worth to have them working correctly? What would an additional 5-25% of revenue, with no added cost or staff mean to your business? Used correctly Procedures will support your Standards of Care, save time and increase your profits. The correct use of Procedures, their set-up and continued monitoring by you or members of your team is included in the 3 day package.

Here is a summary of the 'fast track' Program:

- Analysis of your existing setup of screens, Fees, Procedures and Reports
- Discussion of your current use of RxWorks and suggested improvements
- Discussion with clinic team members about Standards of Care and implementing HealthCare Manager in the clinic
- Discuss and examine your fees including Headings, Reporting Categories, Income Groups, Fields and HealthCare Manager
- Setup HealthCare Manager with Reminders & Prompts
- Update patient records to include HealthCare Manager fields
- Reviewing the correct use of Procedures covering their set-up and use.

"Our system 'knows' our specific quality of care standards and prompts us when a pet is due"

Hugh White, Armidale Veterinary Hospital

"HealthCare Manager has helped us in a variety of ways and the end result is a much more efficient control of a patient's entire healthcare picture - and better tracking of our products and services."

Sarah Miller, Head Receptionist, Wigmore Veterinary Centre



How to contact us

To arrange a demonstration, or answer specific questions, please contact one of our Practice Advisors:



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