

How Can Client Education Create A Recession-Resistant Vet Practice?



“...it (veterinary industry) has been hit harder than initially projected.”

—“Surviving Recession”
Veterinary Practice News, May 2009

What’s the best answer to the challenge of surviving -- and even thriving – in an economic downturn? Client education may not be the first idea to pop to mind. But it should be.

Visually educating your clients about veterinary health helps you...

- Retain more clients
- Boost income with increased client visits & referrals
- Reduce your promotional costs
- Improve client compliance

Achieve this with an all-in-one education and promotion solution: **Mediadoc™**. This innovative system runs silent client education programs on display screens in your reception, exam rooms or other clinic areas. Using colorful slides, text, video and animation, **Mediadoc™** educates your clients about treatment options, new techniques and important research. You can promote your products and services.

With a **Mediadoc™** System, you get...

- **Mediadoc™** software, computer & display screens
- Training & tech support
- Pre-programmed shows, plus customized messages
- Two monthly customized newsletters for clients
- **Mediadoc™** Message Vet Library database
- Easy lease-to-own plan



Call 1-800-644-1055 ext. 21
for a FREE, no-obligation demo of **Mediadoc™**

www.bricancorp.com



Since 1995, Brican has supplied its **Mediadoc™** system to over 5,000 satisfied health practices across North America